

Google Business Profile checklist

A premium checklist to assess whether your Google Business Profile is really supporting local visibility, trust and enquiries — not just “filled in”.

EN - Swiss Signal Edition

GBP essentials

- | | | |
|---|----------------------------------|--|
| ■ | Name is consistent everywhere. | |
| ■ | Primary category is right. | |
| ■ | Phone and site link are correct. | |
| ■ | Description is clear and local. | |
| ■ | Photos and reviews build trust. | |

A strong profile should support visibility, trust and action — not just completion.

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