

Google Business Profile "Near Me" Checklist (Easy Mode)

- Claim + verify your profile
 - Claim it in Google and complete verification
- Pick the right category
 - Choose the best primary category (most important)
 - Add 2-4 secondary categories that truly fit
- Confirm your basics (must match everywhere)
 - Business name (use your real name)
 - Phone number
 - Website link
 - Address OR service area (choose what matches how you operate)
- Set hours (and keep them accurate)
 - Regular hours
 - Special hours for holidays / seasonal changes
- Add what you do (simple, keyword-friendly)
 - List your core services/products (one per line)
 - Use the same words customers search ("tent rentals," "table rentals," etc.)
- Upload photos (proof beats promises)
 - Add at least 10 real photos: installs/work, inventory, team, trucks/facility
 - Keep adding new photos regularly
- Get reviews (and reply to all)
 - Ask right after a successful job/event
 - Reply to every review (short + professional)
- Post weekly (5 minutes)
 - Availability update, seasonal note, offer, project highlight, or FAQ
- Add Q&A (reduce friction)
 - Seed 3-5 common questions and answer them
 - Examples: service area, lead time, delivery/setup, minimums/fees, what happens if plans change

Quick "Do This Now"

- Today: Verify + category + hours + 10 photos
- This week: Services list + ask 5 customers for reviews + add 3 Q&As

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