



# 15-MINUTE GOOGLE BUSINESS PROFILE AUDIT

	Audit item	Where to check in GBP	Pass looks like	Rapid fix (what to change and why)	Time
1	Ownership + verification	Search your business name (logged in)	You can edit everything	If you can't, request access or complete verification so you can control edits and improve Google Local Pack placement	1:00
2	Business name (no spam)	Profile > Edit profile > Business information	Real-world name only	Remove service keywords (risk: suspensions and ranking drops)	1:00
3	Primary business category	Profile > Edit profile > Business category	Best match for main service	Change primary category to match top revenue work (helps relevance)	1:00
4	Secondary business categories	Profile > Edit profile > Business category	Only true services	Remove "kitchen sink" categories (keeps you from looking unfocused)	1:00
5	Address and map pin	Profile > Edit profile > Business information	Correct, searchable address	Fix typos and pin placement (stops misroutes and missed calls; ensures NAP consistency)	1:00
6	Service area settings	Profile > Edit profile > Service area	Matches where you'll drive	Add real cities/areas, delete far-off area (avoids bad leads)	1:00
7	Phone number	Profile > Edit profile > Contact	One main local number	Use a direct number, not a call center maze (boosts trust)	0:45
8	Website link	Profile > Edit profile > Contact	Goes to the best landing page	Point to the right location/service page (better conversions)	0:45
9	Business hours + special hours	Profile > Edit profile > Hours	Accurate, including holidays	Add special hours (prevents "closed" complaints)	1:00



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10	Services list	Profile > Edit services	Clear, complete list	Add your money services with plain wording (helps match searches)	1:30
11	Photos	Profile > Add photo	Real work, recent	Add visual content like team, trucks, before/after photos (photo views signal activity)	1:30
12	Reviews + replies	Profile > Read reviews	Recent reviews, replies posted	Reply to the newest 3 customer reviews (shows you're active)	1:30
13	Q&A	Profile > Questions (or Q&A)	Accurate answers	Add 2 common questions to the Q&A section, correct wrong answers (reduces call friction)	1:00
14	Duplicate listings	Search Google Maps for name + address/ phone	Only one listing	Request a merge or resolve ownership to avoid split reviews	1:30

## It is very important that you consistently monitor and update your GBP. Why?

- Google + Apple are using Google AI data in search results, which means all Apple and Android searches will use your GBP info now
- Your GBP is usually recommended before website links, especially in AI searches
- Reviews are what brings in more leads and customers - are you getting them?

LET SD HANDLE YOUR GBP FOR YOU: LEARN MORE AT **WWW.GETREALLEADS.NET**  
SCHEDULE A CALL AT **WWW.SPECKDESIGNS.COM/SCHEDULE-A-CALL**