

# The Local Business Google Profile Checklist

Everything that gets a local business to the top of Google and Maps, as plain tick-box actions. Work down the list, tick as you go, then keep the weekly habit at the bottom. No agency needed.

**How to use this:** do section 1 first (you cannot skip it), then work through in order. Most of it is free and takes an afternoon. The weekly routine is what keeps you climbing once it is set up.

## 1 Claim & verify

- Search your business name, click **Claim this business** (or create one at [google.com/business](https://google.com/business))
- Sign in with a proper **business email** you control
- Complete verification (take **video verification** if offered, it is fastest)
- Have your sign, tools and a recent bill ready before you film

## 2 Get the basics right

- Use your **real name** only, no keywords or town stuffed in
- Set the most accurate **primary category** (copy what top rivals use)
- Add secondary categories you genuinely offer
- Address on the door, or hide it and list your **service areas** if mobile
- Real hours in, plus special hours for bank holidays

## 3 Description

- 750 characters: **what you do, who for, where**, up front
- Add one trust reason (years, accreditation, guarantee)
- No promo language, no links

## 4 Services

- Open **Edit services**, tick every suggested one that applies
- Add custom services for anything missing
- Write a short **description** on each (no prices/phone in the title)
- Be thorough: every job you do is a search someone makes

## 5 Photos

- Upload **logo** and a strong **cover photo**
- Add exterior, interior, **team** and finished-work photos
- JPG/PNG, well lit, no heavy filters
- Add a few new photos **every month**

## 6 Reviews

- Ask happy customers right after the job, share your **review link/QR**
- Never pay or offer discounts for reviews (against the rules)
- Ask everyone, not just the happy ones
- Reply to every review**, good and bad, stay calm on the bad ones

## 7 Weekly posts

- Post one **update** a week (photo of a recent job works)
- Use offers and events when relevant
- No phone number in the post text (gets rejected)

## 8 The forgotten extras

- List **products** or packages as cards
- Seed your own **Q&A** and answer them
- Tick every **attribute** that applies
- Turn on messaging only if you will reply fast

## 9 Citations (NAP)

- List on Bing Places, Apple Business Connect, Yell, FreeIndex, Cylex
- Add trade sites: Checkatrade, MyBuilder, Rated People, TrustATrader
- Identical** name, address, phone everywhere, character for character
- Search your phone number to find and fix old listings

## 10 Your website

- Link the right site, with **matching NAP**
- Town + service in homepage title and headings
- Fast on mobile; reviews and work shown on the site too
- Build a real **area page** per town you serve (not thin copies)

## 11 Backlinks & tracking

PROMINENCE = HOW YOU OUTRANK CLOSER RIVALS

- Get listed by **suppliers / manufacturers** you fit
- Links from **local press**, trade bodies, accreditations
- Sponsor a local team or event, ask for a link
- Chase relevance and quality, not big numbers or vanity scores
- Check the **Performance tab** monthly: what gets calls?
- Do more of whatever brings enquiries

## ✓ Keep this habit (the part almost nobody does)

### EVERY WEEK · 10 MINUTES

- Reply to any new reviews
- Post one update (a recent job)
- Ask that week's happy customers for a review

### EVERY MONTH · 30 MINUTES

- Add a handful of fresh photos
- Check Performance, note what gets calls
- Answer new questions, check next month's hours

## Want this done for you, properly?

We set up profiles, build the website and earn the links, then run it month to month. Book a free search audit.

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