

GOOGLE BUSINESS PROFILE OPTIMIZATION CHECKLIST

A one-page checklist for local service businesses that want a cleaner profile, stronger trust signals, and more clicks, calls, and bookings from Google.

HOW TO USE IT

Score each item as **0 = not done**, **1 = partly optimized**, or **2 = done right**. Add it up at the end for a quick snapshot.

0-10

NEEDS WORK

11-22

DECENT BASE

23-32

STRONG PROFILE

Made by **Miguel Gracia** at **Noctra AI**

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1. SETUP & ACCURACY

4 CHECKS

Clean up the basics first so the profile is accurate, controlled, and trustworthy.

Claim and verify your profile

Make sure you control the listing and can edit every field.

Remove outdated users

Clean up old agency or employee access.

Check for duplicate listings

Duplicates confuse Google and dilute your rankings.

Confirm hours, phone, and website

Everything should match your real business details.

2. CATEGORIES & SERVICES

4 CHECKS

This is where relevance gets built. Your categories and services should clearly match what you actually want to show up for and sell.

Choose the right primary category

Pick the best fit for your main offer. This matters a lot.

Add relevant secondary categories

Support the primary without muddying what you actually do.

Manually add your core services

Do not rely only on Google suggestions.

Give services real context

Explain what each service is, who it helps, and why it matters.

3. TRUST & VISUALS

4 CHECKS

People make fast decisions here. The profile should look current, credible, and easy to trust at a glance.

Upload a real logo and cover image

Use clean visuals that instantly signal legitimacy.

Add interior, exterior, and team photos

Show what people can expect before they click or call.

Select all relevant attributes

Add the small details that help people choose you faster.

Keep supporting profiles consistent

Your brand info should look aligned everywhere.

4. CONVERSION OPTIMIZATION

4 CHECKS

The profile should not just exist. It should make the next step feel obvious and easy.

Write your business description like an ad
Focus on click appeal, not random keywords.

Add a direct booking or contact link
Make the next step obvious and friction-free.

Pre-fill your Q&A with questions customers actually ask
Think pricing, timing, what's included. Answer it before they have to ask.

Use reviews to reinforce trust
Ask consistently and respond fast so the profile feels active.

Built from auditing 1,000+ Google Business Profiles across San Diego.

NEED HELP?

LOSING CALLS YOU DON'T EVEN KNOW ABOUT?

If your profile has gaps, you're probably losing calls to someone with a worse business but a better profile. Use this checklist to find out where. Then book a call if you want help fixing it.

[Book a Call](#)