

BONUS #1: GOOGLE BUSINESS PROFILE OPTIMIZATION CHECKLIST



Google Business Profile Optimization Checklist

Complete These 9 Steps Today!

Use this checklist to optimize your Google Business Profile and start getting more calls from customers searching for your services right now.

DISCLAIMER: The strategies, methods, and advice provided in this report are for informational purposes only and are not tailored to your specific business circumstances. Results may vary significantly depending on factors such as your industry, location, competition, market conditions, and how consistently you implement the recommendations. While the information aims to support South African business owners in improving their online presence, no guarantee is made that following this advice will lead to increased customers, sales, or profit. All business decisions carry inherent risks, including potential loss of time or resources, and there is no assurance of financial return. You are solely responsible for your actions and outcomes.

STEP 1: Fix Your Primary Business Category

- ☐ Log into your Google Business Profile
- ☐ Check your Primary Business Category
- ☐ Look at what primary categories your main competitors are using
- ☐ Choose from Google's available categories (you can't create custom ones)
- ☐ Select the most specific category that matches your main service

Example: Use "Plumber" not "Contractor" if you're a plumbing business

STEP 2: Add Secondary Categories

- ☐ Add 3-5 Secondary Categories that cover your other main services
- ☐ Choose categories that match how customers search for your services

Example: Add "Drainage Service" and "Water Heater Installation" for plumbers

STEP 3: Write a Clear Description

- ☐ Write a short, clear description (about 150 words)
- ☐ Include your main service + your location
- ☐ Use words customers actually type when searching

Example: "We provide fast, reliable plumbing in [Your City]. From blocked drains to water heater repairs, we've got you covered."

STEP 4: List All Your Services

- ☐ Go to the Services section in your profile
- ☐ Add every service you offer
- ☐ Use specific terms customers would search for

Example: Use "blocked drain repair" instead of just "plumbing"

STEP 5: Optimize Your Website Meta Title

- ☐ Check your website's Meta Title (the blue text in Google search results)
- ☐ Format: Service + Location | Business Name

Example: "Plumber in [Your City] | [Your Business Name]"

STEP 6: Update Your Website H1 Headline

- ☐ Check the main headline on your landing page
- ☐ Make sure it matches your service and location

Example: "Expert Plumbing Services in [Your City]"

STEP 7: Upload a Professional Cover Photo

- ☐ Take or find a high-quality, original photo
- ☐ Show yourself, your team, or your actual work
- ☐ Avoid stock photos or blurry images
- ☐ Upload as your main cover photo

STEP 8: Verify Your Opening Hours

- ☐ Double-check all opening hours are correct
- ☐ Add special holiday hours if needed
- ☐ Update immediately if your hours change

STEP 9: Ensure Consistent Business Name

- ☐ Check that your business name is identical across:
 - ☐ Google Business Profile
 - ☐ Your website
 - ☐ Your physical signage
 - ☐ Other online listings
- ☐ Remove any extra words that aren't on your actual business sign

Pro Tip

Complete these 9 steps in order. Most take just a few minutes each, but the combined impact can move you from invisible to the top 3 results where customers actually click and call.

Time Investment: Less than 1 hour

Potential Result: More phone calls starting this week

Your competitors are probably ignoring these simple steps. Don't let them keep stealing your customers.

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