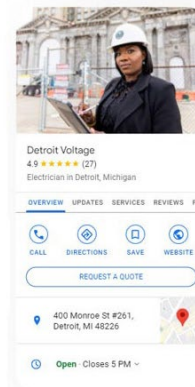


Google Business Profile Resource Cheat Sheet

About your business



Welcome to the first step in creating your Google Business Profile. Below are the basic information requirements you will need to fill out your Profile. Each field in this Checklist is designed to give you a higher ranking the Google Search Engine, the more information you supply, the higher your ranking will be. Here is a quick map to show how it works [Click here](#)

Please use High resolutions images for your Logo, Cover image, interior shoots.

Let us begin.

Business name

Enter your business name as it appears to customers in the real world.

1

Business category

Help customers find your business by industry

List up to 3 categories your business is in

Google Business Profile Resource Cheat Sheet

1

2

3

Business Description

Describe your business to customers on Google.

Opening date

Add the date you opened or will open at this address.

Year Month Day

Contact information

Phone number

Secondary

Fax number

Website contact page URL

Locations

Address

Service area

List by City, farthest from your business, North, East, West, South.

Business Hours

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Google Business Profile Resource Cheat Sheet

Sunday

Holiday hours

Here are days you have changed times or Closed

Special times

Access, Breakfast, Brunch, Delivery, Dinner, Drive through, Happy hours, Kitchen, Lunch, Online service, Pickup, Seniors, Takeout.

Select Your Representation

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services

Identifies as Asian-owned

Identifies as Black-owned

Identifies as Latino-owned

Identifies as LGBTQ+ owned

Identifies as veteran-owned

Identifies as women-owned

Accessibility

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Has wheelchair accessible restroom Yes/No

Has wheelchair accessible seating Yes/No

Amenities

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. Has gender-neutral restroom Yes/No

Crowd

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Google Business Profile Resource Cheat Sheet

LGBTQ+ friendly Yes /No

Transgender safe space Yes/No

Planning

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Appointment required Yes/No

Service options

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services.

Offers online appointments Yes/No

Onsite services available Yes/No

Support Video

<https://youtu.be/V0nDjyvLWMA>

Your Google review link –

Once your profile is complete you a have a custom review like this one for your business below

https://g.page/r/CRg3_69KEf_IEB0/review

Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

Business Profiles like yours with 5 or more reviews can get up to twice as many customers

Google Business Profile Resource Cheat Sheet

Get a custom chat feature

Let customers message your business on Google for free and see new messages on Search or Maps

Images

- 1 Let clients have a peek inside your business – up to 10 images
- 2 Display your Logo and branding that set your business apart from the rest – Up to 3
- 3 Cover photo image – The main display image of your Brand

Performance

Measure the response of your online presence against your competition, you can see the activity of your business vs the activity of the category you are in

Items

Show your wears items or services, Google provides a place for to be displayed in a place inside your space that is all their own.

Booking Link

Google makes it ease to use your existing booking service integrated with their service for a seamless one touch appointment manager

Add your own link into the Google system

Metrix is important

Customers who call your business from Google Search or Maps will be connected through a forwarding number

Top Q&A

Google Business Profile Resource Cheat Sheet

Here is where people can see your top questions and answers, this section save you money, because people can get answers to the most important questions without human interaction, reducing the time your people need to be on the phone.

Advertising –

Money meets the road – here is where you are placing your name in the clients' hands. The Google algorithm is designed to pull from the web the most relative information about what the user is looking for based on where they are geo located. So, you are only competing with company that do what you do where you are, not the whole world.

Congratulations

You are now ready to watch the video and start your Google Business Profile today.