

GOOGLE BUSINESS PROFILE AUDIT CHECKLIST

USE THIS CHECKLIST TO QUICKLY SPOT GAPS IN YOUR LISTING AND TURN YOUR GBP INTO A LEAD-GENERATING MACHINE.

CATEGORY	ITEM	DONE	NOTES
Basics	• Business Name matches exactly across web, social and signage		
	• Address is accurate, complete, and formatted consistently		
	• Website URL points to your homepage or a dedicated services landing page		
	• Primary Category correctly set (e.g., "HVAC contractor," "Plumbing")		
	• Secondary Categories cover all services you offer		
	• Phone Number is local and click-to-call enabled		
Business Description & Services	• Short Business Description (750 characters) includes your top local keywords		
	• Detailed Service Listings added with clear, benefit-driven copy		
	• Attributes toggled (e.g., "Online estimates," "Financing available")		
Photos & Videos	• At least 5 high-quality photos: team on the job, before/after shots, branded vehicles		
	• Logo and cover image uploaded in the correct aspect ratios		
	• Video (30–45 sec) showcasing your service process or customer testimonial		
Reviews & Reputation	• Recent reviews (within last 6 months) from satisfied customers		
	• Review response rate: you've replied to 100% of new reviews		
	• Templates ready for thank-you replies and handling negative feedback		

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Posts, Offers & Updates	• At least 2 GBP posts published in the past month (promotions, blog links, tips)		
	• Special offers or seasonal deals set up with clear start/end dates		
	• Event Posts created for upcoming webinars, workshops or community outreach		
Financing & Premier Program® Highlights	• “Financing available” attribute enabled		
	• Services or Highlights section mentions your payment options and Premier Program®		
	• Link to your financing landing page included in the profile or posts		
Insights & Optimization	• Checked Search Queries report to see which terms customers use		
	• Monitored Profile Views, Search Impressions, Clicks, Calls, and Direction Requests		
	• Updated strategy based on which services or posts drove the most engagement		

✓ **ONCE YOU’VE RUN THROUGH EVERY ITEM ABOVE, YOU’LL HAVE A ROCK-SOLID FOUNDATION TO CLIMB LOCAL RANKINGS, INSPIRE CONFIDENCE, AND TURN CLICKS INTO BOOKED JOBS. GOOD LUCK!**