

GOOGLE BUSINESS PROFILE

The Google Business Profile *Checklist*

Why competitors show up above you on Google, and what you can fix this week. Built for Houston and Katy service businesses, adapted from the 100-point rubric we use in professional visibility audits.

BEFORE YOU START

Your competitor may not be better. *Their profile is.*

When a neighbor searches for what you do, Google decides who shows up first using signals you control. Set aside 20 minutes, open your listing at business.google.com, and check what is actually true. Every box is one point; tally your score at the end.

SECTION 1

The Foundation

- Your business is verified, and you control the login at business.google.com (not a past agency or employee)
- Your primary category matches what you actually sell, plus at least one secondary category
- Your description is filled in and names your main services and the areas you serve
- Hours are accurate, including holiday hours (wrong hours lose the after-hours searcher instantly)
- The website link works and lands on your current site, not a dead page or an old domain
- A booking or appointment link is set, so a ready customer can act without calling first
- Attributes are set where they apply: languages spoken, veteran-owned, women-owned, payment types

WEIGHT Profile completeness is worth 25 of 100 points in our professional rubric.

SECTION 2

The Reviews Engine

- You have at least as many reviews as the competitor who shows up first in your category
- Your rating is 4.5 or higher
- Every review has an owner reply, including the bad ones (calm and professional, never defensive)
- Your newest review is less than 60 days old
- You have a simple, repeatable way of asking for a review after every completed job

WEIGHT Reviews are the heaviest section: 30 of 100 points. Google trusts what your customers say more than what you say.

SECTION 3

Photos and Posts

- You have 10 or more photos, and they show your real work and real team, not stock images
- Your newest photo is less than 60 days old
- You have published a Google post in the last 30 days
- Photos show finished jobs, your team, your trucks or office, and before-and-afters

WEIGHT Visual activity is worth 20 of 100 points. A profile that looks alive earns the click.

SECTION 4

The Search Test

- Search your main service plus your city in a private window: you appear in the map results
- Repeat with your second-biggest service: still there
- The services listed on your profile use the words customers actually search, not industry jargon
- Your service areas cover every city you actually work in, and none you do not

WEIGHT Discovery is worth 15 of 100 points. Your customers run this test every day.

SECTION 5

Health and Trust

- Your name, address, and phone match your website exactly, character for character
- No unreviewed Google-suggested edits on your listing (Google changes listings quietly)
- No duplicate or outdated listings for your business exist on Maps
- Someone on your team checks the profile at least monthly

WEIGHT Health and integrity are worth 10 of 100 points, and they protect all the others.

20 TO 24 · STRONG

You lead

Ahead of most local competitors.
Defend it: reviews and posts decay.

13 TO 19 · OPPORTUNITY

Fixable

Real gaps, and most cost
minutes, not money. Start with
Sections 2 and 4.

0 TO 12 · VISIBILITY RISK

Act now

Likely costing you calls today.
Reviews and the search test
come first.

This is the self-serve version of the visibility audit we run for clients.

If your score worries you, the fix usually takes days, not months. Book a free 30-minute session, no pitch, no pressure. poppymarketingandconsulting.com/contact · (941) 777-4933 · English y Espanol