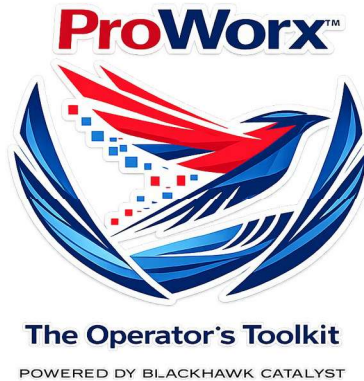


THE OPERATOR'S GOOGLE BUSINESS PROFILE FIELD MANUAL

A practical, step-by-step guide for creating, completing, and maintaining a profile customers can find and trust

Built for owners. Designed for action.

Free to use. Free to share.



This guide is free because useful information should be shared. You are welcome to email it, print it, or post it as a resource as long as the guide remains intact and attribution is preserved.

Created by Blackhawk Catalyst

proworx.io

HOW TO USE THIS GUIDE

Use It While You Work

BOTTOM LINE UP FRONT

Do not read this like a textbook. Start with the roadmap, use the audit to find the biggest gap, then open the step that helps you fix it.

START HERE

Creating a profile

Begin with Start Here, then work through Steps 1-8 in order.

Improving an existing profile

Complete the Final Profile Audit first. Use the results to choose the steps you need.

Fixing one problem

Open the matching step or Troubleshooting page. Make one change, save it, and verify the public result.

Maintaining the profile

Use the 30-Day Launch Plan once, then the monthly checklist.

THE STANDARD

- Accuracy before optimization
- One decision at a time
- Show only information customers should see
- Use real photos and real reviews
- Verify what the public actually sees

PROGRESS TRACKER

CREATE THE PROFILE

- ☐ 1 Eligibility
- ☐ 2 Business name
- ☐ 3 Business type
- ☐ 4 Website and phone

SET THE FOUNDATION

- ☐ 5 Primary category
- ☐ 6 Address privacy
- ☐ 7 Service area
- ☐ 8 Verification

COMPLETE AND CHECK

- ☐ 9 Hours
- ☐ 10 Description
- ☐ 11 Photos
- ☐ 12 Services
- ☐ 13 Reviews
- ☐ Final Profile Audit

Check off a step only after the information is saved and visible to customers.

[START HERE](#)

A Simple Order of Operations

BOTTOM LINE UP FRONT Confirm eligibility first. Then build the profile from identity, to location, to proof, to customer action. Finish by checking the public view, not the owner dashboard.	
1 Confirm eligibility Make sure the business meets customers in person.	2 Search before creating Find and claim an existing profile instead of making a duplicate.
3 Set identity Use the real business name, primary category, phone, and website.	4 Protect location privacy Show an address only when customers can visit it.
5 Define the service area Choose places you actually serve.	6 Verify the business Complete the method Google provides.
7 Complete the profile Add hours, description, photos, and services.	8 Build review readiness Save the review link and ask real customers.
9 Check the public view Confirm what a signed-out customer sees.	10 Maintain it Keep hours, photos, services, and reviews current.

THE PRACTICAL TOOL

The Final Profile Audit: Identity and Access

Use this before you call the profile finished. Fix the one or two missing items that create the most customer confusion.

IDENTITY

- ☐ The profile belongs to an eligible business
- ☐ The business name matches real-world branding
- ☐ The primary category describes the main work
- ☐ The phone number reaches the business
- ☐ The website opens and explains the offer

ACCESS AND OWNERSHIP

- ☐ The owner controls the primary Google Account
- ☐ Managers have their own access
- ☐ No password is shared unnecessarily
- ☐ No duplicate profile exists
- ☐ Verification status is complete

THE PRACTICAL TOOL

The Final Profile Audit: Location, Trust, and Action

Review the profile as a customer, not as the person who created it.

LOCATION AND ACCURACY

- ☐ The public address is correct or hidden
- ☐ The service area is realistic
- ☐ Hours are accurate
- ☐ Holiday hours are maintained
- ☐ The opening date is truthful if used

TRUST AND ACTION

- ☐ The description explains the business clearly
- ☐ Services match what customers request
- ☐ Photos show real work, people, or equipment
- ☐ The review link is saved
- ☐ The public profile makes it easy to call or visit the website

STEP 01

Confirm the Business Is Eligible

Start with the rule that determines whether a profile should exist at all.

BOTTOM LINE UP FRONT

A Google Business Profile is for businesses that make in-person contact with customers during their stated hours. An online-only business is not eligible simply because it has a website or serves customers remotely.

WHY IT MATTERS

THE ELIGIBILITY TEST

A storefront qualifies when customers can visit during stated hours. A service-area business qualifies when it travels to customers for in-person work.

EXAMPLES THAT NORMALLY FIT

Handyman, cleaner, painter, landscaper, mobile mechanic, installer, repair business, restaurant, shop, or professional office that sees customers.

EXAMPLES THAT NORMALLY DO NOT FIT

Online-only stores, lead-generation companies, rental properties without onsite service, and businesses that never meet customers face to face.

COMMON MISTAKE

Creating a profile for an online-only business because the setup screen allows it. A profile can be created and still violate eligibility rules.

ONE THING TO DO TODAY | 5 MINUTES

Write one sentence describing the in-person service your business provides and where it happens.

