



Google Business Profile Checklist

A simple local SEO checklist for small businesses in Pike (PA), Orange (NY), and Sussex (NJ).

1) Business Info (Must Be Accurate)

- Business name matches your signage and website
- Address is correct (or service-area business settings are correct)
- Phone number is correct and clickable on mobile
- Website link is correct
- Business hours are accurate (including holidays)

2) Categories & Services

- Primary category is the best match for what you do
- Secondary categories added (only if relevant)
- Services list completed with clear descriptions
- Service areas added (towns/counties you serve)

3) Photos & Branding

- Logo uploaded
- Cover photo uploaded
- At least 10 high-quality photos added (team, work, location, products)
- New photos added regularly (monthly is a good goal)

4) Reviews & Reputation

- You have a simple review request process (text/email link)
- You respond to new reviews (good and bad) politely
- You never offer discounts or gifts for reviews
- You aim for steady review growth (not all at once)

5) Posts & Updates (Optional but Helpful)

- You publish posts (offers, updates, events) 1–2x per month
- You add a clear call-to-action (Call, Learn more, Book)

6) Messaging & Contact Options

- Messaging is enabled (if you can respond quickly)
- Appointment link added (if applicable)
- Questions & Answers checked for accuracy

7) Directory Consistency (NAP)

- Name, Address, Phone (NAP) match across major directories
- Facebook page info matches exactly
- Yelp and other listings match exactly
- Old/duplicate listings removed or updated

8) Tracking & Maintenance

- You check Insights monthly (calls, website clicks, directions)
- You update hours before holidays
- You review categories/services quarterly
