Google Business Profile Audit Checklist

Check each box. Anything unchecked is a fix to make. Takes about 20 minutes.

NOSNAS MARKETING

Business: Date: Checked by:

1. Ownership & verification

- [ ] The profile shows as verified, and I can sign in and edit it myself.
- [ ] I am an owner on the profile (not only a former employee, web designer or agency).
- [ ] There is only one profile for this location (no duplicates).

2. Name, category & contact info

- [ ] The business name matches my real sign and paperwork, with no extra keywords or city names added.
- [ ] The primary category is the most specific one that describes my main service.
- [ ] Additional categories cover my other main services (and nothing I don't do).
- [ ] Phone number is correct and answered during business hours.
- [ ] Name, address and phone match my website, Facebook, Yelp and other listings.

3. Location or service area

- [ ] Storefront: the address and map pin are exact.
- [ ] Service-area business (I go to customers): the address is hidden and my service areas are listed.
- [ ] Service areas are the cities or ZIP codes I really serve.

4. Hours & website

- [ ] Regular hours are correct.
- [ ] Holiday and special hours are set before each holiday.
- [ ] The website link works and goes to the best page for new customers.
- [ ] The link carries a tracking tag so I can see Google Business Profile visits in my analytics.

  Example: yoursite.com/?utm_source=google&utm_medium=organic&utm_campaign=gbp

5. Description, services & attributes

- [ ] The description says what I do, who I help and where, in plain words (750 characters max, no links).
- [ ] Every main service or product is listed, with a short description.
- [ ] Attributes that apply are turned on (for example: online appointments, wheelchair accessible, veteran-owned).
- [ ] A booking or quote link is added, if I take appointments.

6. Photos & updates

- [ ] Logo and cover photo are uploaded and look sharp.
- [ ] Real photos of my work, team, vehicles or storefront are on the profile (no stock photos).
- [ ] I added new photos in the last 30 days.
- [ ] I posted an update, offer or event in the last 30 days.

7. Reviews

- [ ] I ask every customer for a review, using my profile's review link.
- [ ] I reply to every review, good and bad, politely and without customer details.
- [ ] I never pay, discount or reward people for reviews, and never post fake ones.
- [ ] I don't ask only happy customers (that's called review gating and Google doesn't allow it).

8. Monthly 10-minute check

- [ ] Check Performance: searches, calls, website clicks and direction requests.
- [ ] Look for suggested edits from Google or the public and fix anything wrong.
- [ ] Add 2-3 new photos and one update.
- [ ] Reply to any new reviews.

Why you might not show up on Google Maps: Google says local results are based mainly on **relevance** (how well your profile matches the search), **distance** (how far you are from the searcher) and **prominence** (how well known your business is, including reviews and mentions across the web). You can't change distance, but this checklist covers relevance and much of prominence. No one can guarantee a ranking.

Profile fixed? Now get seen. Nosnas Marketing features small businesses on its Facebook, Instagram and LinkedIn pages, starting at $299/month (at least 8 posts per month). Learn more: **nosnasmarketing.com/work-with-me**