

(Feel free to save a copy of this document so that you can print out or check items off!)

Google Business Profile Optimization Checklist Optimizing your Google Business Profile (GBP) is essential for increasing your business's visibility in local searches and attracting more customers. With a well-maintained profile, you'll appear higher in Google Maps results and stand out with up-to-date information, engaging photos, and relevant reviews.

At **Symply Solutions Marketing Agency**, we know that running a business is demanding. That's why we've created this step-by-step checklist to make it easy for you to optimize your GBP and improve your local SEO. From writing a standout business overview to adding SEO-friendly images, this guide covers everything you need to maximize your online presence and drive more business your way.

Google Business Profile Optimization Checklist

(As an example, we're using a local Toyota auto repair shop)

To Start, you will need to **check if you own your business listing** with Google Search. This means that you have already **'claimed'** your business with Google.

Step 1: Check if Your Business is Already Listed

1. Search for Your Business on Google:

- Open Google Search or Google Maps and type your business name.
- Look for your business in the search results. If you see a profile, click **"Claim this Business"** or **"Own this Business?"** link.

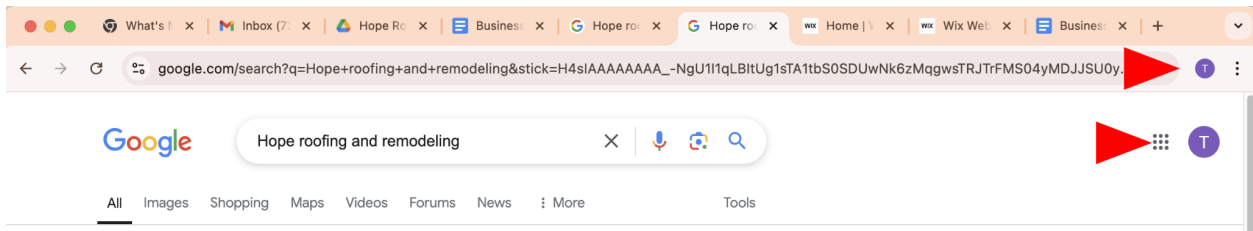
See below for examples of where to look.

- ☐ In the Search Bar, search for your business. 1.
- ☐ Check to see if you own or manage your business 2.
- ☐ If you do, your name will appear and your business will show in the right menu. 3.
- ☐ Your correct business address will also appear. 4.

The screenshot shows a Google search for a business profile. The search bar at the top contains the text "Your Business Name Here" with a red arrow and the number 1 pointing to it. Below the search bar, the "All" tab is selected. The main content area displays the business profile for "Your business on Google" with a red arrow and the number 2 pointing to the profile name. The profile name is "Counselor in Dripping Springs, Texas". Below the profile name, there are several sections: "Edit profile", "Read reviews", "Photos", "Performance", "Advertise", "Edit products", "Edit services", "Bookings", "Q & A", "Add update", and "Ask for review...". To the right of these sections, there is a map showing the location of the business. Below the map, there is a section titled "Your Business Name Should be here" with a red arrow and the number 3 pointing to it. This section contains fields for "Website", "Directions", "Save", and "Call". Below these fields, there is a section titled "Address: Your business address here." with a red arrow and the number 4 pointing to it. The address field is currently empty. Below the address field, there is a section titled "Hours: Open - Closes 9 PM" and a section titled "Phone: (512) 658-6049". At the bottom of the page, there is a section titled "Google Ads can help your business grow" with a red arrow pointing to it.

Step 2: Sign in to Your Google Account

- ☐ **Use a Google Account:**
 - ☐ Sign in with your business email or create a Google account if you don't have one. (Preferably, use a professional email address like yourname@yourbusiness.com.)



Step 3: Add Your Business to Google

If your business isn't already listed:

- ☐ Go to Google Business Profile Manager.
- ☐ Click the **"Manage Now"** button.
- ☐ Enter your business name. If Google doesn't find your business, click **"Add Your Business to Google."**



Your Business Name Here

All Images Maps Videos Forums Shopping News More



Your business on Google

218 customer interactions

Profile Strength
Complete Info



Edit profile



Read reviews



Photos



Performance



Advertise



Edit products



Edit services



Bookings



Q & A



Add update



Ask for reviews

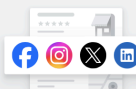
Unlock insights at no cost

Set up Google Analytics to see how customers engage with your site/app



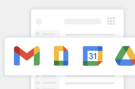
Add social profiles

Build customer trust by adding social profiles



Get custom email

Set up business email @your-business.com with Google Workspace



Only managers of this profile can see this



← Business information

About

Contact

Location

Hours

More

About your business

Business name 

Your Business Name

Business category

Counselor

Description

Dallas Foreign Auto Pros specializes in expert maintenance and repair services for high-performanc foreign sports cars, including brands like Porsche, Ferrari, Lamborghini, BMW, Mercedes-Benz, Audi, and more. Located in the heart of Dallas, Texas, we are dedicated to providing top-tier care for luxury and exotic vehicles with a team of certified technicians who understand the precision and craftsmanship your car deserves.

Whether you need routine maintenance, diagnostics, performance upgrades, or major repairs, our state-of-the-art facility is equipped with the latest tools and technology to ensure every job is

Opening date

Add

Contact information

Phone number

Step 4: Select a Business Category

- ☐ Choose a category that best matches your business (e.g., "Marketing Agency," "Coffee Shop").
- ☐ You can add additional categories later, but start with your primary service or product.

Step 5: Add Your Business Location

- ☐ **Physical Location:**
 - ☐ If customers visit your location (e.g., store, office), enter your business address.