REQUIRED BEFORE YOU MOVE ON

- ☐ I can explain where in-person customer contact happens
- ☐ The business is open or available during the hours I will list
- ☐ The profile represents a real operating business
- ☐ I am not creating a profile only to improve search results

KEY TAKEAWAY Eligibility is not a marketing choice. Confirm it before entering business information.

STEP 02

Search First, Then Use the Real Business Name

Avoid duplicates and keep the name consistent everywhere customers see it.

BOTTOM LINE UP FRONT

Search Google and Maps for the business name, phone number, and city before creating anything. If a profile already exists, claim it. If not, use the real customer-facing name without adding extra keywords.

Get your business discovered on Google Search, Maps and more

Enter a few business details to get started

Business name*

ProWorx

ProWorx
Create a business with this name

ProWorx
Alabama 157, Cullman, AL

ProWorx Exterior Cleaning and Maintenance
Airport Rd, Anniston, AL

Proworx of Knoxville
Branner Avenue, Jefferson City, TN

Google may suggest similar businesses while you type. Select the existing profile only when it is truly yours.

NAME RULES

USE THE NAME PEOPLE KNOW

Match the name on your website, estimates, invoices, vehicle, signage, and social pages.

SIMPLE CLARIFICATION IS ACCEPTABLE

A real descriptor such as "Software" or a location can be part of the name when the business consistently uses it.

DO NOT MANUFACTURE A RANKING PHRASE

Avoid names such as "Best Affordable Handyman Nashville 24/7" unless that is the genuine business name used in the real world.

COMMON MISTAKE

Creating a second profile because the first one is hard to find or owned by an old account.

ONE THING TO DO TODAY | 10 MINUTES

Search the exact business name, phone number, and city in both Google Search and Google Maps.

OPERATOR CHECKLIST

- ☐ I searched the name and city
- ☐ I searched the business phone number
- ☐ I checked Google Maps
- ☐ I will claim an existing profile if one is mine
- ☐ The entered name matches public branding

KEY TAKEAWAY One accurate profile is stronger than multiple competing versions of the same business.

STEP 03

Choose the Business Type That Matches Customer Contact

The choice is about how customers receive the product or service, not how modern the business feels.

BOTTOM LINE UP FRONT

Choose Local store when customers visit the location, Service business when you travel to customers, and Online retail only when customers purchase products online. Select every option that truly applies, but do not force a fit.

Choose your business type

Select all that apply to ProWorx Software



Online retail

Customers can purchase products through your website

☐



Local store

Customers can visit your business in person

☐



Service business

Your business makes visits to customers

☐

Next

Google may allow more than one type. Most home-service operators should choose Service business.

HOW TO DECIDE

LOCAL STORE

Customers can visit the stated address during business hours. Examples: retail store, restaurant, salon, office.

SERVICE BUSINESS

The operator travels to the customer. Examples: handyman, cleaner, painter, landscaper, mobile repair.

ONLINE RETAIL

Customers purchase products through a supported online store. This does not make an online-only business eligible for a profile.

COMMON MISTAKE

Choosing Local store because Google asks for an address, even though customers never visit that location.

ONE THING TO DO TODAY | 5 MINUTES

Write “customers visit us” or “we visit customers.” Use that sentence to choose the business type.

OPERATOR CHECKLIST

- ☐ I chose the option that matches real customer contact
- ☐ I did not select Local store for a private home
- ☐ I did not select Online retail only to promote a website
- ☐ My later address choice will match this business type

KEY TAKEAWAY Choose the business type from the customer's point of view.

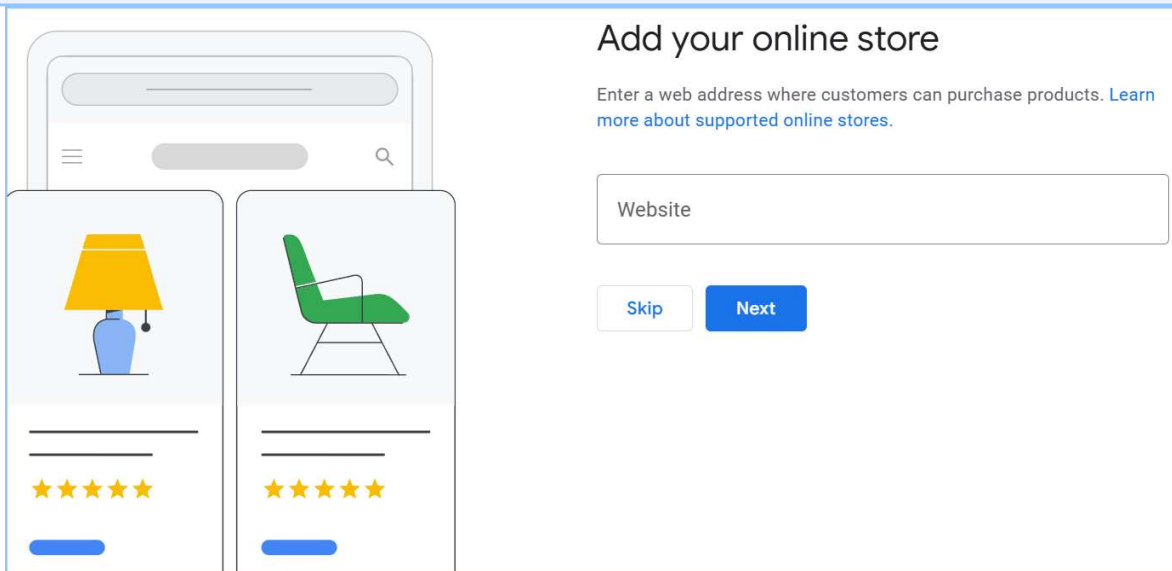
STEP 04

Add a Website and Phone Customers Can Actually Use

The profile should lead to a working next step, not merely prove the business exists.

