

Free Google Maps Ranking Checklist

15-point Google Business Profile checklist for improving local search visibility

How to use this checklist

Review each item and mark it complete only when the information is accurate, genuine, and useful to customers. This checklist is designed as a practical starting point—not a guarantee of a specific Google ranking.

#	Checklist Item	What to Check	Done
1	Business Information	Check that your business name, phone number, website, address or service area, and opening hours are accurate and consistent.	☐
2	Primary Category	Choose the most accurate primary Business Profile category. Avoid selecting a category simply because it has a higher search volume.	☐
3	Additional Categories	Add relevant secondary categories that accurately describe your services. Remove categories that do not genuinely apply.	☐
4	Business Description	Write a clear, customer-focused description explaining what you offer, who you serve, and where you operate. Avoid keyword stuffing.	☐
5	Services & Products	Add your important services or products with clear descriptions. Keep names and information accurate and useful to customers.	☐
6	Service Area	For service-area businesses, define the areas you genuinely serve. Do not add locations where you do not actually operate.	☐
7	Photos & Videos	Upload high-quality, authentic photos that represent your business, team, premises, products, or work. Keep visual content current.	☐
8	Customer Reviews	Build a consistent process for earning genuine customer reviews. Never buy reviews or offer incentives in exchange for positive reviews.	☐
9	Review Responses	Respond professionally to both positive and negative reviews. Keep responses helpful, relevant, and focused on the customer.	☐
10	Google Posts & Updates	Share useful updates, offers, events, announcements, or helpful information when relevant. Avoid posting content only to insert keywords.	☐
11	Local Keyword Relevance	Review the real searches your customers use and make sure your profile and website naturally reflect relevant services and locations.	☐
12	Website Alignment	Make sure your website matches your Business Profile information and clearly explains your services, locations, contact details, and business identity.	☐

#	Checklist Item	What to Check	Done
13	Local Citations	Check important business listings and directories for consistent name, address, phone number, website, and other business details.	☐
14	Competitor Check	Review the profiles appearing for your important local searches. Compare categories, services, reviews, photos, profile completeness, and website quality.	☐
15	Performance Monitoring	Track relevant profile views, searches, calls, website clicks, direction requests, enquiries, and ranking trends. Use the data to guide ongoing improvements.	☐

Quick Priority Check

Priority	Focus
High	Accurate business information, primary category, services, reviews, website alignment, and genuine local relevance.
Ongoing	Reviews, review responses, useful updates, photos, competitor monitoring, and performance tracking.

Need help finding what's holding your profile back?

Request a Free GMB Audit from Digital Dhanu and get practical recommendations for your Google Business Profile.

Note: Google Business Profile features and local ranking systems can change. Always follow Google's current guidelines and use genuine business information.