

Google Business Profile Setup Checklist

Every field, in order. Most agents have a profile — very few have a complete one.

Your Google Business Profile is often the first thing a buyer, seller, landlord, or tenant actually sees — before your website, before a single listing. This checklist goes field by field so nothing gets left on the generic default.

Claim & verify

- ☐ Claim your profile at business.google.com if you haven't already
- ☐ Complete verification (postcard, phone, or email, depending on what Google offers you)
- ☐ Confirm you're the primary owner, not a leftover admin from an old setup

Core information

- ☐ Business name matches your real, legal trading name exactly — no keyword stuffing (e.g. not "Reyse Estate Agents Best in Town")
- ☐ Correct primary category set — not the generic "Real Estate Agency" default if a more specific one fits (e.g. "Real Estate Agents" vs "Property Management Company" — pick what you actually do)
- ☐ Secondary categories added if genuinely applicable (e.g. lettings agency, property management)
- ☐ Address is exact and matches every other listing of yours online
- ☐ Service area set correctly if you don't have walk-in premises
- ☐ Phone number is a real, monitored number — not a tracking number that changes
- ☐ Website URL is correct and goes to the homepage, not a dead page
- ☐ Opening hours are accurate and updated for bank holidays

Description

- ☐ Business description written in your own words — not copied from your website intro
- ☐ Mentions your actual town/area naturally
- ☐ States clearly what you do (sales, lettings, or both) and who you serve

Media

- ☐ Logo uploaded as the profile photo
- ☐ Cover photo uploaded — a real photo, not a stock image
- ☐ At least 5-10 real photos: office/team, local area, marketing boards, happy handover moments
- ☐ Photos re-checked every few months so nothing looks stale

Services & attributes

- ☐ Services listed match what you actually offer
- ☐ Attributes filled in where relevant (e.g. accessibility, languages spoken)

Ongoing (not one-off)

- [] Post to your profile at least weekly — new listings, sold/let boards, market updates, team news
- [] Q&A section checked and answered — anyone can post a question, including competitors
- [] Reviews responded to within 48 hours (see the Review Request & Reply Templates download)