BOTTOM LINE UP FRONT

Use the main public website or a clear business page where customers can understand the services and contact the business. Use a phone number that reaches the business and can receive the verification method Google offers.



If the business does not have a full website, use a professional business page that shows services and a clear way to request work.

WHAT TO ENTER

WEBSITE

Use the most useful customer page, not an internal dashboard, social profile, or unrelated parent-company page.

PHONE

Use the number customers should call. A separate business number is preferable when privacy matters.

CONSISTENCY

Keep the same name, phone, and website across Google, the website, invoices, and major directories.

COMMON MISTAKE

Using a personal number or unfinished website, then forgetting that both are visible to the public.

ONE THING TO DO TODAY | 10 MINUTES

Open the website on a phone and call the listed number from another device.

OPERATOR CHECKLIST

- ☐ The website opens on a phone
- ☐ The page clearly names the business
- ☐ Customers can view services or request work
- ☐ The phone rings the right person or system
- ☐ The number can receive calls or texts if Google offers them

KEY TAKEAWAY Every profile field should help a customer understand, contact, or choose the business.

STEP 05

Choose the Primary Category for the Work You Want Most

The category is one of Google's strongest clues about what the business does.

BOTTOM LINE UP FRONT

Choose the most specific available category that describes the main work. Add secondary categories only for real, meaningful parts of the business. Do not use categories as a wish list.

Type a plain-language service and choose from Google's available categories. You cannot invent a custom category.

THE CATEGORY TEST

START WITH THE MAIN REVENUE SERVICE

A handyman should normally begin with Handyman, not the broader Contractor category.

USE SECONDARY CATEGORIES CAREFULLY

Add categories for significant services the business actually performs, such as Fence contractor or Painter.

CATEGORIES VARY

Available choices can differ by country and Google may update them. Use the exact options shown on screen.

COMMON MISTAKE

Selecting a broad category because it sounds more impressive, then receiving irrelevant service suggestions.

ONE THING TO DO TODAY | 10 MINUTES

Write the single service you most want a customer to hire you for. Search that phrase in the category field.

OPERATOR CHECKLIST

- ☐ The primary category describes the main work
- ☐ The category is specific without being misleading
- ☐ Every secondary category represents a real service
- ☐ I did not add categories only to chase searches
- ☐ I saved the final category choice

KEY TAKEAWAY The best category describes the work, not the ambition of the company.

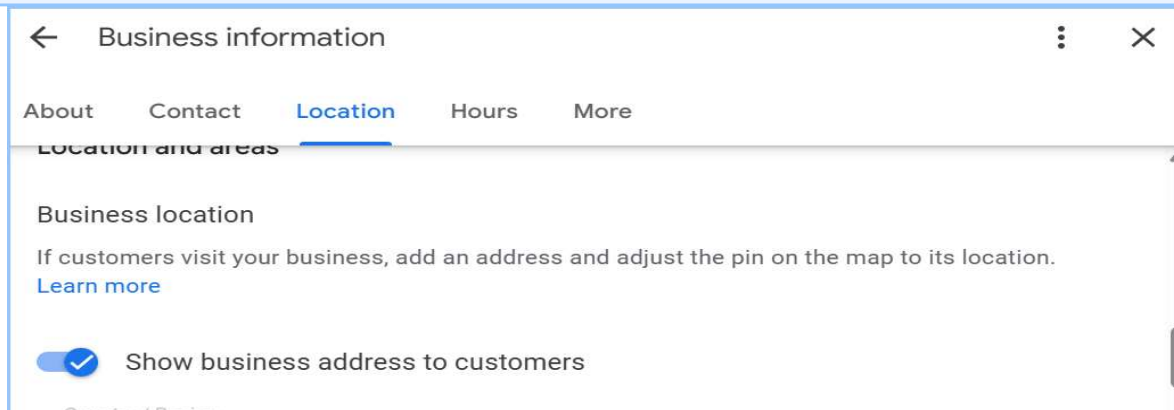
STEP 06

Use the Address Correctly and Protect Home Privacy

Verification and public display are separate decisions.

BOTTOM LINE UP FRONT

Use a real, accurate address when Google requires one. Show it publicly only when customers can visit the location during stated hours. If you operate from home and travel to customers, hide the address and use a service area.



For a service-area business, turn off "Show business address to customers." The public profile will show the service area instead.

HOW TO HANDLE THE ADDRESS

STOREFRONT OR OFFICE

Show the address when the location is staffed, customers can visit it, and it has appropriate permanent signage where required.

HOME-BASED SERVICE BUSINESS

Use the real address for verification when requested, then remove it from public display.

DO NOT USE A MAILBOX AS A WORKAROUND

Google's guidelines do not accept P.O. boxes or remote mailboxes as business locations.

COMMON MISTAKE

Assuming that entering an address for verification means it must remain visible to customers.

ONE THING TO DO TODAY | 5 MINUTES

Open Edit profile > Location and confirm whether "Show business address to customers" matches the real business model.

