

Step 3

Google Business Profile

Checklist



Businesses that are eligible for Google Business Profile.

Storefront Businesses

You have a physical premises that customers can come to visit for meetings/events/services etc. At the point you create your Google Business Profile (or update it) you can input your address.

Service Area Businesses

A business that serves customers in the local area. Mobile business, trades, clubs, etc. If your business does not have a permanent premises use the service area feature instead of adding your address.

Hybrid Businesses

A business that serves customers at their business address, but also directly visits or delivers to customers. If your business doesn't have permanent on-site signage, it's not eligible as a storefront and should be listed as a service-area business.

Profile Information

- ☐ Business Name
- ☐ Main Category (e.g Beauty Salon)
- ☐ Additional Categories (e.g Laser Hair Removal)
- ☐ Description
- ☐ Opening Date
- ☐ Contact Info (Tel / Website)
- ☐ Location
- ☐ Opening Hours
- ☐ Attributes (e.g Wheelchair friendly)

Services

- ☐ Add services for Main Category (e.g. Gel nails)
- ☐ Add services for Additional Categories (eg. Bikini Laser)

Updates (like a post)

- ☐ General Updates
- ☐ Offers
- ☐ Events

Photos

- ☐ Business Photos
 - Inside, Outside, Your Team, Awards
- ☐ General Photos
 - Before and afters, rooms, products, equipment, treatment prep, progress photos.
- ☐ Short Videos
 - add to the photo section (no more than 30 secs)
- ☐ Logo
- ☐ Cover Photo

Reviews

- ☐ Get more reviews
 - click the link and share it to ask for reviews.
- ☐ Read & Reply to your reviews
 - reply to everyone.

Bookings

- ☐ Add link to your online booking software.

Messages

Turn this off – unless you plan to monitor & reply to everyone via the Google App.