



Google Business Profile Setup Checklist



10 steps to create a complete, trustworthy profile that helps customers find and choose you.

1		Sign In Visit business.google.com and sign in with the Google Account you'll use to manage your business.	☐
2		Search for Your Business First Google may already have a profile for you. Search before creating a new one, and claim it instead of making a duplicate.	☐
3		Enter Your Business Name Type your real-world name exactly as customers know it. No keywords or locations unless they're part of your official name.	☐
4		Choose Your Primary Category Pick the category that best describes your main service. You can add secondary categories later.	☐
5		Add Your Location or Service Area Storefront businesses add their address. Service-area businesses can hide their address and define where they work.	☐
6		Add Contact Information Add your phone number, website, and appointment link (if applicable). Double-check everything for accuracy.	☐
7		Complete Verification Google will guide you through whichever method it offers your business.	☐
8		Fill In Every Applicable Field Before inviting customers to view your profile, finish your logo, cover photo, description, hours, products, services, and attributes.	☐
9		Add High-Quality Photos Include your logo, cover image, exterior, interior, team, products, and completed work. Bright, well-lit, accurate photos work best.	☐
10		Ask for Your First Reviews Share your review link by email, text, QR code, or a printed thank-you card. Never buy reviews or offer incentives.	☐
11		Publish Your First Update Share something worth knowing, a new service, an event, or a recent milestone. It signals that your profile is active.	☐



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Use this checklist to build a complete and customer-ready profile.



Print, check off each step, and get found!