GOOGLE BUSINESS PROFILE CHECKLIST

Google Business Profile: 20-point checklist

Go through the list and tick off what's done. Every point follows Google's rules: no fake reviews or tricks that end in a suspension.

DETAILS AND VERIFICATION

1. **Name as on your sign**
   No keywords or city in the name. "Lawyer Toronto 24/7" instead of the real name often leads to suspension.
2. **A real address**
   Where you actually work. Not a virtual office, a coworking space without a desk or a friend's address.
3. **No storefront: service area**
   If you travel to customers, hide the address and list the cities or districts you really serve.
4. **A working phone**
   The same number as on your website and social media. Someone answers during business hours.
5. **One precise primary category**
   The most important setting for visibility. Add secondary categories only for things you really do.
6. **Verification passed**
   One continuous video: street or building number, sign, proof you manage it (key, register, tools).
7. **No repeated edits**
   Name, address and category weren't changed several times in a row, especially during and right after verification.
8. **No duplicates**
   One profile per location. Old or repeated profiles at the same address are merged or removed.

COMPLETING THE PROFILE

9. **Services in customers' words**
   The services list uses the words people search for: "oil change", "legal consultation".
10. **A description without fluff**
    What you do, where and for whom. No caps, links or keyword lists.
11. **Accurate hours**
    Including holidays and days off. Google shows businesses that appear closed less often.

COMPLETING THE PROFILE

12 Real photos
Entrance, sign, workplace, results of your work. New photos at least once a month.

13 Posts every 1-2 weeks
News, new services, offers. They show people and Google that the business is active.

REVIEWS

14 Review link and QR code
The "Ask for reviews" button gives a direct link. Put a QR code at the counter, on receipts, business cards, in the car.

15 Ask every customer
A ready phrase with no pressure, everyone, not only happy customers: asking selectively is not allowed.

16 The right moment
Right after the result: picking up the car, getting the documents, seeing the work. A week later the motivation is gone.

17 No bought reviews
No reviews from yourself, staff or relatives, no swaps, no discount or gift for a review. A bonus is fine if it's for everyone with no strings.

18 Reply to every review
Thank people briefly for good ones; answer bad ones calmly, without blaming, and offer to fix the issue.

WEBSITE AND AI SEARCH

19 Website with the same details
Name, address and phone on the site match the profile. Each main service has its own page.

20 Same contacts everywhere
Social media, directories, marketplaces. ChatGPT and AI search pull data from public sources, so mismatches hurt.

Where to start: points 1, 5, 9 and 14. They are the quickest and have the biggest effect on calls.

Full details in the article: **seoroman.com/en/blog/google-mii-biznes-perevirka-vidhuky/**
If you'd like me to look at your profile, message me on Telegram: **@seo5800**.