VETERAN EDGE AI

Small Shop Google Business Profile Checklist

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When a customer in Mason County searches for a shop like yours, Google often shows your Business Profile before your website. This checklist walks you through the parts of that profile that usually need the most attention: your name, address and phone number, hours, photos, services, reviews, and regular upkeep.

Work through it at your own pace. Check off each item as you go. If you would rather have it done for you, the last section explains how.

1. Basics: Name, Address, Phone, and Categories

- ☐ Sign in at business.google.com and confirm you are the owner or manager of the correct listing.
- ☐ Make sure the business name matches the name on your door, truck, invoices, and website. Do not add extra keywords, cities, or slogans to the name.
- ☐ Confirm the street address is complete and matches what you use everywhere else. If you are a service-area business without a public storefront, set that correctly instead of publishing a private address.
- ☐ Check that the primary phone number is the one you actually answer, including the area code.
- ☐ Add your website URL if you have one.
- ☐ Choose one primary category that best describes what you do (for example, Roofing Contractor or HVAC Contractor).
- ☐ Add a few secondary categories only if they are truly part of your work. Do not add categories you do not serve.
- ☐ Write a short business description in plain language: who you serve, what you do, and the area you cover. Skip keyword stuffing.
- ☐ Confirm the listing is in the right town and shows on the map in the right place.

2. Hours and Service Area

- ☐ Set regular hours for every day of the week, including the days you are closed.
- ☐ Add special hours for holidays and any planned closures.
- ☐ If your hours change with the season, update them before customers start seeing the wrong times.
- ☐ If you offer emergency or after-hours service, say so in the description or in a service listing. Do not leave regular hours blank or incorrect to imply that.
- ☐ If you go to the customer, set your service area and list the towns and areas you actually serve.
- ☐ Do not claim a region you cannot reasonably cover.
- ☐ Make sure the hours on Google match the hours on your website, social pages, and voicemail.

3. Photos

- ☐ Add a clear logo.
- ☐ Add a cover photo that looks like your actual shop, truck, crew, or job site.
- ☐ Add photos of the exterior and, if customers visit, the interior or front desk.
- ☐ Add photos of recent work. Honest before-and-after shots help when they clearly show the job.
- ☐ Add photos of your team, trucks, or equipment if you are comfortable sharing them.
- ☐ Use real photos from your business. Do not use generic stock photos that could be any shop.
- ☐ Make sure photos are in focus, well lit, and recent.
- ☐ Remove old photos that no longer represent your business, such as an old logo, outdated trucks, or a closed location.
- ☐ Plan to add new photos on a regular basis, not just once.

4. Services and Products

- ☐ List the main services you actually offer, using the names customers use when they call.
- ☐ Add a short description and, where it makes sense, a starting price or a note to call for a quote.
- ☐ Remove services you no longer offer.
- ☐ If you sell products, add the ones people ask for most.
- ☐ Make sure service names match what you say on your website and in ads.
- ☐ If you have a booking link or a way to request an estimate, add it where Google allows.

5. Reviews and Replies

- ☐ Read your existing reviews, including older ones.
- ☐ Reply to every review you reasonably can, including critical ones. Keep replies calm, short, and professional.
- ☐ Thank people for specific comments when you can, without sounding copied and pasted.
- ☐ For a critical review, acknowledge the issue, invite the person to contact you, and do not argue in public.
- ☐ After a job is finished, ask happy customers for a review in a simple message or on a receipt. Send a direct link to your Google review form.
- ☐ Do not offer payment or discounts in exchange for Google reviews, and do not write reviews yourself.
- ☐ Watch for reviews that may belong to another business, and use Google’s tools to flag them if needed.

6. Posts and Q&A

- ☐ Check the Questions & Answers on your profile and answer anything still open.
- ☐ Add a short official answer to the questions customers ask most, such as hours, estimates, service area, or emergency calls.
- ☐ Flag questions that are spam or clearly about a different business.
- ☐ Create a Google Post when you have something useful to share: a seasonal offer, updated hours, a recently completed job, or a simple tip.
- ☐ Keep posts short and clear, and add a photo when you have a real one.
- ☐ Do not leave the most recent post many months old if you are still actively taking work.

7. Weekly and Monthly Upkeep

Each week

- ☐ Check for new reviews and reply.
- ☐ Confirm hours are still correct, especially around holidays.
- ☐ Glance at new photos, posts, and Q&A for anything that needs a response.

Each month

- ☐ Add at least one new photo from recent work.
- ☐ Publish a short post if you have an update worth sharing.
- ☐ Confirm your phone number, website, and address still match your other pages.
- ☐ Review your services list and remove anything outdated.
- ☐ Check that your profile still shows as open and verified, with no Google notices to fix.

Want it done for you?

If you would rather not spend the time on this yourself, Veteran Edge AI can clean up your Google Business Profile for $200. For food trucks, the cleanup is just $100.

You can also add a website tune-up for $250, or get both as a bundle for $400.

Learn more or get in touch:
https://veteranedge-ai.vercel.app

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