

Google business profile checklist

Use this checklist for the actual service, product, site and jurisdiction. Leave missing evidence unresolved until the responsible person confirms it. Record the decision and its source before proceeding.

Business job date and responsible person

- ☐ Verify profile eligibility, real business name and business model.
- ☐ Use the correct storefront or service area address visibility.
- ☐ Choose categories that match the work actually performed.
- ☐ Use accurate service area, hours, contact information and website.
- ☐ Complete the official verification process without creating duplicate profiles.
- ☐ Add permission-cleared photos of actual work.
- ☐ Ask customers neutrally for honest reviews without incentives or selective requests.
- ☐ Respond factually and track changes without publishing private customer details.

Unresolved items evidence and next action

Decision owner and follow up date

Sources and record notes

Author NPMCA. Worksheet version 1.0; guide record as of 2026-10-11. Technical limits and prices must come from the exact current product instructions, official rule or dated written quote.

Google profile representation rules: <https://support.google.com/business/answer/3038177?hl=en>

Google review requests: <https://support.google.com/business/answer/3474122?hl=en>

Guide: <https://www.npmca.org/start/google-business-profile-reviews>