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## Google Business Profile Setup Checklist

Follow this easy step-by-step checklist to set up your Google Business Profile (GBP) properly and give your business the best chance of appearing in Google Maps and the Local Pack.

### Main Setup Steps:

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

### Once verified, complete your profile with:

- Business hours (including holiday hours).
- Photos and logo (team, shop, projects, services).
- Business description (include what you do, where you do it, and what makes you different).
- Services and products.

### Final Steps:

- Add attributes like 'wheelchair accessible' or 'women-owned' if relevant.
- Turn on messaging if you'd like customers to contact you directly through GBP.
- Encourage customers to leave reviews and reply to them promptly.
- Post regular updates, offers, or events to keep the profile active.
- Check Insights monthly to track how customers are finding and interacting with your profile.