Biz Butterfly MEDIA

FREE CHECKLIST

The Small Business Google Checklist

When someone searches for what you do, Google decides who shows up first. Work through these 30 checks to help customers find you, trust you, and call you. Tick each box as you go.

1 Your Google Business Profile

- [ ] Profile is **claimed and verified**, and you can log in to it
- [ ] Business name matches your sign exactly, with no extra keywords
- [ ] The **primary category** describes your main service
- [ ] 2 to 4 additional categories cover your other services
- [ ] Phone number and website link are correct and working
- [ ] Hours are current, including **holiday hours**
- [ ] Service area lists the towns you actually serve
- [ ] Description (750 characters) says what you do and where

2 Reviews

- [ ] You have your **review link** saved and ready to share
- [ ] You ask every happy customer within 1 to 3 days
- [ ] You **reply to every review**, good or bad, within a week
- [ ] You never offer discounts or gifts in exchange for reviews
- [ ] Your newest review is less than a month old
- [ ] Your best reviews are shown on your website

3 Photos, posts & services

- [ ] Logo and cover photo are uploaded and look sharp
- [ ] At least 10 real photos: you, your work, your place
- [ ] You add new photos **every month**
- [ ] You post an update or offer at least **once a week**
- [ ] Every service is listed with a short description
- [ ] Products or packages are listed with prices if you can

4 Your website

- [ ] Your **phone number is tappable** on a phone
- [ ] A clear "Call" or "Book" button is at the top of every page
- [ ] The home page says what you do and the towns you serve
- [ ] The site loads in under 3 seconds on a phone
- [ ] Name, address and phone match your Google profile exactly
- [ ] Your site is connected to **Google Search Console**

5 Keep score

- [ ] You check your profile's **Performance** numbers monthly
- [ ] You know how many calls Google sent you last month
- [ ] Google Analytics is installed on your website
- [ ] Someone is responsible for all of this every week

Too many unchecked boxes?

That's exactly what I do. Biz Butterfly Media builds websites and manages Google profiles and social media for small businesses in Tennessee and across the U.S., so you can get back to running yours.

Cheri Stout
865-243-0962
bizbutterflymedia.com

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