

Google Business Profile Review

Business Information:

- Business Name - List your doing business as (DBA) name here
- Business Category - what is your industry
- Description - clearly define what you do and get to the point!
- Opening Date - when did you launch your business
- Phone Number - list the number you want potential clients to call (optional but highly recommended!)
- Website - verify your website address
- Location and areas - where are you located and what is your service area
- Business hours - the hours you are available to the public
- Holiday hours - what holiday are you closed?
- From the Business - how you identify (women-owned, Latino-owned, LGVYQ+ owned, etc.)
- Accessibility - this is specific to your physical location if customers come into your place of business
- Amenities - onsite features at your physical location if customers come into your place of business
- Crowd - are you LGVTQ+ friendly? offer a Transgender safe space?
- Planning - Do you require appointments?
- Services Options - do you offer online or onsite services? Both?

Respond to Reviews:

- Scan through reviews
- Respond to any that have not yet received a response
- Make a list of any that can and should be added to your website and other marketing materials

Note: If you find a reviews to be more than a week old, make apologies for not seeing it sooner, in your response.

Check Messages:

- Scan through messages
- Respond to any that have not yet received a response

Note: If you find a message to be more than a week old, make apologies for not seeing it sooner, in your response.

Review Products Listed

- Ensure product names match what you have on your website
 - Ensure product descriptions match what you have on your website
 - Remove old products or those you are phasing out
- Add any new products you have added

Review Services Listed:

This list is intuitively created based on your website content and may have services listed that are not in alignment with your services.

- Review the list of services for accuracy
- Remove any services that you do not offer
- Add any new services you have added

Review Online Booking:

Have you recently added online scheduling? Maybe taken it off of your website? If you've made any changes to booking, here is where you can make those changes.

Review Q&A

If a Google visitor has asked a question through your Google Business Profile, this is where the question will be.

- Scan through questions
- Respond to any that have not yet received a response

Note: If you find a question to be more than a week old, make apologies for not seeing it sooner, in your response.