

The Google Business Profile Optimization Checklist

The setup that gets your business found on Google, Maps, and AI search like ChatGPT and Perplexity. Most businesses are missing half of it.

Why it matters. Your Google Business Profile is what Google Maps, the local 3-pack, and AI assistants read to decide which businesses to recommend. Complete, active, reviewed profiles get surfaced. Incomplete ones stay invisible.

Identity

Categories

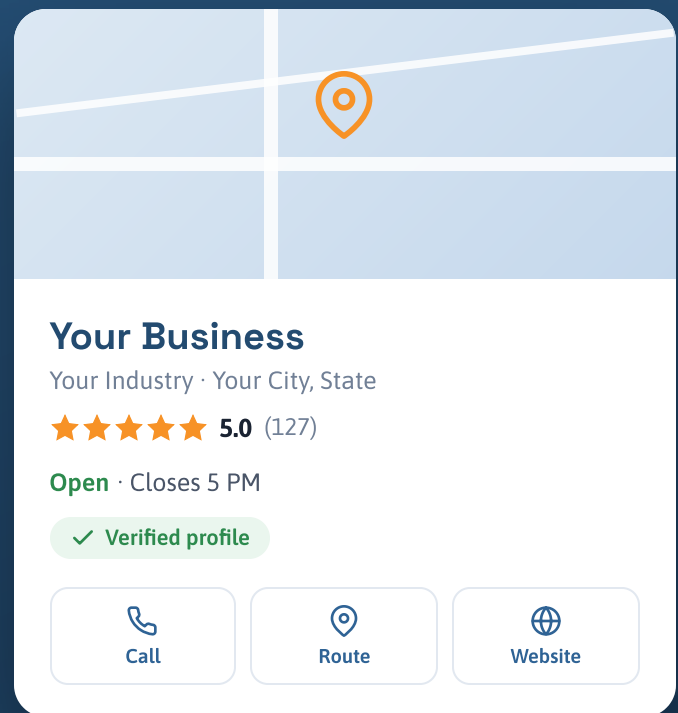
Services

Photos

Reviews

Posts

Q&A



What a fully optimized profile looks like.

3×

more clicks with photos

76%

who search visit within a day

#1

goal: the local 3-pack

★ = most commonly skipped, highest impact. Start there.

1 Core Identity

The basics Google and AI tools read first.

- ☐ Business name exactly as it appears in the real world. No keyword stuffing (it violates Google policy and can get you suspended).
- ☐ Primary phone number, formatted consistently everywhere you list it.
- ☐ Website URL using https and your primary domain.
- ★ ☐ **Add a UTM tag to your website link** (e.g. `?utm_source=google&utm_medium=referral&utm_campaign=gbp`) so profile traffic shows up in your analytics instead of hiding in "organic."
- ☐ Business hours. Use "by appointment" if you do not keep walk-in hours.
- ☐ Year opened.
- ☐ Service area: list the areas you actually serve. *This only affects Maps and local results, never who can find your website. Keep it realistic; overly broad areas dilute your local ranking.*

2 Categories

What decides which searches you show up in.

- ★ ☐ **Primary category** = the most specific category that accurately describes your core business. Specific beats generic: less competition, higher relevance.
- ☐ Add every relevant secondary category (up to about 9) to widen the searches you appear for. Only list what you genuinely do.

★ **Quick win:** Filling in Services and adding a UTM tag are the two highest-impact moves most businesses skip. Do those first and you are already ahead of most local competitors.

3 Completeness

The fields most profiles leave half-empty.

- ★ ☐ **Services:** itemize each service with a 1 to 2 sentence description, not just categories. A major relevance signal almost everyone skips.
- ★ ☐ **Business description** (up to 750 characters): lead with the benefit, use natural keywords, no fluff.
- ★ ☐ **Social links:** add Instagram, Facebook, LinkedIn, and YouTube. A newer field most profiles miss.
- ☐ Booking or appointment link pointing to your scheduler.
- ☐ Attributes: online appointments, languages spoken, identity attributes, and anything else that applies.
- ☐ Logo and a branded cover photo.
- ★ ☐ **Photos:** add 5 to 10 or more real photos (team, work, results). Profiles with photos get materially more clicks. Add a few every month.

4 Activity

Signals that you are open and engaged. The biggest lever after reviews.

- ★ ☐ **Google Posts:** publish one every 1 to 2 weeks (an update, offer, or link). An active profile is a ranking signal.
- ★ ☐ **Q&A:** seed it yourself. Post common questions and answer them from your business account. You control the public FAQ.
- ★ ☐ **Respond to every review**, positive and negative. Responding is itself a ranking and trust signal. Reply to the old ones too.
- ☐ **Messaging:** enable chat only if you will actually monitor it.

★ **Quick win:** One Google Post a week plus a reply to every review will out-rank a bigger competitor who does neither. Consistency beats size.

5 Reviews

The single strongest ranking factor.

- ☐ Grab your review short link (Profile → Ask for reviews).
- ☐ Put it in email signatures, post-job follow-ups, invoices, and receipts.
- ☐ Aim for a steady trickle (a few per month). It looks organic and ranks better than a one-time burst.

6 Hygiene

Consistency that protects your trust signal.

- ☐ Profile verified (the verified badge is showing).
- ☐ No duplicate listings. Search your business on Maps and merge or report any duplicates.
- ☐ Name, address, and phone match **exactly** across your website, Bing Places, Apple Maps, and directories. One mismatched format splits your trust signal.

★ The 6 most-missed, highest-impact items

1. **Itemized services** with descriptions
2. **Google Posts** on a regular cadence
3. **Self-seeded Q&A**
4. **Responding to every review**
5. **Social links** field
6. **UTM tag** on the website link

★ **Remember:** Only verified reviews on your own profile count toward ranking. Make asking part of every completed job, not an afterthought.

Want this **done for you?**

Azuretech sets up and optimizes Google Business Profiles, and the rest of your digital presence, for growing businesses. Here is what we handle so you get found and stay found:



Profile & services

The right categories and itemized services, written to rank.



Content kept current

Photos, weekly Google Posts, and a seeded Q&A, managed for you.



Reviews engine

A system that collects reviews and replies to every one.



Listings everywhere

Consistent across Google, Bing Places, and Apple Maps.

And this checklist is just the Google piece. We also set up Bing Webmaster Tools, Microsoft Clarity, Apple Business, and the signals that get you recommended by AI. **The longer you wait to set this up, the longer your business stays invisible on the biggest search engines your customers use every day.**

100% FREE · NO COMMITMENTS · JUST CLARITY

Book your free discovery call →

Automate More. Manage Less. **Grow Faster.**