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The 10-Minute Google Profile Checklist

Work through this tonight and give more nearby customers a reason to call you.

Part 1: Get your details exactly right

- [ ] **Business name matches your sign**
  Use your real business name only. Extra keywords can get your listing suspended.
- [ ] **Primary category is as specific as possible**
  “Mexican restaurant” beats “Restaurant.” Add 2 to 4 secondary categories that truly fit.
- [ ] **Hours are correct, including holidays**
  Check them against reality, and add special hours before every holiday.
- [ ] **Phone number rings the phone you answer**
  Call it yourself. Make sure it matches your website and other listings.
- [ ] **Website, booking and ordering links work**
  Tap each one on your phone. Point them to the most useful page, not just the homepage.
- [ ] **Address and service area are accurate**
  If you go to customers, set a service area. If customers come to you, show your address.
- [ ] **Business description says who you help**
  In 2 to 3 sentences: what you do, who it’s for, and the area you serve. No keyword stuffing.
- [ ] **Attributes are filled in**
  Things like wheelchair access, outdoor seating, women-owned or veteran-owned, and payment types.

Part 2: Make your listing stand out

- [ ] **At least 10 real photos**
  Your storefront (so people recognize it), your best products or dishes, your team and your space.
- [ ] **A fresh photo every month**
  Recent photos signal an active business. Phone photos are fine if they’re bright and in focus.
- [ ] **A post this week**
  Share a special, a new product or seasonal hours. It keeps your listing looking alive.
- [ ] **Products or services are listed**
  Add your main services or menu items with short descriptions, and prices if you can.

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Reviews: ask, reply, repeat

Reviews are one of the biggest reasons customers choose one business over another.

Part 3: Ask for reviews the easy way

- [ ] **Get your review link**
  On your Google Business Profile, choose "Ask for reviews" (sometimes "Get more reviews") and copy the short link.
- [ ] **Ask at the happiest moment**
  Right after a great meal, a finished repair or a happy client. Make it personal.
- [ ] **Make it one tap**
  Put a QR code or tap card at the counter, on receipts and in follow-up texts.
- [ ] **Never offer rewards for reviews**
  Discounts or gifts in exchange for reviews break Google's rules. Just ask honestly.

Scripts you can use

In person: "I'm so glad you enjoyed it. Would you mind leaving us a quick Google review? It really helps a small business like ours."

By text: "Hi Maria, thanks for visiting today! If you have a minute, a quick review would mean a lot to us: [your link]"

Part 4: Reply to every review

- [ ] **Thank happy customers by name**
  Keep it short and genuine, and mention something specific when you can.
- [ ] **Answer unhappy customers calmly**
  Thank them, apologize for their experience, say what you're doing about it, and invite them to contact you directly.
- [ ] **Reply within a day or two**
  Quick, thoughtful replies show everyone reading that you care.

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