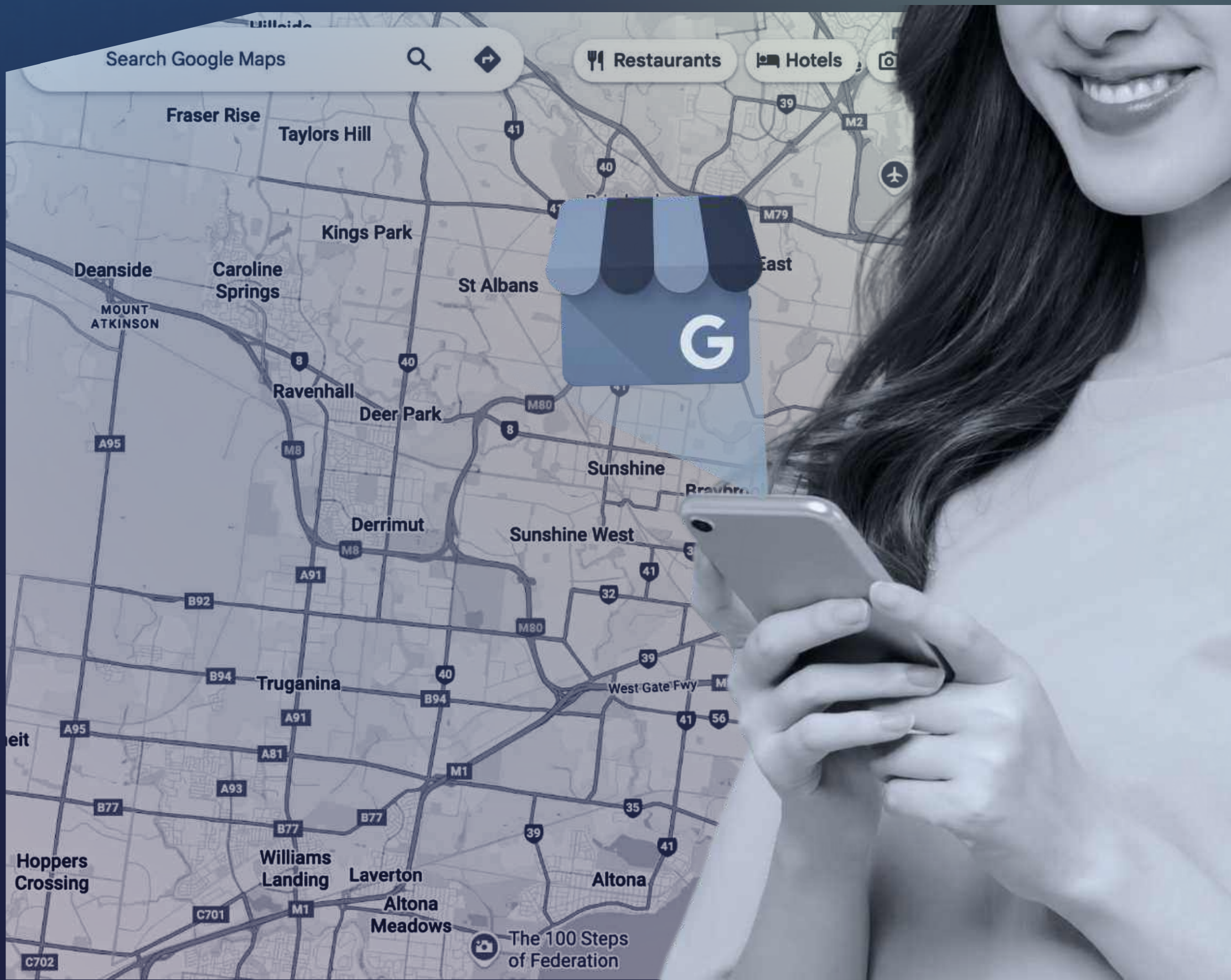




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GOOGLE BUSINESS PROFILE OPTIMISATION CHECKLIST

Get your business seen in local, map, and AI search



Your Google Business Profile (GBP) is your company's official listing on Google, the information that appears when someone searches for your business or services in Google Search or Maps.

With the rollout of AI-powered Search in Australia, Google is pulling information from a wider range of sources, not just your website, but also your Google Business Profile (GBP).