PRIVACY CHECKLIST

- ☐ Customers can or cannot visit this location
- ☐ The address is precise and accurate
- ☐ A home address is hidden when customers do not visit
- ☐ The map pin is accurate if the address is shown
- ☐ The public profile was checked after saving

KEY TAKEAWAY Google may need an address. Customers do not always need to see it.

STEP 07

Choose a Service Area You Can Actually Serve

A wider list does not create a wider operating capacity.

BOTTOM LINE UP FRONT

Add cities, postal codes, or other supported areas where the business regularly travels. Start with a realistic footprint. Google currently allows up to 20 service areas and recommends keeping the overall area within roughly two hours of travel.

Service area

Let customers know where your business provides deliveries or services. [Learn more](#)

Search area

Selected service areas

Save

Cancel

Add specific cities or areas. The public map can show the service footprint without exposing a private address.

A PRACTICAL START

USE REAL TRAVEL LIMITS

Include the places where the business can deliver dependable service without excessive cost or delay.

CHOOSE RECOGNIZABLE AREAS

Cities and postal codes are easier for owners to maintain than an oversized regional claim.

EXPAND AFTER THE BUSINESS EXPANDS

Add new areas when the team, schedule, and customer base make them realistic.

COMMON MISTAKE

Selecting an entire state or distant metro areas in the hope of ranking everywhere.

ONE THING TO DO TODAY | 10 MINUTES

List the six places where you would accept a job tomorrow without changing your price or schedule.

OPERATOR CHECKLIST

- ☐ I listed the core city first
- ☐ Every selected area is routinely serviceable
- ☐ The full footprint is operationally realistic
- ☐ The public address is hidden if customers do not visit
- ☐ I saved the service-area list

KEY TAKEAWAY A service area should describe the business you can operate today.

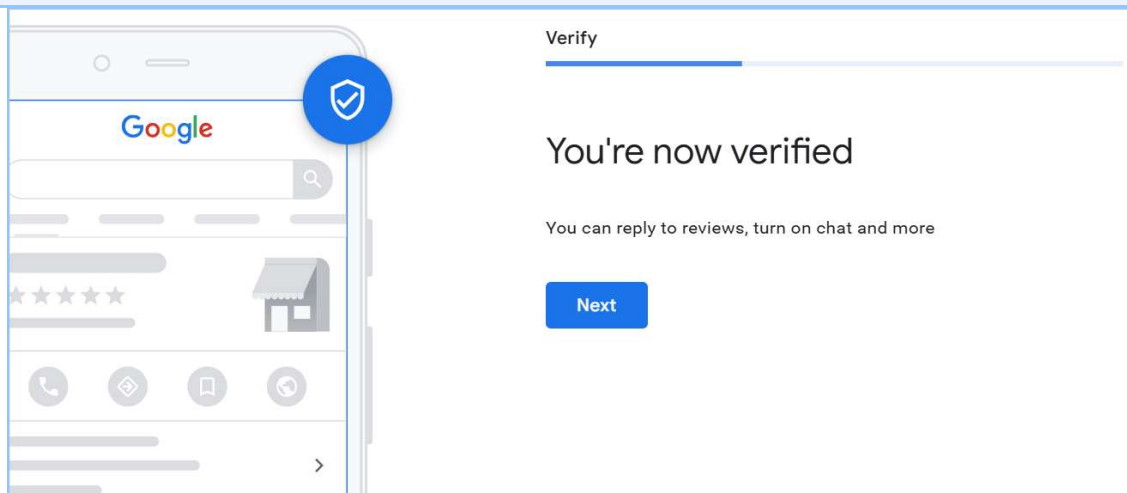
STEP 08

Complete the Verification Method Google Provides

You cannot choose every method, and another business may receive different options.

BOTTOM LINE UP FRONT

Use the verification option shown on your profile. Google may offer video recording, phone or text, email, live video, or mail. Be ready to prove the location, the business activity, and your authority to manage it.



Some profiles verify immediately. Others require a method and a review that can take up to five business days.

PREPARE BEFORE STARTING

LOCATION PROOF

Be ready to show nearby signs, the outside of the location, or the service area where the business operates.

BUSINESS PROOF

Show tools, equipment, products, branded materials, a vehicle, or the work environment.

MANAGEMENT PROOF

Show that you can access the location, equipment, non-sensitive business documents, or other owner-only resources.

COMMON MISTAKE

Repeatedly restarting verification or changing core information while Google is reviewing it.

ONE THING TO DO TODAY | 10 MINUTES

Put proof of location, tools, branding, and management access in one place before beginning verification.

VERIFICATION CHECKLIST

- ☐ I am signed into the owner account
- ☐ The business name, address, and category are correct
- ☐ I can complete the offered method
- ☐ I will not share a verification code
- ☐ I will avoid changing name, address, or category while a mailed code is in transit

KEY TAKEAWAY Verification is evidence, not a quiz. Show that the business exists and that you manage it.

