E3 DESIGN

A free checklist from E-3 Design

Google Business Profile checklist

Set up, verify and keep the free listing customers see on Google Search and Maps.

Last updated October 31, 2026

The latest version is always at e-3design.com/downloads

e-3design.com

814-399-4655

Last updated October 31, 2026. Each item links to the page on e-3design.com that explains it.

Claim the listing Google already has, or create one if nothing exists, using an account the business controls. Verify it, then fill in every section: your real name, a specific category, services, hours, contact details and photos. Keep it current with review replies, holiday hours and a monthly look at the numbers.

The short version

- Search Maps first. Claim the listing Google already has, or create one if nothing exists.
- Use a Google Account the business controls, and verify with whichever method Google offers.
- Fill in every section: real name, specific category, services, hours, contact details and photos.
- Keep it current: holiday hours, review replies, the odd post, and a monthly look at the numbers.
- It's free, and Google says nobody can pay for a better local ranking.

Set it up

- [ ] **Search Google Maps** for your name and phone number first. Claim an unmanaged listing, request access to one someone else controls, and create a new profile only when nothing is there.
  e-3design.com/learn/google-business-profile/create-or-claim-your-profile
- [ ] **Verify it.** Nothing you add shows publicly until Google verifies the business. Google decides which methods you're offered, and says reviews usually take up to 5 business days.
  e-3design.com/learn/google-business-profile/verify-your-business
- [ ] **Set up access:** the business owner as primary owner, one trusted backup owner, and everyone else as a manager.
  e-3design.com/learn/google-business-profile/owners-and-managers

Fill in every section

- [ ] **Name:** your real-world name, exactly as it appears on your sign. No added keywords, city names or taglines.
  e-3design.com/learn/google-business-profile/business-info-and-attributes
- [ ] **Category, services and products:** the most specific primary category, a few extras only for real parts of the business, and everything you do listed as services.
  e-3design.com/learn/google-business-profile/categories-and-services
- [ ] **Contact details, description and attributes:** a phone number you control, your best website page, a plain description of up to 750 characters, and only the attributes that are true.
  e-3design.com/learn/google-business-profile/business-info-and-attributes
- [ ] **Address or service area:** show your address if customers come to you. If you go to them, remove it and list up to 20 service areas.
  e-3design.com/learn/google-business-profile/service-area-business
- [ ] **Hours:** regular hours, special hours for holidays, and **Temporarily closed** only for longer closures.
  e-3design.com/learn/google-business-profile/hours-holidays-and-closures

- [ ] **Photos and videos:** a logo, a cover photo, and real photos of your place, team and work.
  e-3design.com/learn/google-business-profile/photos-and-videos

Keep it working

- [ ] **Reviews:** get your review link and QR code, and ask every customer the same way, right after the job. Never offer anything in return.
  e-3design.com/learn/google-business-profile/get-more-reviews
- [ ] **Replies:** reply to every review, good or bad, briefly and calmly. Report only reviews that break Google's policies.
  e-3design.com/learn/google-business-profile/reply-to-reviews
- [ ] **Posts:** short updates, offers and events when you have real news.
  e-3design.com/learn/google-business-profile/posts-and-offers
- [ ] **Outside changes:** Google and the public can change your details. Blue text in the editor marks them.
  e-3design.com/learn/google-business-profile/google-updates-and-suggested-edits
- [ ] **Numbers:** check calls, direction requests and website clicks monthly.
  e-3design.com/learn/google-business-profile/performance-insights

A simple routine

Every week (about 10 minutes)

- [ ] Reply to new reviews
  e-3design.com/learn/google-business-profile/reply-to-reviews
- [ ] Check for blue-text Google updates and suggested-edit emails
  e-3design.com/learn/google-business-profile/google-updates-and-suggested-edits
- [ ] Add a photo of recent work
  e-3design.com/learn/google-business-profile/photos-and-videos

Every month

- [ ] Check hours, phone, website link and services
  e-3design.com/learn/google-business-profile/business-info-and-attributes
- [ ] Set special hours for any holidays coming up
  e-3design.com/learn/google-business-profile/hours-holidays-and-closures
- [ ] Post an update if you have real news
  e-3design.com/learn/google-business-profile/posts-and-offers
- [ ] Write down calls, directions and website clicks from **Performance**
  e-3design.com/learn/google-business-profile/performance-insights

Every year

- [ ] Review who has access
  e-3design.com/learn/google-business-profile/owners-and-managers
- [ ] Check your categories still fit
  e-3design.com/learn/google-business-profile/categories-and-services
- [ ] Refresh older photos
  e-3design.com/learn/google-business-profile/photos-and-videos
- [ ] Re-read Google's guidelines
  e-3design.com/learn/google-business-profile

If your profile already exists but is neglected

Work in this order, because each step depends on the one before. Most of it fits into a single afternoon.

