MUDCRAFTS

Google Business Profile checklist for a local shop

The nine things to get right on your profile, and a monthly check, with every claim traced to Google's own help pages.

SET IT UP

- [ ] 1. Claim and verify one profile. If someone created a listing for your shop years ago, claim that one rather than starting a second.
- [ ] 2. Use your real business name, the one on your shopfront, website and stationery. No keywords, taglines, opening hours or phone numbers in the name.
- [ ] 3. Choose the fewest categories that describe your core business, as specific as possible: "this business is a...", not "has a...".
- [ ] 4. Fill in every field you can: address, opening hours plus bank holiday and Christmas hours, a phone that rings in your shop, website link, attributes such as parking or step-free access.
- [ ] A virtual office or rented mailbox is not eligible. If you travel to customers, set a service area and hide your home address.
- [ ] 5. Write a plain description of what you sell, who for and what makes you different. No promotions, prices or links.
- [ ] 6. Add your own photos: the shopfront from the street, the inside, the team, your best sellers. Skip stock images.

REVIEWS: ASK, REPLY, NEVER BRIBE

- [ ] I ask customers for reviews with my Google link or a QR code.
- [ ] I never offer discounts or freebies in exchange for reviews. Google treats that as fake engagement and prohibits it.
- [ ] I reply to reviews: short, polite, human, signed with my name, never sharing a reviewer's private information.
- [ ] For a negative review: find out what happened, own what is mine, explain what I can and cannot do, take details offline if needed.

RETAILERS AND ROUTINE

- [ ] 7. Retailers: add in-store products, by uploading them or connecting a point-of-sale system.
- [ ] 8. Keep it alive: update hours when they change, when I move, add a service or go on holiday.
- [ ] 9. Monthly: open the profile on my phone, search for myself the way a customer would, and check everything is right.

REMEMBER HOW GOOGLE DECIDES

- Local results are mainly based on relevance, distance and prominence.

- There is no way to request or pay for a better local ranking.
- Complete, accurate, verified profiles are more likely to show up.

Your profile is the front door; your website is the shop floor. Keep your address, hours and phone number the same on both.

WHERE THE FACTS COME FROM

Google Business Profile Help, tips to improve your local ranking: support.google.com/business/answer/7091
Google Business Profile guidelines: support.google.com/business/answer/3038177
Google, tips to get more reviews: support.google.com/business/answer/3474122

Want a second pair of eyes?

Tell us about your business at mudcrafts.uk/contact/ or ask Muddy in the chat on the site.
We are MudCrafts. We build your brand... with love.