

Google Business Profile Checklist 2026 ContentMender

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For service businesses: the profile that feeds the local pack and AI search

Work through each item, then repeat the tracking and review items monthly. AI tools like Google's AI Overviews, Gemini, and ChatGPT pull answers from this profile. Every field is an answer they can cite.

1. PROFILE COMPLETENESS

- ☐ Verify ownership; remove old managers
- ☐ Set one accurate primary category
- ☐ Add all relevant secondary categories
- ☐ List every service with a plain description
- ☐ Complete attributes (payments, access, area)
- ☐ Confirm hours, holiday hours, phone, website

2. PHOTOS & POSTS

- ☐ Upload 10+ real photos (team, trucks, jobs)
- ☐ Add new photos monthly
- ☐ Publish 2+ GBP posts per month

3. REVIEWS

- ☐ Ask every customer, ideally same-day
- ☐ Send one text with a direct review link
- ☐ Respond to every review within 48 hours
- ☐ Never buy, trade, or gate reviews

4. Q&A & MESSAGING

- ☐ Seed 5-10 common questions with answers
- ☐ Enable messaging only if staffed
- ☐ Check the Q&A tab weekly

5. AI READINESS

- ☐ Audit your AI review summary in Maps
- ☐ Match GBP wording to your website
- ☐ Keep name, address, phone identical everywhere
- ☐ Fill every field: empty fields fail AI filters

6. TRACKING

- ☐ Review GBP performance monthly
- ☐ Add UTM tags to your website link
- ☐ Track which searches trigger your profile

7. AVOID PENALTIES

- ☐ No keywords stuffed in your business name
- ☐ No virtual offices or fake addresses
- ☐ Document verification details for appeals

WHY THIS MATTERS IN 2026

Only about 35% of small businesses have claimed their GBP (BrightLocal). Use of AI tools for local recommendations jumped from 6% to 45% in one year.

A complete, consistent profile is how you show up in the local pack and AI answers. Print this page and review it monthly.

Want it handled for you? ContentMender's GBP Optimization service covers every item on this list, with reporting.

contentmender.com/google-business-profile-management

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