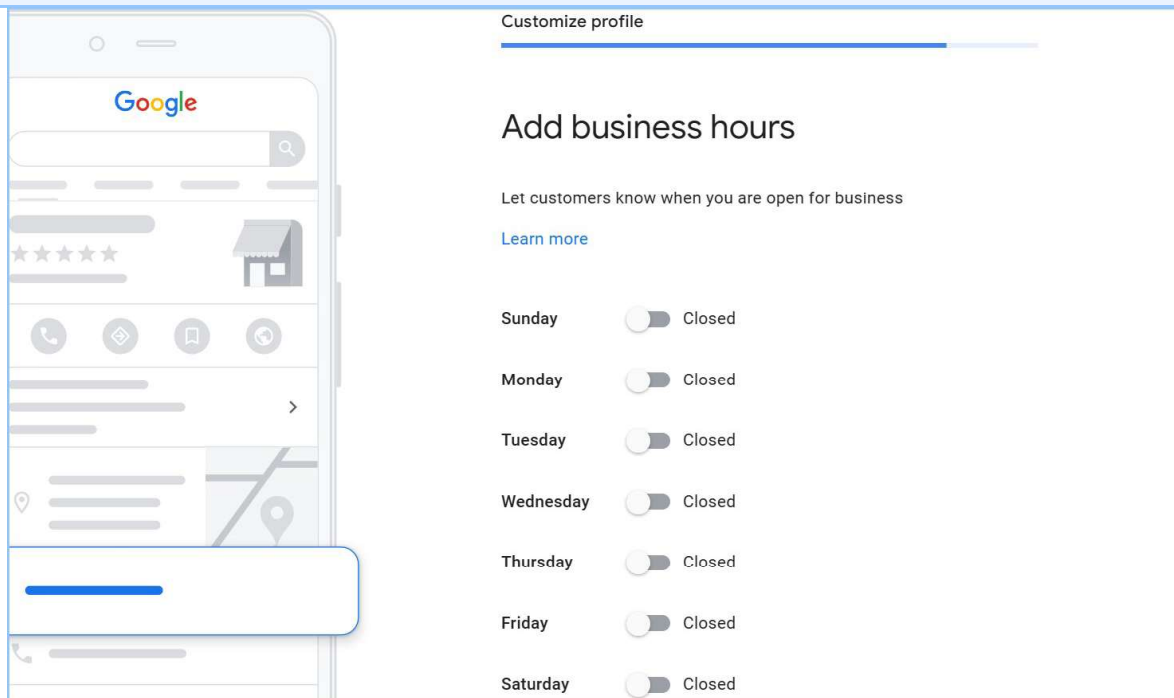
STEP 09

List Honest Customer-Facing Hours

"Open" should mean a customer can reasonably reach or visit the business.

BOTTOM LINE UP FRONT

Use hours when customers can expect a response or in-person service. Do not list 24 hours simply because a form or website is available all day. Add special or holiday hours when the normal schedule changes.



Customize profile

Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☐ Closed

Wednesday ☐ Closed

Thursday ☐ Closed

Friday ☐ Closed

Saturday ☐ Closed

Use the on-screen switches to open each day and enter the times. Leave unrelated secondary-hour options blank.

SET THE RIGHT EXPECTATION

SERVICE BUSINESS

List the hours when the owner or team normally accepts calls, requests, or jobs.

STOREFRONT

List the times customers can enter the location and receive service.

OPENING DATE

Optional. Use the month and year the business opened or will open at its current location. Do not invent a date for appearance.

COMMON MISTAKE

Listing broad hours to appear more available, then missing calls or disappointing customers.

ONE THING TO DO TODAY | 5 MINUTES

Call the business during every hour you plan to list. If no one should be expected to answer, narrow the hours.

OPERATOR CHECKLIST

- ☐ Hours match actual customer availability
- ☐ Weekend hours are accurate
- ☐ Secondary hours are used only when relevant
- ☐ Holiday hours will be updated
- ☐ The opening date is truthful if included

KEY TAKEAWAY Accurate hours build more trust than ambitious hours the business cannot honor.

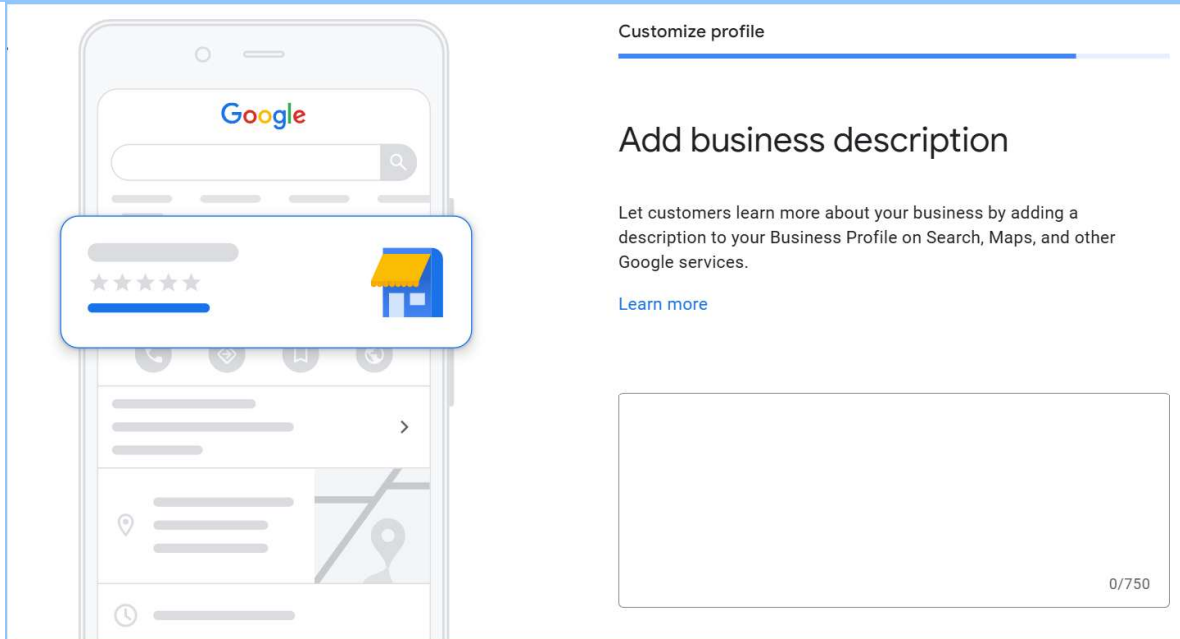
STEP 10

Write a Description Customers Can Understand

Explain the business in normal language before trying to sound impressive.

