



Google Business Profile Setup Checklist

Your Google Business Profile (GBP) is one of the most powerful free tools available to any trade business. It's the listing that appears when customers search for your services on Google Maps and in the Local Pack (the map section at the top of search results).

A properly set up and optimised GBP helps you:

1. Get found by local customers at the exact moment they're searching for your trade.
2. Build trust with reviews, photos, and a professional business presence.
3. Generate more enquiries without spending a penny on ads.

If you're a tradesperson, your GBP is often the very first impression a potential customer will see – so it's vital to set it up correctly. Follow this step-by-step checklist to make sure your business stands out.

Main Setup Steps

1. Go to google.com/business and sign in with your Google account.
2. Click 'Add your business to Google' and enter your business name exactly as it should appear.
3. Choose the most accurate primary business category (this is a big ranking factor).
4. Add your business location if customers visit you, or set your service area if you travel to them.
5. Enter your contact details – phone number and website URL.
6. Verify your business using the method Google provides (postcard, phone, email, or video).

Once Verified, Complete Your Profile

7. Add your business hours (including holiday hours).
8. Upload photos and your logo – include team photos, vans, past projects, and before/after shots.
9. Write a strong business description (include what you do, where you do it, and what makes you different).
10. List your services and products so customers know exactly what you offer.



Final Steps

11. Add relevant attributes such as 'wheelchair accessible' or 'women-owned' if they apply.
12. Turn on messaging if you'd like customers to contact you directly through GBP.
13. Actively encourage reviews and reply to them promptly.
14. Post regular updates, offers, or events to keep your profile fresh and engaging.
15. Check Insights monthly to see how customers are finding and interacting with your profile.

✅ Setting up your Google Business Profile properly is the foundation of your local online presence. Get this right, and you'll be in the best position to win more work from Google search.