



Google Business Listing

Profile Optimization Checklist

Business Name: Enter your business name how it appears on your business card, or how you normally refer to it

Short Name: Use your business name as your short name.

Primary Category: Select the primary category which best represents your business. This should be the keyword customers search for like "Mexican Restaurant", "Deck Builder", "Electrician", etc.

Secondary Category: Select as many secondary categories that apply to your business.

Address: Put the physical street address on the first line and suite numbers on the second line.

Service Area: Add the cities, postal codes, or regions that you service.

Business Hours: Enter regular, customer-facing hours of operation.

If you are a seasonal business: remove operating hours when closed, and re-enter when the season comes.

More Hours: If you have a second set of hours, enter them here.

Primary + Additional Phone Numbers: Use your local business number as the primary number. If you have a toll-free number, you can add it as an additional phone number.

Website: Add your website including the https.

Appointment URL: Add the URL of your contact page or booking system.



Contact Page: Add the URL of your contact page. Example <https://www.YourCompany.com/contact/>

Menu (for Restaurants): If your business is a restaurant, you can add a link to your menu. Make this page a webpage, not a link to a PDF.

Service/Menu/Product Information: These sections allow you to provide information about company offerings directly to the listing.

Many companies gloss over this, and it hurts their engagement.

- Notes

Services are only available for specific types of service-focused businesses.

Menus are only available for restaurants.

Products are only available for certain retail businesses.

Create separate sections for each category of your services/menu/products.

If you offer many services/products, I would recommend only adding the most popular offers. Be sure to update these if they are seasonal.

Enter the offer names as they are described normally by your business.

If your offer names are highly branded (e.g. a car inspection service named "Full Scan Pro"), then be sure to specifically call out what the service is in terms that customers would understand in the description.

Add a description for each product/service. You can use the same description used on your website or in store (there is a 300 character limit).

Business Attributes: Define the attributes that correctly describe your business.

Check this section regularly - and add new attributes which are relevant to your business.

Business Description: This is the elevator pitch for your business.

- Notes

It should be written with prospective customers in mind (people who know nothing about your business).

Focus on the business as a whole, rather than specific products/services or promotions.



Use the most important keywords that people would generally search for to find your business.

Remember: You are writing for humans. Not search engines.
There is a 750 character limit.

Store Codes: These help multi-location businesses manage listings. Do not worry about adding these if you are not bulk uploading locations.

Labels: You can add labels to your listing to help organize your account (for businesses with multiple locations).

Google Ads Locations Extensions Phone: Must be a local phone number in order to show in search results (cannot be a toll free number).