BOTTOM LINE UP FRONT

Use the description to say who you help, what work you perform, where you serve, and what the customer can expect. Google allows up to 750 characters. Do not include links, promotions, prices, or sales language that belongs elsewhere.



Google gives you a blank field. Prepare the description before opening this screen so the profile stays consistent with the website and estimates.

A SIMPLE FORMULA

SENTENCE 1: IDENTITY

[Business Name] provides [main service] for [customer type] in [service area].

SENTENCE 2: SERVICES

Name the most important services in the words customers use.

SENTENCE 3: EXPERIENCE

Explain what the customer can expect: clear communication, professional follow-up, scheduling, or another real strength.

SENTENCE 4: ACTION

Explain how customers can request an estimate, book, call, or learn more without inserting a URL.

COMMON MISTAKE

Filling the description with every service, city, and keyword until it sounds unnatural.

ONE THING TO DO TODAY | 15 MINUTES

Read the description aloud. Remove any phrase you would not say naturally to a customer.

OPERATOR CHECKLIST

- ☐ The first sentence explains the business
- ☐ The primary services are named naturally
- ☐ The service area is accurate
- ☐ No unsupported superlatives are used
- ☐ No links, promotions, or prices are included

KEY TAKEAWAY The description should make the business easy to understand, not try to manipulate a search engine.

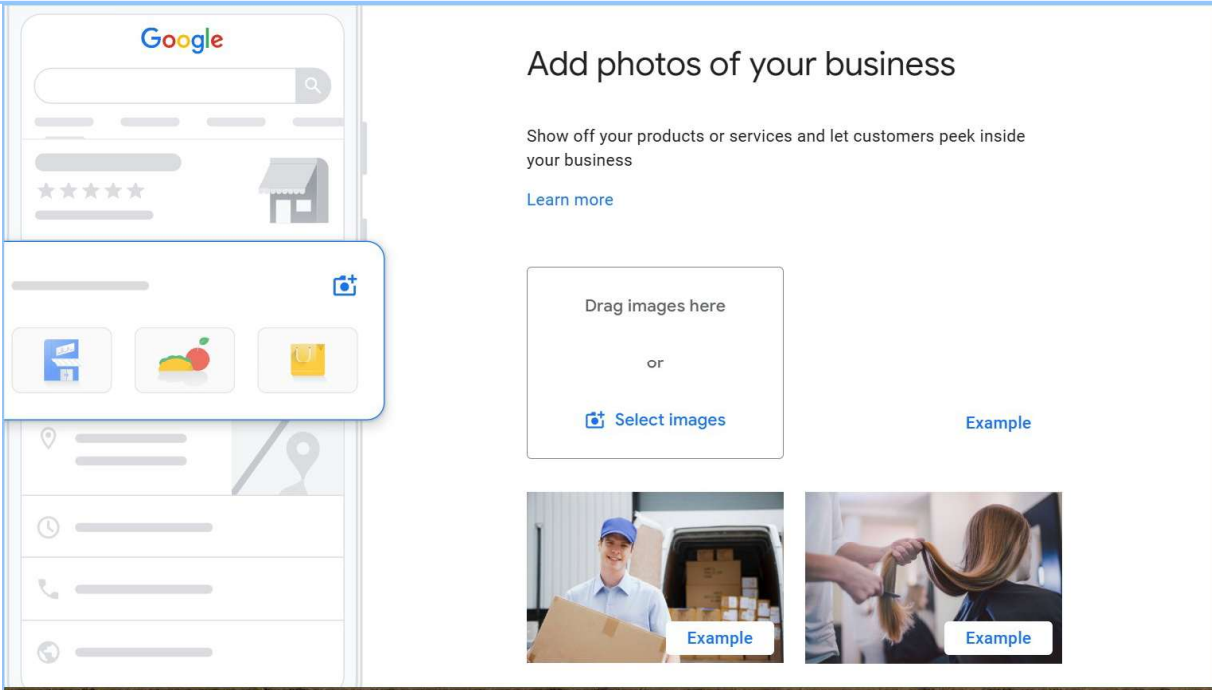
STEP 11

Use Real Photos to Build Trust

Customers want evidence of a real business, not generic decoration.

BOTTOM LINE UP FRONT

Upload clear, recent images of the work, people, equipment, vehicles, storefront, or products. Photos appear only after verification and may take time to process. Use the logo and cover image intentionally, but let real work do most of the convincing.



Google asks for photos of products or services. For a service business, completed work and the operator are usually more useful than stock photography.

A STRONG STARTING SET

IDENTITY

Logo, exterior or vehicle, operator or team, and branded equipment.

PROOF OF WORK

Completed jobs, before-and-after pairs, close-ups of quality, and the work in progress.

