



Google Business Profile checklist

Work through each check using your website and Google Business Profile. Use page 2 to record what needs fixing, who will handle it and when to check again.

Business

Checked by

Checked on

Website URL

Google Business Profile URL

☐ **1. Business details and customer contact**

Confirm the real business name, phone, website and hours. Review categories for the core business, plus address and service-area settings for how customers are actually served.

☐ **2. Content and the website destination**

Check that the description covers services you offer and the photos accurately represent the business and are yours or used with permission. Follow the website link on a phone; check that customers see the same offer and can call or send a request.

☐ **3. Genuine feedback and useful replies**

Read your review request and check who receives it. Do not offer incentives or ask only happy customers. Let customers describe their own experience; reply to their concern without exposing private customer information.

☐ **4. Performance and useful inquiries**

Record the reporting period and applicable metric definitions. Call-button clicks and website-link clicks do not establish answered calls, successful website visits or booked jobs. Compare with the business's actual inquiry records.



Findings and next actions

Check the page or listing again after a fix. Sending an edit request does not mean the public information has changed.

Finding 1

Check number Where you checked

Evidence / observation

What needs fixing

Next action

Who will handle it

Status / check-again date

Finding 2

Check number Where you checked

Evidence / observation

What needs fixing

Next action

Who will handle it

Status / check-again date

Finding 3

Check number Where you checked

Evidence / observation

What needs fixing

Next action

Who will handle it

Status / check-again date

Full guide