VyaparGrow

FREE CHECKLIST · 2 PAGES

Google Business Profile Optimization Checklist

25 fixes for local businesses in India. Tick each box as you go. Start with the ones marked High.

Priority: High fix this week · Medium fix this month · Ongoing make it a habit

Ownership and contact details

- [ ] 1 **You are the primary owner** — High
  Agencies and staff are added as managers, not owners.
- [ ] 2 **No duplicate profiles** — High
  Search your name on Google Maps; report or remove duplicates.
- [ ] 3 **Name matches your signboard** — High
  No extra words like 'best', a service or your area.
- [ ] 4 **Exact address or service area** — High
  Check the map pin, or hide your address and add up to 20 service areas.
- [ ] 5 **A phone number you answer** — High
  Under your control, no redirects, no premium-rate numbers.
- [ ] 6 **A website or booking link that works** — Medium
  Open it on your phone; no dead links.

Categories, description and attributes

- [ ] 7 **Most specific primary category** — High
  Choose what your business is, not a broad label.
- [ ] 8 **A few accurate extra categories** — Medium
  Only real departments or services, not every product.
- [ ] 9 **A clear description** — Medium
  Up to 750 characters, no links, about the business, not offers.
- [ ] 10 **Attributes that apply** — Medium
  Payments, Wi-Fi, accessibility, women-owned and similar.

Services, products and menus

- [ ] 11 **Every service in customers' words** — High
  No prices or phone numbers in service names; prices go in details.
- [ ] 12 **Your main products** — Medium
  Retail shops: add best sellers manually with photos.
- [ ] 13 **Menu or booking link** — Medium
  Restaurants add a menu; salons, clinics and turfs add booking.

Based on Google Business Profile Help pages, checked November 2026.

Hours

- [ ] 14 **Regular hours are accurate** — High
  Update the same day your timings change.
- [ ] 15 **Special hours before every festival** — High
  Diwali, Navratri, Pongal, Eid, Christmas; 7+ days closed = temporarily closed.

Photos and video

- [ ] 16 **Logo and cover photo** — Medium
  The cover photo sits at the top of your profile.
- [ ] 17 **At least 3 photos of each type** — High
  Exterior, interior, products, at work, team (whatever fits).
- [ ] 18 **Real, well-lit photos** — Medium
  JPG or PNG, 10 KB to 5 MB, ideally 720 × 720; no major edits, excessive filters or AI.

Chat and social links

- [ ] 19 **Chat, if your profile offers it** — Medium
  Edit profile > Contact > Chat: WhatsApp link or a text number.
- [ ] 20 **Social profile links** — Medium
  One link per platform, where the option is available.

Reviews

- [ ] 21 **Ask every customer for a review** — High
  Review link on WhatsApp or a QR code; never offer gifts or discounts.
- [ ] 22 **Reply in a short, useful way** — Medium
  Answer questions, share updates, never share private details.
- [ ] 23 **Report reviews that break the rules** — Medium
  Use Google's Reviews Management Tool; disagreement is not a reason.

Staying active

- [ ] 24 **Post regularly** — Ongoing
  Updates, offers and events; Google's playbook suggests weekly.
- [ ] 25 **A 10-minute monthly check** — Ongoing
  Hours before festivals, Performance numbers, who has access.

Want to know which fixes your profile needs?

Join the VyaparGrow waitlist. Early members get a free check of their Google Business Profile.

https://vyapargrow.io/#waitlist

Get a free profile check

Google decides local rankings; no checklist can promise a top spot. Read the full guide: https://vyapargrow.io/blog/google-business-profile-optimization-checklist