- [ ] 1. **Get access sorted.** The business owner is primary owner, and people who've left are removed.
  e-3design.com/learn/google-business-profile/owners-and-managers
- [ ] 2. **Check the name and address** against Google's guidelines.
  e-3design.com/learn/google-business-profile/business-info-and-attributes
- [ ] 3. **Fix the category and services** so Google knows what you do.
  e-3design.com/learn/google-business-profile/categories-and-services
- [ ] 4. **Correct hours and contact details,** and set special hours for the next holiday.
  e-3design.com/learn/google-business-profile/hours-holidays-and-closures
- [ ] 5. **Reply to old reviews,** starting with the most recent and any unanswered complaints.
  e-3design.com/learn/google-business-profile/reply-to-reviews
- [ ] 6. **Add a handful of real photos.**
  e-3design.com/learn/google-business-profile/photos-and-videos
- [ ] 7. **Start asking for reviews** with your link or QR code.
  e-3design.com/learn/google-business-profile/get-more-reviews

The mistakes to look for

- [ ] **Nobody can sign in.** The owner account belongs to someone who left, or to an agency you no longer use. Fix access first.
  e-3design.com/learn/google-business-profile/owners-and-managers
- [ ] **The name has extra words.** Extra words can lead to a suspension.
  e-3design.com/learn/google-business-profile/business-info-and-attributes
- [ ] **The address isn't real,** such as a virtual office or mailbox, or **a home address is showing** when customers never visit.
  e-3design.com/learn/google-business-profile/service-area-business
- [ ] **Holiday hours are missing,** so customers drive to a closed door.
  e-3design.com/learn/google-business-profile/hours-holidays-and-closures
- [ ] **There are two listings,** from an old address or an earlier attempt.
  e-3design.com/learn/google-business-profile/duplicate-and-unwanted-listings
- [ ] **Reviews have no replies.**
  e-3design.com/learn/google-business-profile/reply-to-reviews
- [ ] **The website link is broken,** pointing to an old business.site address or a missing page.
  e-3design.com/learn/google-business-profile/website-and-local-ranking

What has changed or been retired

As of October 31, 2026. Older guides still teach some of these.

- **Chat and call history:** retired July 31, 2024. Customers can still call you from the profile, and in some regions you can add a WhatsApp link or a text-message number instead.
- **Websites made with Business Profiles:** shut down in 2024. Replace any old business.site link with your real website.
- **Questions and answers:** being changed. Google discontinued the Q&A API on November 3, 2025. Put answers to common questions in your description, services, posts and website.
- **Service areas by radius:** gone. Service areas must now be cities, postal codes or named areas.

If something goes wrong (no access, failed verification, a duplicate listing or a suspension), each is covered step by step in the complete Google Business Profile guide.

Sources

1. Get started with Google Business Profile (Google Business Profile Help)
2. Add or claim your Business Profile (Google Business Profile Help)
3. Verify your business on Google (Google Business Profile Help)
4. Guidelines for representing your business on Google (Google Business Profile Help)
5. Tips to improve your local ranking on Google (Google Business Profile Help)
6. Manage your Business Profile owners & managers (Google Business Profile Help)
7. Changes to Google Business Profile chat and call history (Google Business Profile Help)
8. Q&A API change log (Google Business Profile APIs)
9. Google is shutting down websites made with Business Profiles (Search Engine Land, January 2024)

About E-3 Design

E-3 Design builds, hosts and looks after websites for small businesses. Larry Davis has been building on the web since 2000. Most of our clients are around Dayton, Ohio and Somerset and Johnstown, Pennsylvania, and we work with businesses anywhere.

What we do

- Websites and redesigns
- Website care: uptime monitoring, tested updates, daily backups and security alerts
- Hosting, with SSL included
- SEO and AI search, including Google Business Profiles
- Leads and follow-up

How we work

- Accounts we set up are in your business's name, with E-3 added as a user
- Domains we manage are registered to you
- Redesigns and speed fixes are tested on a staging copy first
- For redesigns and site moves, you approve the plan and the preview before launch
- We save your DNS records before changing them

Rather we did it for you?

Call E-3 on 814-399-4655, email support@e3help.me, or start with a free website check at e-3design.com/free-website-check. More free guides: e-3design.com/learn

This guide is general information, checked against the sources listed, not legal or financial advice. Services and screens change; the latest version of this document is at e-3design.com/downloads/google-business-profile-checklist. © 2026 E-3 Design.