

Google Business Profile checklist

For owners and marketers of local businesses in Quebec and the rest of Canada who manage their own Google Business Profile. Go through it once to set up your profile, then come back to the last section every month.

Time needed: **45 to 60 minutes for setup, then about 30 minutes a month**

Updated: **October 2026**

01 Claim and verify your profile

- ☐ **Search your business name on Google Maps before creating anything**
Google sometimes creates a profile on its own. Claim that one instead of making a second.
- ☐ **Sign in with a Google account the business owns**
A personal account of an employee who leaves can lock you out of your own profile.
- ☐ **Complete verification using the method Google offers you**
For a video, film one continuous clip showing the street, your sign and proof you work there.
- ☐ **Keep your name and address unchanged while verification is in progress**
Edits during review can restart or block the process.
- ☐ **Add a second owner or manager under People and access**
A partner, or your agency as manager, so one departure never costs you the profile.
- ☐ **Look for duplicate profiles of your business and report the extra ones**
Old profiles made by a former employee, or one per language, compete with your real one.

02 Get the core information right

- ☐ **Use your real business name, exactly as on your sign and registration**
Adding keywords or "Montreal" to the name is a common reason profiles get suspended.
- ☐ **Pick the most specific primary category for your main service**
Check the primary category of the top three businesses on Maps for your main search.
- ☐ **Add secondary categories only if they describe what your business is**
Google asks for the fewest, most specific categories. Individual services belong in the Services section.
- ☐ **Show your address only if customers visit you; otherwise set service areas**
Home-based and mobile businesses hide the address. Never use a virtual office or P.O. box.
- ☐ **Enter regular hours and add holiday hours before each long weekend**
Think Saint-Jean-Baptiste, Canada Day, Labour Day and the holidays. A closed door means a bad review.

- ☐ **Use the exact same name, address and phone as on your website**
Check the footer and contact page. Other directories are covered in our local SEO checklist.

- ☐ **Link to your homepage or main service page, on https, with no redirect**
Add UTM tags, like `utm_source=google&utm_medium=organic`, so these visits show up in Google Analytics.

03 Fill in description, services and photos

- ☐ **Write your description in French first, then a shorter English version**
Quebec's Charter of the French Language requires French to be available on terms at least equal to English.

- ☐ **Say who you serve, what you do and where, in your customers' words**
You have 750 characters. No links, prices or promotions: those go in posts.

- ☐ **List every service or product with a one or two sentence description**
This is where the terms people search for fit naturally. Many profiles leave it empty.

- ☐ **Upload a photo of your storefront from the street and your entrance**
People asking for directions should recognize your place when they arrive.

- ☐ **Add real photos of your interior, team and work, plus logo and cover**
Skip stock photos. Customers can tell, and they add nothing.

- ☐ **Turn on every attribute that's true for your business**
Wheelchair access, online appointments, languages spoken and similar details help people choose you.

04 Reviews

- ☐ **Copy your review link from Read reviews, then Get more reviews**
Send it by text or email, or put it on a QR code at the counter or on invoices.

- ☐ **Ask every customer for a review right after a good experience**
A steady pace every month looks better than a burst followed by silence.

- ☐ **Never offer a discount, gift or contest entry in exchange for a review**
Incentivized reviews break Google's policy and can hurt the whole profile.

- ☐ **Send the review link to all customers, not only the happy ones**
Filtering who gets asked, known as review gating, is against Google's rules.

- ☐ **Reply to every review in the language the customer wrote in**
French gets French, English gets English. It shows future customers you're bilingual and paying attention.

- ☐ **Answer negative reviews calmly and offer to fix the problem offline**
Give a phone number or email. Don't argue in public: future customers read how you react.

- ☐ **Report fake or abusive reviews through your profile, then reply once, politely**
State that you have no record of this customer. Keep it short.

05 Monthly upkeep

- ☐ **Publish a post at least once a month, ideally weekly**
Rotate offers, recent projects, tips and events. Alternate French and English, or French with a short English line.
 - ☐ **Add three to five new real photos every month**
Recent photos keep the profile current for people deciding between you and a competitor.
 - ☐ **Check that nobody changed your hours, phone, address or website**
Anyone can suggest an edit. If you don't respond within four days, Google may publish it.
 - ☐ **Review the Performance tab: calls, direction requests and website clicks**
These are the numbers that show whether the profile brings you customers.
 - ☐ **Change one core field at a time, never name, address and category together**
Several big changes at once are a common trigger for re-verification or suspension.
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Want a second pair of eyes? We look at your profile in a free local ranking audit and tell you what we'd fix first. You don't have to hire us afterwards.

Ask for the free audit: nexasolutions.ca/contact

or call 438-992-2979 · info@nexasolutions.ca