CUSTOMER CONFIDENCE

Clean uniforms, organized tools, safe job sites, and the real people customers will meet.

COMMON MISTAKE

Using stock photos that look polished but provide no proof that the business performed the work.

ONE THING TO DO TODAY | 15 MINUTES

Choose the five existing photos that best prove the business is real and the work is professional.

PHOTO CHECKLIST

- ☐ Upload a clear logo
- ☐ Add at least three examples of completed work
- ☐ Add the operator or team
- ☐ Add a vehicle, storefront, or equipment photo
- ☐ Remove blurry, outdated, or misleading images

KEY TAKEAWAY A useful photo answers “Can I trust this business to do the work?”

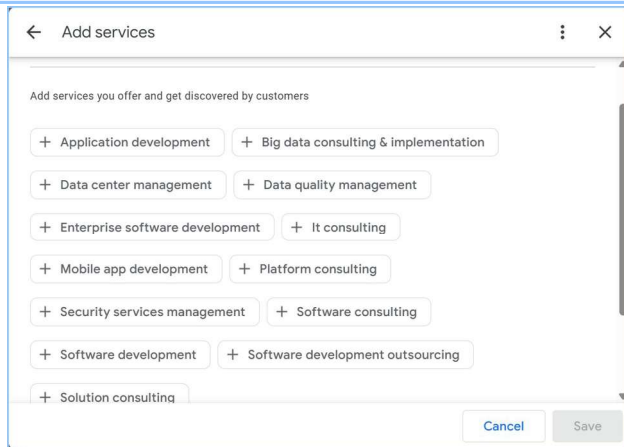
STEP 12

Add Services in the Words Customers Use

The category says what kind of business this is. Services show what customers can hire it to do.

BOTTOM LINE UP FRONT

Select accurate suggested services and add custom services when Google's list misses important work. Keep the list specific, understandable, and true. Add a short description or price only when it helps a customer decide.



Don't see a service you offer? Create your own

+ Add custom service

Use Google's suggestions when they fit. Select Add custom service when the work customers request is missing.

BUILD A USEFUL LIST

USE CUSTOMER LANGUAGE

Choose "TV mounting," not "residential audiovisual installation," when that is what customers ask for.

SEPARATE DISTINCT JOBS

Drywall repair, door installation, furniture assembly, and fence repair are easier to understand than "general solutions."

STAY WITHIN THE BUSINESS

Do not add licensed, specialized, or risky work the business does not actually perform.

COMMON MISTAKE

Adding every possible service to look comprehensive, then attracting work the business does not want or cannot perform.

ONE THING TO DO TODAY | 10 MINUTES

Write the five jobs customers ask for most often. Make sure each one appears as a service.

SERVICE CHECKLIST

- ☐ The primary services are listed
- ☐ Custom services fill real gaps
- ☐ Every service can be delivered today
- ☐ Descriptions are short and factual
- ☐ Prices are included only when dependable

KEY TAKEAWAY A strong service list helps the right customer recognize a match.

STEP 13

Ask Real Customers for Honest Reviews

Reviews are customer evidence, not a number to manufacture.

BOTTOM LINE UP FRONT

Save the review link or QR code and ask customers who had a genuine experience with the business. Do not ask employees, contractors, consultants, relatives, or others with a conflict of interest to pose as independent customers. Never buy reviews or require a positive rating.

A CLEAN REVIEW PROCESS

ASK AFTER A REAL MILESTONE

Send the request after the job is complete and the customer has had a chance to evaluate the work.

ASK FOR HONESTY

Use language such as "Would you be willing to share your experience?" rather than "Please leave a five-star review."

RESPOND PROFESSIONALLY

Thank customers for positive feedback. Address concerns calmly without exposing private information.

COMMON MISTAKE

Using team members or professional affiliates to create early reviews. Google's policy treats employment and other professional affiliations as potential conflicts of interest.

ONE THING TO DO TODAY | 5 MINUTES

Save the review link in the same place you keep customer message templates.

REVIEW CHECKLIST

- ☐ Go to Read reviews > Get more reviews
- ☐ Copy and save the review link
- ☐ Download the QR code if useful
- ☐ Ask genuine customers without incentives tied to positivity
- ☐ Respond to reviews without arguing

COPY-READY REQUEST

Hi [Customer Name], thank you for choosing [Business Name]. Would you be willing to share your honest experience on Google? It helps other local customers know what to expect. [Review Link]

KEY TAKEAWAY The goal is not perfect reviews. The goal is credible feedback from real customers.

