

Google Business Profile Optimisation Checklist

Print off this checklist and tick off each step as you go through the '[Profile Perfection: Painlessly Polish Your Google Business Presence](#)' guide on our Talk About Digital Podcast website.

Crafting the Perfect Business Information

- Business Name: Entered your business name exactly as customers know it
- Primary Category: Selected the most accurate primary business category
- Secondary Categories: Added relevant secondary categories to expand your reach
- Business Description: Wrote a clear and engaging description of your business
- Opening Date: Set the correct opening date for your business

Perfecting Your Contact Information

- Phone Number: Entered an accurate and up-to-date phone number
- Website Link: Added the correct link to your website
- Social Profiles: Linked your active social media profiles to build trust

Location, Location, Location!

- Business Location: Accurately pinned your business location on the map
- Service Area: Defined the areas where your business operates and delivers

Setting Your Opening Hours

- Main Business Hours: Entered the correct opening and closing times
- Special Hours: Updated your profile for holidays and special events
- Additional Hours: Added specific hours for services like breakfast, lunch, or delivery

Highlighting Key Features of Your Business

- From the Business: Highlighted unique attributes such as “Women-owned” or “Eco-friendly”
- Accessibility: Listed all relevant accessibility features
- Amenities: Showcased additional conveniences like Wi-Fi or gender-neutral toilets
- Children: Highlighted family-friendly facilities such as nursing rooms

- Crowd: Promoted inclusivity with features like LGBTQ+ friendliness
- Parking: Provided clear parking information
- Payments: Informed customers about accepted payment methods
- Planning and Special Options: Added options like appointments or kerbside pickup
- Recycling: Showcased your commitment to sustainability

Managing Reviews for Success

- Getting More Reviews: Created and shared a direct link for customers to leave reviews
- Responding to Reviews: Engaged with both positive and negative feedback
- Tracking Un-replied Reviews: Ensured no customer review is left unanswered

Optimising Photos and Videos

- Uploading Quality Visuals: Selected and uploaded high-resolution images and videos
- Leveraging User-Generated Content: Encouraged and curated customer-uploaded photos and videos

Showcasing Your Products and Services

- Adding Products: Listed key products with descriptions and high-quality images
- Listing Services: Detailed all services offered under relevant categories

Simplifying Customer Booking

- Adding Booking Links: Integrated a booking system and added links to your profile
- Testing the Booking Process: Tested the booking process to ensure it works smoothly

Mastering Q&A

- Pre-empting Customer Questions: Added and answered common customer queries proactively
- Responding to Customer Queries: Regularly monitored and responded to new questions

Keeping Your Profile Updated

- Adding Updates: Regularly posted updates to keep customers informed

- Creating Offers: Added special promotions to attract new customers
- Hosting Events: Listed upcoming events with detailed information

Encouraging Reviews

- Getting More Reviews: Continued to encourage customers to leave reviews
- Using Reviews to Build Trust: Used positive reviews to build credibility and attract more customers

Sustaining Your Profile's Success

- Regular Maintenance: Set up a schedule to review and update your profile regularly
- Continuing to Grow: Expanded your online presence and set new goals for ongoing success

By using this checklist and following the related guide on the TAD website you will understand how to fully optimise your Google Business Profile listing to help you to increase the number of customers within your local geographical target area.

If you found this checklist and guide helpful, subscribe to the Talk About Digital Podcast (available on our website and all major podcasting



platforms) and give it a listen as we share even more actionable value in the form of the 'TAD Takeaway'.