

### 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

---

 **sales@Celina.com**

 **www.CELINA.com**

 **419-586-3610**