



# Google My Business Profile Checklist

## Perfect Your Presence

- **Verify Your Google Business Profile:** This is your first step towards credibility. Make sure your profile is verified to show you're the real deal.
- **Business Name:** Ensure you mirror your real-world business name. Consistency across your website and other digital platforms is key.
- **Category Clarity:** Here are some primary and secondary HVAC categories to help you be seen by the right people.
  - HVAC Contractor      • Air Conditioning Contractor
  - Heating Contractor    • Air Conditioning Service Repair
- **Location Logistics:** Accurately specify your business location for those with a physical storefront. Running a service area business? Detail up to 20 service areas and keep that address field clear.



## Operational Essentials

- **Accurate Business Hours:** Correct hours translate to revenue. Keep them updated and specify any additional hours.
- **Communication Channels:** Add a local phone number and consider using tracking numbers to optimize your call insights. Ensure your website is listed with [UTM parameters for tracking success](#).

## Ensure Consistent Local Presence

- **NAP Consistency:** Make sure your Name, Address, and Phone number (NAP) are consistent across your website and all online listings to improve local search rankings.
- **Embedded Maps:** Utilize embedded maps on your contact page to make it easier for customers to find your physical location, enhancing user experience and local SEO.

## Engage and Enhance

- **Google Business Profile Description:** This is your chance to shine in **750 characters** to showcase what makes you unique.
- **Services and Products:** List what you offer with compelling descriptions and top-notch images. Linking to your product/service pages boosts customer journey. Follow the character limits that Google will provide you on screen.

← Add services ⋮ ×

**Medical supply store**  
Primary category

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Add services you offer and get discovered by customers

+ Delivery

Don't see a service you offer? Create your own

×

0 / 120

+ Add custom service

Cancel Save

← Add product ⋮ ×

0 / 58

Select a category\* ▼

Optional

0 / 1000  
Optional

0 / 1500

Drag a photo here

or

Select a photo

Publish

- **Highlight Your Highlights:** Choose relevant attributes that showcase your business's offers, events, and news updates best features.

## Visual Vitality

- Take high-resolution photos and videos of your interiors, exteriors, team and offerings. Regular uploads keep your profile fresh and engaging.

## Responsive Rapport

- **Messaging and Reviews:** Activate messaging and manage your reviews with gratitude and professionalism. Timely, polite responses to feedback build trust.
- **Regular Posts:** Keep your community engaged with regular updates on offers, events and news. Quality visuals and a touch of emojis can enhance appeal.



## Insightful Interaction

- **Q&A and Insights:** Engage with the Q&A section and monitor insights for new keywords, engagement metrics and visual content impact.
- **Justifications:** Leverage every feature to stand out— posts, reviews and mentions contribute to a robust profile.

## Maintain Integrity

- **Combat Spam:** Utilize Google's tools to report and flag any spammy behavior, ensuring a clean, trustworthy presence for your business.
  - First, try to contact [GBP support](#) - remember to keep your support ticket number in a safe place.
  - If GBP support cannot help you, then make a post on the [Google Business Profile Help Form](#).

