Google Maps Visibility Checklist

25-point self-check for local service businesses

Work through each statement. Mark “Good” if it already applies to you, or “Needs attention”. At the end, focus on the “Needs attention” items — that’s your priority list. No SEO jargon, no fake scores, no guarantees — just the factors worth checking.

HOW TO USE Tick a box on the right of each line, and read the note under it for why it matters and what to check.

Good Needs attention

Profile foundation

Checks 01–05

01 My Google Business Profile is claimed and I have owner access

☐ Good
☐ Needs attention

Google only shows advice and accepts edits from the verified owner. Confirm you can manage the profile in business.google.com.

02 My profile is verified by Google

☐ Good
☐ Needs attention

Verification proves to Google and customers that this is a real business run by a real person.

03 My profile is active — not suspended, disabled, or flagged

☐ Good
☐ Needs attention

A suspended or disabled profile is usually invisible no matter how good the rest of your setup is.

04 I have only one profile — no duplicates or conflicting listings

☐ Good
☐ Needs attention

Duplicates split your reviews and confuse Google. Merge or remove any conflicting copies.

05 My primary category accurately describes my main business

☐ Good
☐ Needs attention

Your primary category is the strongest relevance signal Google uses. Pick the single most accurate one; remove ones that don’t apply.

Complete profile

Checks 06–10

06 My phone number is correct and matches my website

☐ Good
☐ Needs attention

A correct, consistent phone number builds trust and avoids lost calls. Pick one format and use it everywhere.

07 My business hours are set and accurate, including special hours

Wrong hours frustrate customers and can flag your business as unreliable. Update for holidays too.

☐ Good
☐ Needs attention

08 My services are listed on my profile

A full, accurate services list helps Google match your profile to what people actually search for.

☐ Good
☐ Needs attention

09 My business description reflects what I do and where I serve

A clear, accurate description supports relevance. Keep it natural and under the length limits.

☐ Good
☐ Needs attention

10 I've added real photos of my work — cover photo plus a gallery

Profiles with real photos build trust. Use genuine images of recent work or your location.

☐ Good
☐ Needs attention

Location & relevance

Checks 11–15

11 My business address is correct on the map (physical businesses)

An accurate pin is essential for a location you actually operate from. Fix any misplacement.

☐ Good
☐ Needs attention

12 My service area is set up correctly (service-area businesses)

For businesses that travel to customers, set a service area and never use a fake address to fake a pin.

☐ Good
☐ Needs attention

13 My service area reflects where I actually serve

Keep it to areas you truly serve. Overly broad areas don't match real demand.

☐ Good
☐ Needs attention

14 I only added accurate categories — no category stuffing

Unrelated categories can get you flagged and dilute relevance. Keep them accurate and minimal.

☐ Good
☐ Needs attention

15 My relevant highlights/attributes, where available, are filled

True attributes like "free estimates" or "emergency service" give shoppers deciding info fast.

☐ Good
☐ Needs attention

Reviews & prominence

Checks 16–20

16 I have a steady, legitimate process for inviting reviews

Reviews can contribute to local prominence and strongly influence how customers evaluate you. Ask honestly, after each job.

☐ Good
☐ Needs attention

17 I respond to every review

Responding shows you're engaged. Thank positive ones; move complaints to a private channel.

☐ Good
☐ Needs attention

18 I've earned recent reviews in the last 90 days

Ongoing reviews keep your profile looking active and current to shoppers.

☐ Good
☐ Needs attention

19 My review rating is strong enough to build customer trust

What counts as "good" varies by market. Compare yourself with comparable local businesses, not an arbitrary number.

☐ Good
☐ Needs attention

20 I don't buy reviews, offer incentives, or ask only happy customers

Fake or incentivized reviews violate policy and can get your profile penalized or suspended.

☐ Good
☐ Needs attention

Consistency & website

Checks 21–25

21 My name, address and phone are identical on my site, profile and directories

Consistent NAP across your site, profile and directories is a core trust and relevance signal.

☐ Good
☐ Needs attention

22 My homepage clearly states what I do and where I serve

Answer "what, where, who, how to contact" in plain language above the fold.

☐ Good
☐ Needs attention

23 My phone number and contact details are easy to find on my site

Visible without hunting, especially on mobile.

☐ Good
☐ Needs attention

24 My website works well on a phone

Most local searches happen on a phone. Check load time, readability, and tappable links.

☐ Good
☐ Needs attention

25 My page titles include my city plus my service

e.g. "City Plumbing | Your Name", written naturally and unique per page.

☐ Good
☐ Needs attention

Finished the 25 checks?

Nice work — that's the hard part done. Now turn your findings into an action plan, and let the free audit tell you what to fix first.

STEP 1 Count your gaps

How many items did you mark "Needs attention"? Work through it section by section.

Profile foundation	Checks 01–05	_____ **/ 5**
Complete profile	Checks 06–10	_____ **/ 5**
Location & relevance	Checks 11–15	_____ **/ 5**
Reviews & prominence	Checks 16–20	_____ **/ 5**
Consistency & website	Checks 21–25	_____ **/ 5**

Items needing attention:

☐ 0–3 issues ☐ 4–7 issues ☐ 8+ issues

STEP 2 Don't fix everything at once

Your checklist shows where problems exist — it doesn't tell you which ones matter most. Start with the issues that affect visibility, accuracy, customer trust, and turning local searchers into customers.

1. Fix profile or verification problems
2. Fix incorrect business information
3. Improve relevance and service information
4. Build a consistent review process
5. Improve your website and contact experience

STEP 3 Run the free audit

It turns your answers into 5 priority fixes, ranked by impact and effort — so you know exactly what to do next, instead of everything at once.

Run My Free Audit »

We'll check your Google Maps visibility, business information, reviews, website and local search signals — then show you 5 priority fixes ranked by impact and effort.

Questions? Visit localbusinessengine.com — free guides, tools and the audit are all there.