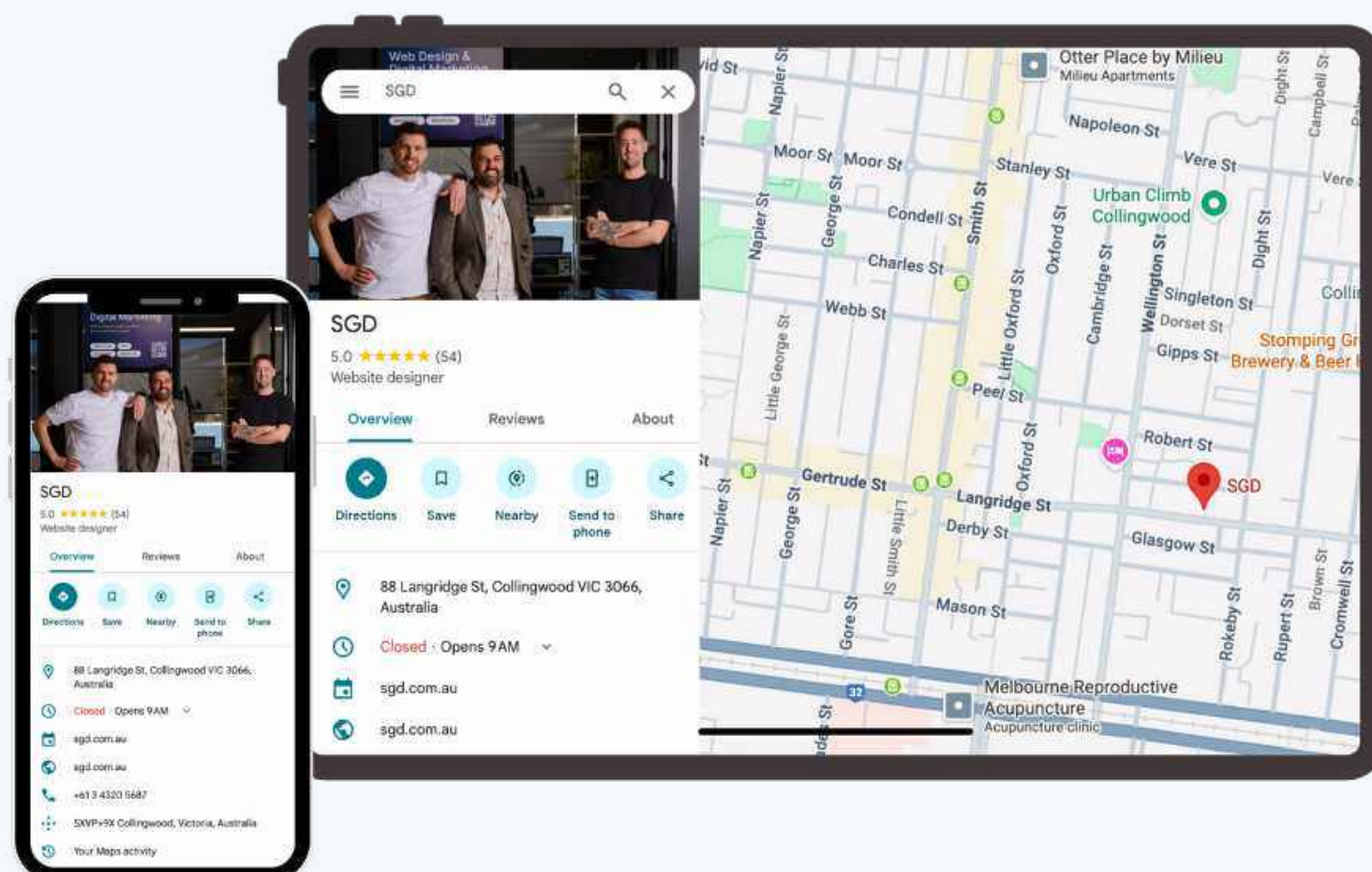
That means your profile isn't just a directory listing anymore; it's a core part of your SEO strategy.

Google's AI answers and local packs now surface results based on **trust, relevance, and completeness**.

In other words, if your business profile is incomplete, outdated, or inconsistent, your chances of appearing in those AI-generated results drop dramatically.

A well-optimised Google Business Profile helps you:

- Get discovered by local customers searching for your services
- Build credibility with strong reviews and accurate information
- Feed Google's AI with the right data to associate your brand with relevant searches
- Drive high-intent traffic straight to your website



Google Business Profile Optimisation Checklist

Phase 1: Setting Up Your Google Business Profile

- ☐ Claim and verify your listing in google.com/business
- ☐ Visit and claim your business
- ☐ Add your full NAP (Name, Address, Phone)
- ☐ Choose the right primary category
- ☐ Write a clear business description
- ☐ Add your website link and booking URL
- ☐ Add your services
- ☐ Link directly to a high-intent page

Phase 2: Optimising Your Profile for Maximum Impact

Step 1: Upload high-quality photos and videos

- ☐ Add professional images of your office, team, and projects
- ☐ Include your logo, team shots, and behind-the-scenes photos to build trust
- ☐ Keep them fresh — update every few months

Step 2: Manage and respond to reviews

- ☐ Encourage happy clients to leave detailed, keyword-rich reviews
- ☐ Always reply to positive and negative feedback. Google values active engagement
- ☐ Pro tip: ask clients to mention your service and location, this helps local SEO

Step 3: Keep regular updates as posts

- ☐ Share short updates, blog snippets, events, or offers directly in your profile
- ☐ Add your website link and booking URL as a CTA
- ☐ Posts updates every month, we recommend at least 3

Step 4: Add FAQs

- ☐ Pre-emptively answer common customer questions in your profile

Step 5: Keep your information current

- ☐ Update your hours, contact info, and services whenever they change

Step 6: Monitor performance

- ☐ Use the Insights tab in GBP to track views, calls, messages, and directions
- ☐ Watch which keywords trigger your listing — they reveal how people find you locally

Step 7: Optimise for AI-driven Search

- ☐ Google's AI looks for completeness, trust signals, and relevance
- ☐ Ensure your profile is marked “complete” by filling out every field
- ☐ Include structured data on your website (Schema markup) that aligns with your GBP info
- ☐ Regularly publish posts and updates so Google sees your business as active and authoritative

When optimised properly, your Google Business Profile becomes an SEO asset, not just a listing.

It helps you rank in local search, show up in Google Maps, and even get mentioned in AI-generated answers, all without spending a cent on ads.

If you haven't reviewed your profile since Google launched AI Search in Australia, now's the time to do it.

Ready to take the guesswork out of your SEO?

With the right strategy and SEO team, you can run campaigns that save time, reduce wasted spend, and deliver real results for your business.

[Book a call with our Google Ads Expert here.](#)

I hope this checklist is useful to you on your Google Ads journey.

If you have any questions or would like help implementing this checklist, please reach out to me at simon@sgd.com.au or book a call here: sgd.com.au/call

Kind regards,



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