

FREE PRACTICAL GUIDE

THE GOOGLE BUSINESS PROFILE MONTHLY CHECKLIST

Keep important business information accurate, useful and maintained

20 MINUTES

CHARLES NEWBURY

charlesnewbury.com

The Google Business Profile Monthly Checklist

A focused quick win before you move to a complete workbook.

Use a repeatable monthly check to review important profile information, customer-facing features and maintenance tasks.

Who this is for

Small-business and local-business owners who want a practical starting point without unnecessary technical language.

What you will complete

- ☐ Core business-information checks
- ☐ Services, photos and review checks
- ☐ Duplicate and link checks
- ☐ A monthly maintenance routine

How to use it

Work through the pages in order. Use your live website or business profile, answer honestly and record no more than three immediate actions. A short list that gets completed is more useful than a long list that is ignored.

Keep the scope small. This guide addresses one specific problem. The related paid workbook provides the complete system, deeper explanations and a longer action plan.

1. Checks 1 to 5

- ☐ Confirm the correct owner and manager accounts still have access.

Finding or action:

- ☐ Check the public business name matches the real-world business name.

Finding or action:

- ☐ Review the primary and secondary categories for accuracy.

Finding or action:

- ☐ Confirm the address or service areas reflect current operations.

Finding or action:

- ☐ Test the phone number and website link.

Finding or action:

2. Checks 6 to 10

- ☐ Review standard opening hours and upcoming holiday hours.

Finding or action:

- ☐ Check the business description for accuracy and unsupported claims.

Finding or action:

- ☐ Review services, products and attributes for current information.

Finding or action:

- ☐ Add or remove photos so the profile reflects the current business.

Finding or action:

- ☐ Read new reviews and respond where appropriate.

Finding or action:

3. Checks 11 to 14

- ☐ Review customer questions and answers for accuracy.

Finding or action:

- ☐ Check recent updates and enquiry or appointment links.

Finding or action:

- ☐ Look for duplicate profiles or unexpected changes.

Finding or action:

- ☐ Record the next monthly review date.

Finding or action:

Check current guidance Google changes Business Profile features and policies regularly. Confirm current requirements using official Google Business Profile guidance before making a significant change.

Next review date:

YOUR NEXT STEP

Continue with the complete workbook

Use the free guide to identify the first action, then use the complete workbook to build a repeatable system.



VOLUME 5 Improve Your Google Business Profile

The complete workbook provides:

- A complete 40-check review
- Profile scorecard
- A 30-day improvement plan

Price: A\$29

Product-specific URL required before publication

[View The Website Owner Series](#)

My first three actions:

Important This guide provides general educational information. Results depend on your business, customers, website and implementation. No rankings, traffic, enquiries, sales or other outcomes are guaranteed.