

Google Business Profile (GBP) Checklist

Follow this checklist to make sure your Google Business Profile is fully optimized and active.

About Your Business

- ☐ Business name
 - ☐ Description — make sure it clearly describes your services and local area
 - ☐ Opening date
 - ☐ Add professional photos and team images
-

Categories

- ☐ Primary category — **Medical Spa**
 - ☐ Review and confirm any relevant additional categories, such as:
 - Facial Spa
 - Skin Care Clinic
 - Wellness Centre
 - Health Spa
 - Weight-Loss Service
 - Permanent Make-up Clinic
 - Hair Removal Service
 - Laser Hair Removal Service
 - Tattoo Removal Service
 - IV Therapy
 - ☐ Ensure categories reflect all major services you offer
-

Contact Information

- ☐ Phone number(s) are correct
- ☐ Chat / SMS enabled
- ☐ Website link is live and working
- ☐ Social media profiles are added
- ☐ Menu or services link included

Location & Areas

- ☐ Business address is correct
- ☐ Service areas are added and up to date

Opening Hours

- ☐ Main hours are correct
- ☐ Add any special or holiday hours

Business Attributes

- ☐ Ownership details (e.g., women-owned)
- ☐ Accessibility options (e.g., wheelchair access)
- ☐ Amenities (e.g., toilet, online booking, memberships)
- ☐ Audience & crowd suitability (e.g., LGBTQ+ friendly)
- ☐ Offerings (e.g., skincare treatments)
- ☐ Parking details
- ☐ Accepted payments
- ☐ Appointment or booking requirements
- ☐ Service options (e.g., in-person, virtual, etc.)

Profile Optimization

- ☐ Verify **every field** in your GBP is complete
- ☐ Description accurately represents your services and tone
- ☐ Contact details match your website
- ☐ Services list is up to date
- ☐ Add professional, high-quality photos
- ☐ Appointment link is working
- ☐ Keep branding and tone consistent across all details

Q&A Section

- ☐ Ensure there are at least **10 Questions & Answers** on your profile
 - ☐ Add new Q&As if fewer than 10 exist
 - ☐ Use FAQs to showcase expertise and address common client questions
 - ☐ Review all Q&As regularly to make sure answers are accurate
-



Google Posts

- ☐ Review current posting activity
- ☐ Add new **Google Posts every two weeks (bi-weekly)** — highlight offers, events, treatments, or news
- ☐ Include strong visuals and clear calls-to-action
- ☐ Use relevant service keywords naturally in post text
- ☐ Track performance in GBP Insights to see engagement and clicks