

Google Business Profile Optimization Checklist (2025)

1. Profile Basics

- Name
- Categories
- Service area
- Hours
- Phone
- Website

2. Photos

- Logo
- Cover image
- Team photos
- Service photos

3. Posts

- Weekly posts
- Promotions
- Events

4. Services

- Add all services
- Keyword-rich descriptions

5. Reviews

- Request weekly
- Respond within 24 hours

6. Tracking

- Calls
- Website clicks
- Directions requests