- ☐ Drag the pin on the map to your exact location.
- ☐ **Service Area Business:**
 - ☐ If you serve customers at their location (e.g., plumbers, landscapers), choose “**I deliver goods and services to my customers.**”
 - ☐ Add the regions or cities you serve.

Step 6: Add Contact Details

- ☐ Enter your **phone number** and **website URL**.
 - ☐ If you don't have a website, you can use a Google-provided free website based on your profile information.
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Step 7: Verify Your Business

- ☐ **Choose a Verification Method:**
 - ☐ **Postcard by Mail:** Google will send a postcard with a verification code to your business address (most common method).
 - ☐ **Phone or Email:** Some businesses may qualify for verification via phone or email (instant options).
 - ☐ **Enter the Code:**
 - ☐ Once you receive the code (typically within 5–7 days for a postcard), log back into your profile and enter it.
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Step 8: Complete Your Profile

- ☐ Add:
 - ☐ **Business hours:** Include opening and closing times.
 - ☐ **Photos:** Upload high-quality images of your storefront, interior, products, or services.
 - ☐ **Services:** List what you offer.
 - ☐ **Attributes:** Add special features (e.g., "Free Wi-Fi," "Wheelchair Accessible").
 - ☐ Write a compelling **business description** (see earlier tips for writing one).
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Step 9: Publish Updates

- ☐ Post updates regularly, such as promotions, events, or announcements, to keep your profile engaging.
 - ☐ Respond to reviews to show customers you value their feedback.
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Step 10: Monitor and Optimize

- ☐ Check your **Insights** in the profile manager to see how customers find and interact with your profile.
- ☐ Update your profile whenever your business hours, location, or services change.

OPTIMIZE YOUR GOOGLE BUSINESS PROFILE

1. Write a Compelling Business Overview

- ☐ Create a **concise and engaging description** that highlights what your business offers and what makes it unique.
 - **Minimum:** Google allows up to 750 characters in the "From the Business" section, but only the first **250 characters** are shown before being truncated. This means you should make the most important information visible upfront.
 - **Maximum:** Stay close to the character limit (750) if you can, while keeping the content concise, engaging, and relevant.
 - ☐ Use **keywords** relevant to your industry and location (e.g., "San Marcos auto repair," "Toyota hybrid specialist") to improve SEO visibility.
 - ☐ Limit your overview to **750 characters** to ensure it displays fully in search results.
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2. Add Q&A to Your Profile

- ☐ **Create at least 5-10 common questions** and provide thoughtful answers.
- ☐ Monitor the Q&A section and **respond promptly** to new questions from customers.
- ☐ Use **keywords naturally** within your answers to enhance your SEO.

How to Add Your Own Questions and Answers:

- ☐ Log in to Google Business Profile Manager at [Google Business](#).
 - ☐ Select the business profile you want to manage.
 - ☐ On the profile, scroll down to the **Q&A section**.
 - ☐ Click **"Ask a Question"** to post a new question (as a customer).
 - ☐ Refresh your profile, and you'll now see the question listed.
 - ☐ Click **"Answer"** under the question to provide a detailed response.
 - ☐ Use relevant **keywords** naturally in both the question and answer.
 - ☐ **Monitor this section regularly** for new customer questions and provide prompt answers.
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3. Ensure Accurate Address & Contact Information

- ☐ Double-check that your **business name, address, and phone number (NAP)** match your other listings.
 - ☐ Add your:
 - ☐ **website link** and
 - ☐ **business hours**, including holidays or special schedules.
 - ☐ **Enable messaging** so customers can contact you directly through your Google Business Profile. (If you can be responsive in a timely manner.)
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4. Upload SEO-Friendly Images

- ☐ **Target at least 10-20 high-quality photos** to showcase your location, team, and products/services.
 - ☐ **Name image files** using relevant keywords (e.g., "Toyota-brake-repair-austin-texas.png") to enhance searchability.
 - ☐ Include a **cover photo** and **logo** for branding consistency.
 - ☐ **Post new images monthly** to keep your profile fresh.
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5. Add Your Services

- ☐ List all the **services you offer** with a short description for each (e.g., "Brake repair: Full brake inspections and replacements for Toyota vehicles").
- ☐ Update the list regularly as new services are added or old ones are modified.

- ☐ Use **local keywords** in descriptions to target nearby customers.
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6. Posting Schedule & Frequency

- ☐ **Post at least 1-2 times per week** to keep your profile active.
 - ☐ Rotate between the following types of posts:
 - ☐ **Service Spotlights** (e.g., “We just completed an oil change on a Toyota Tacoma—book yours today!”)
 - ☐ **Seasonal Promotions** (e.g., “Summer special: \$50 off A/C repair for all Lexus models!”)
 - ☐ **Events or Announcements** (e.g., “Join us at the New Braunfels Car Show this Saturday!”)
 - ☐ Use **photos in each post** to attract attention and increase engagement.
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7. Regular Profile Updates & Review Management

- ☐ Review and update your profile **every 1-2 months** to ensure the information stays current.
 - ☐ Monitor and **respond to all customer reviews** (both positive and negative) to build trust and improve reputation.
 - ☐ Use **Google Posts** to share special offers, news, or events and keep your audience engaged.
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Managing a Google Business Profile takes time and effort, but the rewards—higher visibility, increased customer engagement, and more foot traffic—are worth it. By following this checklist, you’ll build a strong profile that helps you stay ahead of the competition.

If you need help along the way or want to take your Google Business Profile to the next level, Symply Solutions Marketing Agency is here for you. We specialize in local SEO, Google Business optimization, and digital marketing strategies that help small businesses thrive.

If you have any questions or need assistance with your Google Business Profile, Symply Solutions is here to help!

