

Your Step-by-Step Google Business Profile Optimization Checklist



Update Business Information

- Ensure your business name, address, and phone number (NAP) are accurate and consistent across all platforms.
- Update your service hours for summer and holiday availability.

Add High-Quality Photos

- Upload clear, high-resolution images of your team, office, and work completed.
- Include photos of your branded vehicles to increase local recognition.
- Regularly update photos to keep your profile fresh.

Collect and Respond to Reviews

- Encourage satisfied customers to leave reviews on your Google Business Profile.
- Respond to all reviews—both positive and negative—in a professional and timely manner.
- Use reviews to build trust and credibility with new customers.

Create Google Posts

- Post regular updates about services, promotions, and tips.
- Highlight seasonal offers and emergency services.
- Include clear calls-to-action (CTAs) in your posts.

Optimize Service Area and Location

- Update your service areas to include any new locations you cover.
- Ensure your business is listed in relevant local directories and maps.

Set Up and Manage Q&A

- Regularly monitor and respond to customer questions on your Google Business Profile.
- Provide helpful, accurate answers to common inquiries.

Add Special Attributes and Services

- Include business attributes like "24/7 emergency service," "free estimates," or "payment options" to stand out.
- Optimize service listings for specific HVAC services like AC repair, installation, and maintenance.

Use Schema Markup

- Implement schema markup on your website to enhance local SEO and make your business easily discoverable by search engines.