



Set up your Google Business Profile

A Google Business Profile is essential for (FREE!) local exposure. Here's a set-up and optimisation checklist to ensure your profile is prime for discovery.



A B C The Basics

- Update business name, opening hours and store location (if applicable)
- Update contact details and website link
- Ensure business description is optimised with relevant keywords
- Set up instant messages and automated responses
- Verify your profile by searching the name of your business in Google (an option to verify will appear)

Add Photos

According to Google, businesses with photos receive 42% more requests for driving directions on Google Maps and 35% more click-throughs to their websites.

- Business logo
- Product images
- Storefront and interiors (if applicable)
- Videos of product use, shop tours etc
- Ensure images are clear and true to life (no filters).



Ongoing Optimisation

- Publish posts that showcase new offers, products or events
- Respond to all customer reviews regularly (and encourage new customers to leave feedback!)