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Google Business Profile Setup Checklist

A complete checklist for your business profile on Google Search and Maps: name, category, address, hours, description, photos, products, posts and reviews, with a description template and a weekly and monthly routine.

For: Shops, restaurants, clinics, offices and any business people look for on the map or by name.

Level: Beginner

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Why start here?

When someone searches for your business name or for "sweets near me", your Google business profile often appears before your website and your social pages. The profile is free, but it only works when it is complete, accurate and up to date. This checklist walks through every part of it in order.

Start from the [official Business Profile page](#), and follow the verification method Google offers you; it differs from one business to another.

1. The basics

- ☐ **Name:** the business name as it appears on your sign and invoices, with no extra words such as "best" or the area name. Google's guidelines ask for the real name only.
- ☐ **Primary category:** the most precise category for your main business ("sweets shop", not "store"). Then add secondary categories for what you really offer.
- ☐ **Address or service area:** if customers come to you, add the exact address and place the pin on the entrance. If you go to them, set your service areas and hide the address.
- ☐ **Opening hours:** regular hours, plus special hours for holidays and occasions before they arrive.
- ☐ **Phone and website:** a number someone actually answers, and your website or clearest page.
- ☐ **Attributes:** whatever applies to you, such as "wheelchair accessible", "delivery" or "Wi-Fi".

2. The description

The description can be up to 750 characters. Write it for people, not for the search engine: what you offer, to whom, what makes you different, and where. Do not put links or temporary offers in it.

Business description template

[Business name] is a [type of business] in [area/city], open since [year].
We offer [main product or service] and [second product or service] for [audience].
What sets us apart: [a real, checkable advantage: fresh every day / same-day appointments / ...].
[Extra service: delivery to ... / bookings / orders for occasions].
Open [days] from [time] to [time].

3. Photos

Photos are the first thing customers look at. Take them in daylight, without text or logos on top.

- ☐ Your logo, and a cover photo showing the place or your key product.
- ☐ The shopfront, as someone looking for you on the street will see it.
- ☐ The inside, as a customer will find it.
- ☐ Your main products or services, each with a clear photo.
- ☐ The team at work, if they agree.
- ☐ Add a new photo at least every month; a profile that changes reassures visitors.

4. Products and services

Add your main products or services under the names people actually use, with a short description and a price where possible. If you have a menu or booking page, add its link in the right place.

5. Posts

Posts show the business is alive: something new, an offer or an event. One post every week or two is enough.

Business Profile post template

[Short title: New this week / Offer / Event]
[Two lines: what it is, who it's for, and until when]
[Button: Call / Order / Learn more] → [link or phone number]

6. Reviews

- ☐ Get the review request link from your profile, and put it in your WhatsApp quick reply and on a card by the till.
- ☐ Ask happy customers for a review right after the service, with nothing offered in return.
- ☐ Reply to every review, positive and negative, within a few days.
- ☐ For a negative review: apologise for the experience, move the details to a private conversation, and never argue in public.

The resources library has a separate resource with templates for asking for reviews and replying to them.

7. The routine

When	What to do
Every week	Reply to new reviews, and add one post or one new photo.
Every month	Check hours, phone and prices, and read the performance report: views, calls, direction requests and website clicks.
Before each holiday or season	Add special hours and a seasonal post.
Whenever anything changes	Update the address, number or name immediately, before a customer arrives at a closed door.

Example: a dental clinic

Illustrative example

"Al Basma Clinic" is an invented clinic in Tripoli. Its primary category is "Dentist", and the description names the area, the three most requested services and same-day appointments for emergencies. Photos: the entrance as seen from the street, the waiting room and the team. Every Thursday the receptionist spends ten minutes replying to reviews, and every month she reads the performance report to see how many calls came from the profile.

Common mistakes

- **Mistake:** stuffing the name with descriptive words. **Fix:** the real name only; keywords belong in the description and categories.
- **Mistake:** outdated hours during holidays. **Fix:** add special hours before each holiday.
- **Mistake:** ignoring negative reviews. **Fix:** a calm, respectful reply that every future customer will read.
- **Mistake:** too few photos, or photos designed like ads. **Fix:** real photos of the place and the product, refreshed every month.

About the author — Mohamad Charafeddine is an entrepreneur from Tripoli, Lebanon: founder of the Passion digital marketing agency, president of Takaful Youth Association, and founder of digital platforms. He trains individuals and teams in applied AI and marketing.

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