

Google Business Profile & Tech Checkup

A free checklist for local businesses, from ApexUrsaLv

Work through this in about 30 minutes. Check each box you can say yes to. Anything left unchecked is a place to start.

Part 1: Your Google Business Profile

- ☐ Search your business name and city on Google. Your profile shows up on the right (or at the top on a phone).
- ☐ You know which Google account owns the profile, and you can sign in to it yourself.
- ☐ The business name matches your sign and paperwork exactly, with no extra keywords added.
- ☐ Your main category is the closest honest fit. Extra categories cover the other things you really do.
- ☐ Phone number is right and someone answers it during business hours.
- ☐ Hours are current, including holiday hours.
- ☐ Address is shown only if customers visit you. If you go to them, a service area is set and your home address is hidden.
- ☐ Website link works and goes to the right page.
- ☐ The description says what you do, where, and for whom, in plain words.
- ☐ Services or products are listed, with prices where it makes sense.
- ☐ You have at least 10 real photos: outside, inside or at work, your team, your work. Nothing older than a year or two.
- ☐ You have posted an update, offer or photo in the last 30 days.
- ☐ Every review in the last 3 months has a short, polite reply, including the unhappy ones.
- ☐ You have a review link or QR code ready to hand to happy customers. (Ask everyone the same way, and never offer anything in return for a review.)

Part 2: Same details everywhere

- ☐ Your name, address (or area) and phone match on Google, your website, Facebook, Yelp, Apple Maps and Bing.
- ☐ Old phone numbers or old addresses are not still listed anywhere.

Part 3: Your website

- ☐ It loads in a few seconds on a phone.
- ☐ Your phone number can be tapped to call.
- ☐ The contact form sends to an inbox someone checks. (Send yourself a test.)
- ☐ The address bar shows a lock (https).
- ☐ Hours, prices and services match what is on Google.

Part 4: Basic tech health

- ☐ Your business email uses your own web address (you@yourbusiness.com), not a free address.
- ☐ The domain (web address) is in your name, with your login, and set to auto-renew.
- ☐ Important accounts (email, Google, bank) have two-step sign-in turned on.
- ☐ Passwords are not shared on sticky notes or in group texts. A password manager is a good fix.
- ☐ Guest Wi-Fi is separate from the Wi-Fi your business computers and card reader use.

- ☐ Computers and phones install updates on their own.
- ☐ Your files back up automatically, and you have tested getting one back.
- ☐ Missed calls get a reply. If calls go to voicemail after hours, you have a plan to call or text back the next morning.

What to do with your results

- **0 to 5 unchecked:** you are in good shape. Recheck every 3 months.
- **6 to 12 unchecked:** pick the 3 easiest and do them this week.
- **13 or more unchecked:** start with Part 1. Your Google profile is usually where new customers find you first.

Want a second set of eyes?

Our **Google Profile Checkup** is normally \$97. For our first 5 local businesses it is free. You get a short PDF with your profile looked over, a quick look at 3 nearby competitors, and a 10-item fix list, easiest first. There is no obligation, and you never share a password with us.

To ask for one, visit apexursalv.com or email Brandon@apexursalv.com.

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