

# Google Business Profile Cleanup Checklist PDF

Choose the most accurate primary category and add only real secondary categories.

Fill out services using plain customer language: water heater repair, panel upgrade, roof inspection, lawn cleanup, deep cleaning.

Upload real job photos every month. Stock photos do not build local trust.

Ask happy customers for reviews that mention the service and city when natural.

Reply to reviews like an owner. Keep it short, specific, and human.

Publish one useful GBP post per week during active season.

Track calls and booked jobs, not just profile views.

Related guide: </marketing/google-business-profile-for-contractors/>