

Google Business Profile Optimization Checklist

SEOs Hut

26 points in the order that matters: the 12 that get you shown, the 10 that get you chosen, the 4 you repeat every week. Full guide with templates and limits: seoshut.com/blog/google-business-profile-seo/

AI-first local SEO
agency ·
seoshut.com

Shown: Google's ranking fields

12

- ☐ **Primary category** is the most specific true "this business IS a" category
Whitespark 2026: the no. 1 map ranking factor
- ☐ **Additional categories** only for real lines of work
Up to 9 more; Google says use as few as possible
- ☐ **Business name** matches sign, website and invoices word for word
Extra words can get the profile suspended
- ☐ **Address** is real and the map pin sits on the entrance
No P.O. boxes, mailbox rentals or virtual offices
- ☐ **Service-area business**: address hidden, areas set
Up to 20 areas, within about 2 hours' driving
- ☐ **Regular hours** correct; special hours set for the next holiday
Open at search time is factor no. 5
- ☐ **Every pre-defined service** ticked under each category
Moved rankings within 24–72 h in Sterling Sky's tests
- ☐ **Top 3 services** have custom entries with descriptions and prices
- ☐ **Review link and QR code** in the invoice email and on the counter
Read reviews → Get more reviews
- ☐ **At least one new review** in the last 14 days
74% of consumers want reviews from the last 3 months (BrightLocal 2026)
- ☐ **Every review** from the last 90 days has a reply
89% expect a reply; 81% within a week
- ☐ **Rating 4.5 or above**, or an honest plan to get there
No incentives, no gating, no employee reviews

Limits to keep beside you

Name: real name only · Categories: 1 + 9 · Description: 750 characters, no links · Service areas: 20, ~2 h drive · Phones: 1 + 2 · Photos: JPG/PNG, 10 KB–5 MB, 720×720 (min 250×250) · Video: 30 s, 75 MB, 720p · Posts: archived after 6 months · Special hours: up to 6 days · Booking links: 10 per category · Edits: ~10 min, up to 30 days

Chosen: what the customer reads

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- ☐ **Description** names trade and city in sentence one; under 750 characters; no links or offers
- ☐ **Logo and cover photo** uploaded
- ☐ **Exterior, interior, team and work photos**, all your own
- ☐ **Newest photo** is under 30 days old
- ☐ **A post** published in the last 14 days, with a button Update, Offer or Event
- ☐ **Attributes** reviewed; everything shown is true
- ☐ **Website link** points to the right page and carries a tracking tag
- ☐ **Primary phone** is local and rings a person
- ☐ **Booking or ordering link** added if you take appointments or orders
- ☐ **Products or menu** added (shops, restaurants) or not applicable

Upkeep: every week

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- ☐ **Asked every customer** this week for a review
- ☐ **Replied** to every new review
- ☐ **Posted once** and added at least one photo
- ☐ **Checked Performance**: calls, directions, website clicks against last month

Before you start, write down

Calls, direction requests and website clicks for the last 3 months (Performance report), and your map position for your main service + city from your phone. Compare a month later, month to month.