Google Business Profile Setup Checklist

Steps 1-4 | Tick each completed action; mark N/A where needed.

Business: _____

Date started: _____ Date completed: _____

1. Check eligibility

- ☐ Confirm you meet customers in person at your premises, at their location, or both.
- ☐ Check that you are eligible before continuing: online-only businesses are generally ineligible; adding a service area does not change this.

2. Keep the owner in control

- ☐ Choose a Google Account the business owner can reliably access.
- ☐ Check that the correct account is signed in.
- ☐ Check the account recovery details.
- ☐ If helpers are needed, invite them as owners or managers using their own accounts. Do not share passwords.

3. Find or claim an existing listing

- ☐ Search Google Maps for your business name and town.
- ☐ Check any matching listing before adding a profile; avoid duplicates.
- ☐ Claim an unverified listing, or request ownership / recover access if already owned. Add a new profile only if no existing listing applies.

4. Use your real name and primary category

- ☐ Enter the name used in your real-world branding, without added keywords or towns.
- ☐ Choose the most specific accurate primary category from Google's list.
- ☐ Review additional categories and add only those that genuinely apply.

Notes / anything still waiting for Google

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If interrupted

Last completed: step _____ action / item _____ Resume date: _____

Next action / what I am waiting for:

_____

Google Business Profile Setup Checklist

Steps 5-8 | Continue one action at a time.

Business: _____

Tick each completed action; mark N/A beside any action that does not apply.

5. Choose how you serve customers

- ☐ Choose storefront (customers visit), service-area (you visit customers), or hybrid (both).
- ☐ If customers visit, confirm the location is real, staffed during stated hours and has permanent signage. A mailing address or unstaffed virtual office is not a storefront.

6. Check location, service area and privacy

- ☐ If customers visit, check the full business address.
- ☐ If customers visit, check that the map pin marks the correct location.
- ☐ If you travel to customers, list actual supported areas served (up to 20; generally within about two hours' drive).
- ☐ If customers do not visit, hide your home address from the public. Google may still need it privately for verification.

7. Add working contact details

- ☐ Enter and check a business-controlled phone number.
- ☐ Add and test the relevant website link. If you have no website, follow Google's options.
- ☐ Where offered, review optional social profiles and test each link you add.

8. Complete Google-selected verification

- ☐ Open Get verified and follow the method(s) Google offers; you cannot choose freely.
- ☐ Complete the requested verification steps and keep any codes secure.
- ☐ If video is requested, follow Google's evidence rules and record through the profile on mobile.
- ☐ Check the verification status and record any review still pending in the notes.

Notes / anything still waiting for Google

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If interrupted

Last completed: step _____ action / item _____ Resume date: _____

Next action / what I am waiting for:

_____

Google Business Profile Setup Checklist

Steps 9-10 | Continue one action at a time.

Business: _____

Tick each completed action; mark N/A beside any action that does not apply.

9. Complete the useful profile details

- ☐ **Opening hours:** set honest regular opening hours.
- ☐ **Special hours:** review and set hours for relevant holidays or exceptions.
- ☐ **Business description:** add a clear description, up to 750 characters; no links, HTML, prices or offers.
- ☐ **Services:** add the genuine services your business provides.
- ☐ **Genuine photographs:** add authentic photos of your business.
- ☐ **Optional features:** review attributes, booking / ordering links and other features offered for your business; complete those that apply.

10. Test the public profile as a customer

- ☐ Find and check the public profile in Google Search.
- ☐ Find and check the profile in Google Maps, including on mobile.
- ☐ Check the displayed business name and category.
- ☐ Check regular and special hours.
- ☐ Check public address visibility and the map pin, as applicable.
- ☐ Check that the photographs display correctly.
- ☐ Test the phone number, website and any action links.
- ☐ Record anything pending verification or review. Saved edits may not appear immediately.

Notes / anything still waiting for Google

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If interrupted

Last completed: step _____ action / item _____ Resume date: _____

Next action / what I am waiting for:

_____