

PFWS 30-MIN TUNE UP Google Business Profile

Verify	<input type="checkbox"/> Confirm business name matches real-world signage	NOTES
	<input type="checkbox"/> Confirm address/service area settings are correct	Make sure the core details Google and customers rely on are accurate and consistent.
	<input type="checkbox"/> Confirm phone number + website URL are correct	
	<input type="checkbox"/> Confirm hours + holiday/special hours are accurate	
	<input type="checkbox"/> Confirm primary category matches your #1 revenue service	

Optimize	<input type="checkbox"/> Update services list to match what you actually sell	NOTES
	<input type="checkbox"/> Refresh business description (what you do + who you help + where)	Fill in the fields that help you show up for the right searches and earn the click.
	<input type="checkbox"/> Confirm key attributes that influence buyers (as applicable)	

Photos	<input type="checkbox"/> Add 5–10 real photo	NOTES
	<input type="checkbox"/> Replace outdated cover/logo images if branding has changed	Use real, recent visuals to prove you're active, credible, and worth contacting.
	<input type="checkbox"/> Add 1 “proof” photo (before/after, finished project, results)	
	<input type="checkbox"/> Add 1 short video if you have it (walkthrough, process, intro)	

Reviews	<input type="checkbox"/> Set a goal: 3 review asks per week (ask at the “happy moment”)	NOTES
	<input type="checkbox"/> Create and save your direct Google review link (make it one-step easy)	Build steady review momentum and respond in a way that strengthens trust.
	<input type="checkbox"/> Make sure all reviews are responded too.	
	<input type="checkbox"/> Bonus: Leave a review for a customer!	

Align	<input type="checkbox"/> Make sure your website contact info matches GBP exactly	NOTES
	<input type="checkbox"/> Check top directories (Apple Maps, Bing, Yelp, etc.) for mismatches	Match your business info everywhere online so Google doesn't get mixed signals.
	<input type="checkbox"/> Remove/merge duplicate listings (they split trust)	
	<input type="checkbox"/> Fix old phone numbers/addresses wherever they appear online	