Google Business Profile checklist

Two dozen items, most of them ten minutes each. Do them in December and your profile is ranking and earning reviews when February enquiries arrive.

> **Why December work pays off in February.** Google doesn't move you up the map the day you change something. Photos, posts and reviews take weeks to be noticed and weighed, and reviews only arrive after you've asked a few times. A profile tidied in mid-December usually shows the difference by early February, when people get back to booking. To edit, search your business name on Google while signed in.

Basics

- [ ] **Business name is your real trading name, nothing added**
  "Harrison Plumbing", not "Harrison Plumbing | Best Plumber Perth". Stuffing gets profiles suspended.
- [ ] **Primary category is the one customers search for**
  "Plumber" or "Physiotherapist", then add up to 9 secondary categories that genuinely apply.
- [ ] **Service areas list the suburbs or regions you actually travel to**
  Up to 20. If customers come to you, show the address instead.
- [ ] **Opening hours are right, including the days you take off**
  Wrong hours earn one-star reviews from people who drove over for nothing.
- [ ] **Holiday hours set now for 25 and 26 December, 1 January and 26 January**
  Edit profile, Hours, Special hours. Closing for two weeks in January? Mark every date. Add your state's public holidays too; they differ, so check your state government's list.
- [ ] **Phone number and website link work**
  Tap both from your phone. The link should land on your homepage or booking page.

Content

- [ ] **Description is 750 characters, written for a customer**
  What you do, who for, where, since when, one reason to choose you. No phone numbers or links.
- [ ] **Every service listed, with a price or "from" price where you can**
  "Hot water system replacement, from $1,800" earns more calls than a bare label.
- [ ] **Products added if you sell anything physical or packaged**
  Retail, clinics with packages, anyone with a fixed-price offer. They show as cards with a photo.
- [ ] **Logo and cover photo uploaded and current**
  Logo square; cover a real photo of your work or premises, not stock.
- [ ] **At least 10 real photos: team, vehicles, premises, finished jobs, before and after**
  Phone photos are fine. Faces and finished work beat everything else.
- [ ] **Calendar reminder to add 3 to 5 new photos every month**
  Profiles that keep adding photos keep ranking.

Reviews

- [ ] **Every existing review has a reply, including the bad ones**
  Two sentences, by name, no arguing. A calm reply to a one-star review is read by everyone after.
- [ ] **Your review link is saved somewhere you can copy it in five seconds**
  Profile, Ask for reviews, copy the link. Keep it in your phone notes and invoice template.
- [ ] **A weekly habit: ask every customer from the last seven days**
  SMS the day after the job. Door 11 has the scripts. Recent reviews weigh more than old ones.
- [ ] **Reviews mention the service and the suburb**
  You can't write them, but you can ask: "Would you mind saying what we did and where you are?"

Posts

- [ ] **One post a week, with a photo and a button**
  Posts drop out of view after about a week. Ten minutes on Monday morning.
- [ ] **January and February posts drafted now**
  "Back open from 5 January", "Book before school goes back", a January offer, a recent job with photos, "Three questions we get asked in February".

Questions and answers

- [ ] **Five questions seeded, each answered by you**
  Anyone can ask and answer, so get in first: Do you charge a call-out fee? Do you do weekends? Which suburbs? Do I need a referral? How do I pay?
- [ ] **Notifications on, so you see new questions within a day**
  Unanswered questions get answered by strangers, often wrongly.

Messaging and call tracking

- [ ] **Chat turned on only if someone will reply within an hour in business hours**
  Google shows your typical response time. Slow is worse than off.
- [ ] **You know how many calls and website clicks the profile sends each month**
  Profile, Performance. Note December's numbers now so you can compare February.
- [ ] **Booking link added if you use a booking system**
  Halaxy, Cliniko, ServiceM8, Square and most others link under Edit profile, Booking.

Monthly 15-minute routine (first Monday of the month)

- [ ] **Add 3 to 5 photos, reply to every new review, check Q&A, post once, update any hours that changed**
  Then note the month's calls and website clicks in the Door 3 tracker. That's it.

Want us to set the profile up properly?
Profile optimisation is part of JOGO monthly support, from $250 + GST a month, hosting included.

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