

From **\$10K** to **\$30K** a Month

The Google Business Profile **Checklist**

"These are the exact strategies and things I implement on my clients' Google Business Profiles that have taken them from 10K a month to 30K a month."

— **Christopher Simpson, Pensacola SEO Company**

Relevance Category, services, name, and description, so you match the searches that matter.

Prominence Reviews, photos, and posts, the trust signals Google weighs most.

Completeness Links, hours, Q&A, and attributes, the fields almost everyone skips.

Google ranks local businesses on three things: **Relevance**, **Prominence**, and **Distance**. You cannot move your business, but you control the other two completely, and almost all of it is free.

RELEVANCE

Telling Google precisely what you do and who you serve.

☐ Set the single most accurate primary category

Your primary category is the heaviest-weighted ranking factor and decides which searches you are even eligible to appear in. Pick the most specific one that fits, then add every relevant secondary category.

☐ Use your real, full business name (a keyword in your name is a powerful signal)

A name that genuinely includes what you do (for example "Smith Flooring") is one of the strongest local signals. Use your true business name exactly. Do not add keywords you are not legally named, it risks suspension.

☐ Add 15+ services, each with its own written description

List every service, and write a sentence or two for each using the words customers actually type. Simply adding 15 services with descriptions puts you ahead of 90% of your competition.

☐ Write a complete, keyword-rich business description

Lead with what you do and the areas you serve, in the words customers search. Aim for around 750 characters and naturally include your core services and the cities you cover.

REPUTATION

The trust signals Google weighs most.

☐ Build a steady review engine and keep your rating at 4.5+

Review count and rating are two of the strongest prominence signals. Make asking part of the job: a short text with your review link, sent the moment you finish, and fix issues before they become 1-star posts.

☐ Respond to every review, positive and negative

Response rate is its own factor and a public trust signal. Thank the good ones, and answer the bad ones calmly with a fix.

PHOTOS & POSTS

Show Google an active, real, busy business.

☐ Add 50+ owner-uploaded photos

Photo count is weighted, and owner photos signal an active, real business. Cover exterior, interior, team, and finished work.

☐ Post to Google every week

Offers, recent jobs, quick tips. An active posting cadence signals a live business and keeps you in front of searchers.

CONTACT & LINKS

Make every way to reach you correct and connected.

☐ Set your website URL

Link your main website so Google and customers can reach your site directly from the profile. This is a core completeness and trust signal.

☐ Make sure your phone number is accurate

A correct, consistent local number is both a trust signal and how customers actually call. Make sure it matches the number on your website and everywhere else online.

☐ Add all of your social profile links

Connect Facebook, Instagram, YouTube, LinkedIn, and any others. They reinforce your brand and give Google more verified signals about your business.

☐ Set your appointment or booking link

This turns on the Book or Request button on your profile and gives searchers an instant next step instead of leaving to find your contact info.

COMPLETENESS & ENGAGEMENT

Google rewards fully filled-out, consistent, interactive profiles.

☐ **Set accurate service areas and keep your name, address, and phone identical everywhere**

Proximity is weighted, so consistent contact details and correct service areas are how you win business beyond your immediate block.

☐ **Complete your hours, including holiday and special hours**

"Open now" is a live ranking input. Accurate hours also build trust and capture after-hours searches.

☐ **Seed your Q&A and answer it yourself**

You can post and answer your own questions. Cover pricing, areas served, and "do you do X?" before a competitor's answer shows up there.

☐ **Add every attribute that applies to your Google Business Profile**

Identity and service attributes (family-owned, free estimates, languages spoken, payment types, accessibility) help you match more specific searches.

Want this done for you, **the right way?**

This is exactly what we implement for local businesses every day, the same playbook that has moved clients from 10K months to 30K months. We build your profile out and keep it climbing, so you can stay focused on the work.

BOOK A CONSULTATION

or call (850) 565-9154