Google Business Profile Setup Checklist

Set up a clear, accurate profile

Confirm eligibility

Check Google's current guidelines. Use the real business name without added keywords. A profile is generally for a business that meets customers in person; online-only operations may not qualify.

Use a service area when appropriate

If you visit customers and do not receive them at your business location, hide the address from the public profile and enter the areas you actually serve. Provide verification details privately to Google if requested.

Choose categories

Pick the primary category that best describes your main work. Add relevant secondary categories only. Categories affect which features are available.

List services

Add actual services using plain descriptions. Include prices only when accurate and maintainable. Do not imply licenses, certifications, or coverage you do not hold.

Hours and contact details

Set normal and special hours. Use a business-controlled phone number and the correct website. Check the profile on mobile.

Photos

Add current, original photos of your work, equipment, or team with permission. Avoid publishing private customer information or a hidden location in photos.

Posts

Share a useful update, service explanation, or current offer when the feature is available. Check dates and terms before posting.

Reviews

Use Google's review link to invite honest reviews from real customers. Do not offer rewards, filter requests to happy customers only, or write reviews for customers.

NAP consistency

Keep the business name and phone consistent with your website and directories. Keep public location information consistent with the hidden-address choice; never publish a private location just to fill a directory field.

Ownership and review

Keep the owner account under business control, enable MFA, and add staff with the least access needed. Review edits, hours, and contact links regularly.

Want a hand? Explore Websites & Search Visibility at https://rosscoreit.com/

Google: service-area guidance: https://support.google.com/business/answer/9157481