FREE PRINTABLE CHECKLIST · LINKUN FOUNDATION

Google Business Profile setup checklist

Claim, complete, and keep up your free Google Business Profile so customers find you in Google Search and Maps.

Your Google Business Profile is free and is often the first thing customers see. See the Digital Presence Toolkit for the bigger picture.

Claim it

- [ ] Search for your business on Google Maps. If a profile exists, choose to claim it; if not, add your business.
- [ ] Verify ownership the way Google asks (video, phone, email, or mail).
- [ ] Use your real business name, with no extra keywords added.

Complete it

- [ ] Choose the most accurate primary category, and add secondary ones that fit.
- [ ] Add your address, or set a service area if customers don't come to you.
- [ ] Add your phone number, website, and hours, including holiday hours.
- [ ] Write a description that says what you do, for whom, and where.
- [ ] List your products or services, with prices where you can.
- [ ] Upload real photos: outside, inside, your work, your team. Add new ones every month.
- [ ] Add answers to the questions customers ask most.

Keep it working

- [ ] Reply to every review within a few days.
- [ ] Post updates, offers, or events once or twice a month.
- [ ] Check the Performance tab monthly for searches, calls, and direction requests.
- [ ] Make sure your name, address, and phone match your website and other listings exactly.

Free 1:1 coaching from the Linkun Foundation: https://calendar.app.google/Y9th1oVrDYsY7tbk8. Educational only; not legal, tax, or accounting advice.