



FREE CHECKLIST · MAP PACK

Google Business Profile Checklist

Your GBP is your local sales page on Google Maps and Search. This checklist covers every field that affects Map Pack rankings and call volume for contractors.

Estimated time: 30 minutes

Pro tip: Businesses with complete GBP profiles average 5× more calls. Aim for 100% completion before spending on ads.



Your strategy team

Senior home service marketers
Roofing · Plumbing · HVAC & more

UNITED STATES · 2026 EDITION

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Free marketing audit available



How to use this guide: Log into Google Business Profile and verify each item. Screenshot your profile score if available.

FIX FIRST Business Information

- ☐ Business name is legal name only (no city or keyword stuffing)
- ☐ Up to 9 secondary categories added for other services
- ☐ Phone uses a number you answer - ideally call tracking
- ☐ Opening date and hours set (including special hours)
- ☐ Primary category is most specific trade category available
- ☐ Address or service areas reflect real coverage
- ☐ Website links to fast, mobile-friendly page

FIX FIRST Services, Products & Attributes

- ☐ Each service line has name, description, and price range if applicable
- ☐ Online estimates / bookings enabled if you use them
- ☐ Payment methods and accessibility attributes filled
- ☐ Emergency service attribute enabled if offered
- ☐ Women-led, veteran-owned, etc. only if accurate

THIS MONTH Photos & Media

- ☐ Logo and cover photo uploaded
- ☐ Before/after project photos with geo relevance
- ☐ Short video clip of crew or completed job (optional)
- ☐ Exterior, interior, team, and truck photos
- ☐ New photos added monthly minimum



THIS MONTH Posts, Q&A & Engagement

- ☐ Google post published weekly (offer, tip, or project)
- ☐ Q&A seeded with real customer questions + answers
- ☐ Messaging enabled only if monitored daily
- ☐ Products or offers updated for seasonal promos

ONGOING Performance Review

- ☐ Search queries report reviewed monthly
- ☐ Call and direction clicks tracked vs. prior month
- ☐ Photo views compared to competitors in Map Pack
- ☐ Spam competitor listings reported to Google



Do & Don't

Do	Don't
Post weekly with real project photos	Use stock photos of unrelated trades
Answer Q&A with helpful, local detail	Leave Q&A empty for customers to fill
Match GBP services to website service pages	List services you don't actually offer

Quick Answers

Can I change my primary category?

Yes - test changes and monitor Map Pack for 4-6 weeks.

How many photos do I need?

Minimum 15; top competitors often have 50+.

Should I use a virtual office address?

Only if it's a legitimate staffed location - PO boxes violate guidelines.

Want a second set of eyes?

Book a free marketing audit. We'll review your trade, cities, Map Pack position, ad waste, and where qualified leads are going in your market.

Book Free Consultation

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