

The Google Business Profile Checklist

Your Google Business Profile is the panel that shows up when someone searches your name — or an agent in your area. For most solo agents, it's the single highest-leverage piece of visibility you control, and it's free. This checklist walks you through setting it up right, avoiding the mistakes that get agents suspended, and keeping it working after launch.

HOW TO USE THIS

Work top to bottom the first time — the order matters, because verification and category come before everything else. Check each box as you complete it. The pink items are the ones that most often get agents suspended; treat those with extra care. When you're done, the maintenance rhythm on the last page keeps your profile ranking.

STEP 01

Claim & Verify

The foundation

Nothing else on this list matters until your profile is claimed and verified.

- ☐ **Sign in at business.google.com with a dedicated business Google account — not your personal Gmail.**
Keeps your profile separate from your personal account and easy to hand off later.
- ☐ **Search for your name to see if Google already auto-created a profile. If it exists, claim it. If not, add it.**
Google generates profiles from public data. An unclaimed one can be edited by anyone.
- ☐ **Complete Google's verification and wait until the profile shows as verified.**
Unverified profiles don't rank and can't use most features.

STEP 02

Business Type & Address

Where agents get suspended

Most solo agents are a service-area business. Setting this wrong is the #1 cause of suspension.

- ☐ **Set your profile up as a service-area business (SAB) — verify with a real address, then hide it publicly.**
You travel to clients; you don't run walk-in traffic. SAB is the setup you actually qualify for.
- ☐ **Do NOT display your home address, and do NOT use a PO box, UPS Store, or virtual office.**
Displaying a home address or using a fake location are the fastest routes to an automatic suspension.
- ☐ **Do NOT list a brokerage address you don't personally staff during business hours.**
A brokerage address you're not physically at triggers suspension flags — and can conflict with the brokerage's own profile.
- ☐ **List the specific cities, neighborhoods, or ZIP codes you actually serve as your service area.**
Set your true working footprint — not a wish list. Google cross-checks it against your website.

STEP
03

Name & Categories

Your #1 ranking lever

Your primary category decides which searches you're even eligible to appear for.

- ☐ **Use your real name exactly as it appears on your license and signage — no keyword stuffing.**
Adding “Best,” “#1,” or “[City] Realtor” to your name will get you flagged or suspended.
- ☐ **Set your primary category to “Real Estate Agent.”**
The single most important ranking field on the profile. Be exact.
- ☐ **Add a few honest secondary categories only if they truly apply (e.g. Real Estate Consultant).**
Stay close to your core service. Don't add categories to chase searches you don't serve.
- ☐ **Use your own direct phone number and personal website — not the brokerage's shared line or generic URL.**
Shared contact details dilute your individual profile and create duplicate-listing conflicts.

STEP
04

Complete Every Field

Completeness ranks

A fully completed profile earns a Google “completeness” score that correlates directly with ranking.

- ☐ **Write a clear business description that says what you do, who you help, and where.**
Plain and specific beats clever. This is often the first thing a searcher reads.
- ☐ **Set accurate hours, and confirm your name, address-status, and phone match your website exactly.**
Consistency across platforms is a trust signal. Mismatches read as noise and lower you.
- ☐ **Add 25–40 real photos to start — listings, sold signs, neighborhoods, you at work. No stock.**
Real photos signal an active business and give searchers a reason to choose you.
- ☐ **Fill in the Services section describing what you offer — not a list of property addresses.**
The most common agent mistake here is listing properties instead of describing services.
- ☐ **Seed 5–10 natural Q&A pairs covering your areas, services, and common client questions.**
You can ask and answer your own questions — get ahead of what buyers and sellers wonder.

STEP
05

Reviews

The trust layer

Recent, steady reviews outweigh a big pile of old ones. Velocity is the signal.

- ☐ **Grab your direct Google review link and save it where you'll find it in seconds.**
Friction kills reviews. Make the ask a one-click, 30-second favor.
- ☐ **Build a review request into your closing process, so every client is asked.**
Aim for a few fresh reviews every month — steady velocity beats occasional bursts.
- ☐ **Respond to every review within about 48 hours — the good ones and the hard ones.**
Responses signal an active, real, trustworthy business to both readers and Google.

Don't Get Suspended

Real estate agents get suspended at a rate that should concern anyone relying on local search. A suspension wipes out your map-pack visibility instantly. Almost every case traces back to one of these — the same items flagged in pink above.

The four suspension traps

- **Displaying a home address.** If you work from home, hide the address and run as a service-area business. Showing it is a top trigger.
- **Using a PO box, UPS Store, or virtual office.** Google requires a real location where you genuinely operate. Mailboxes lead to suspension.
- **Listing a brokerage address you don't staff.** An address where you're not physically present during hours flags as false — and collides with the brokerage's listing.
- **Keyword-stuffing your business name.** Your name is your name. "Best," "#1," and city modifiers get profiles flagged or removed.

The maintenance rhythm

WEEKLY

Post at least once (a listing, an open house, a market note, a community update). Check for new reviews and questions, and respond. Weekly activity signals Google your profile is live.

MONTHLY

Add a few fresh photos. Audit your core info — hours, phone, service area — for anything that's drifted. Download your performance report and note which actions (calls, directions, clicks) are growing.

QUARTERLY

Review your category and description against how your business has evolved. Refresh your featured photos. Check that your website and profile still match exactly.

Visibility compounds. Consistency is the whole game.

Find more Get Found tools at soloagentacademy.com