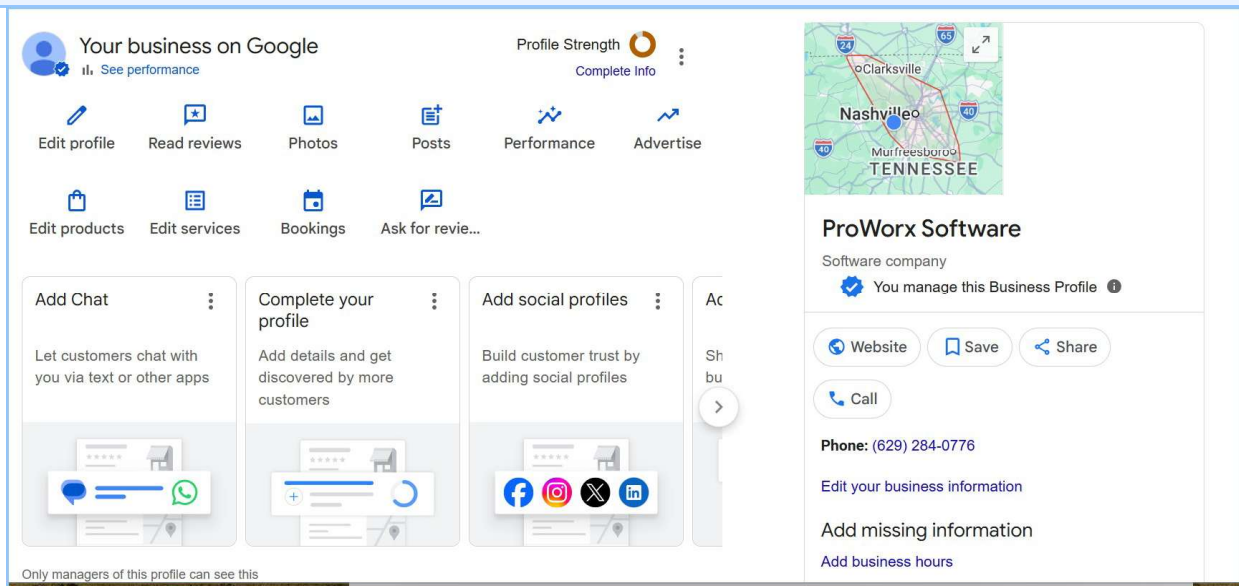
STEP 14

Check What Customers Actually See

The owner dashboard is not the public profile.

BOTTOM LINE UP FRONT

After saving changes, check the profile while signed out or in a private browser. Search the exact business name and city, then confirm the public name, category, phone, website, hours, address privacy, service area, description, services, and photos.



The management panel shows tools that customers do not see. Use a signed-out search or Maps view for the real public check.

EXPECT SOME DELAY

EDITS MAY BE REVIEWED

Google can publish some changes quickly while holding others for review.

VERIFICATION IS NOT RANKING

A verified profile may still take time to appear for a new brand name or category search.

OWNER VISIBILITY IS DIFFERENT

Seeing the management panel proves you control the profile, not that the full public listing is visible.

COMMON MISTAKE

Continuing to edit repeatedly because a newly saved change is not visible immediately.

ONE THING TO DO TODAY | 10 MINUTES

Open a private browser and record exactly what a customer can see today.

PUBLIC VIEW CHECKLIST

- ☐ Search the exact name and city while signed out
- ☐ Search the business phone number
- ☐ Check Google Maps
- ☐ Confirm the home address is hidden when required
- ☐ Open the website and test the phone button

KEY TAKEAWAY Quality is what customers see, not what the management screen says you entered.

THE PRACTICAL TOOL

The First 30 Days

A complete profile still needs real activity and accurate maintenance.

BOTTOM LINE UP FRONT Use the first month to verify the public result, add evidence, request genuine reviews, and establish a maintenance routine. Do not chase daily ranking changes.	
DAY 1 Confirm verification, address privacy, phone, website, hours, and category.	DAYS 2-3 Check the public view. Record any fields still pending.
WEEK 1 Add services and five strong photos. Save the review link.	WEEK 2 Ask completed-job customers for honest reviews.
WEEK 3 Add another recent work example and respond to every review.	WEEK 4 Check performance, correct inaccuracies, and set holiday-hour reminders.

MONTHLY MAINTENANCE

- ☐ Confirm regular and holiday hours
- ☐ Upload one or two recent work photos
- ☐ Respond to new reviews
- ☐ Remove services no longer offered
- ☐ Check phone, website, and booking links
- ☐ Review public information for unexpected changes

TROUBLESHOOTING

Fix the Problem Without Creating a New One

BOTTOM LINE UP FRONT Identify the status before acting. A missing public profile, pending edit, failed verification, duplicate listing, and suspended profile are different problems and require different responses.	
I can manage it, but the public cannot find it Confirm verification status, search the exact name and city while signed out, and allow review time before making repeated core edits.	An edit is pending Wait for the review shown in the profile. Avoid changing the same field repeatedly.
Photos are missing Confirm the profile is verified. Check Photos in the owner view and allow time for processing.	A duplicate exists Do not create another profile. Claim the correct listing or request ownership.
Verification failed Read the reason shown, prepare stronger proof, and use another offered method if available.	The profile is suspended or disabled Review eligibility and representation guidelines, correct violations, and use Google's official appeal or support process.
Before contacting support, save screenshots, the business name, profile URL, owner email, verification status, and any case number.	

THE PRACTICAL TOOL

The Final Profile Audit

Print this page or keep it open while reviewing the public profile.

REQUIRED

- ☐ Business is eligible
- ☐ One profile exists
- ☐ Owner account is secure
- ☐ Name and category are accurate
- ☐ Phone and website work
- ☐ Verification is complete
- ☐ Address is shown or hidden correctly
- ☐ Service area is realistic
- ☐ Hours are current

TRUST AND ACTION

- ☐ Description is clear
- ☐ Services reflect real work
- ☐ Logo and real photos are visible
- ☐ Review link is saved
- ☐ Only genuine customers are asked
- ☐ Reviews receive responses
- ☐ Public view was checked signed out
- ☐ Holiday-hour reminder is set
- ☐ Monthly maintenance is scheduled

SHARE IT FORWARD

If This Guide Helped You, Pass It On

BOTTOM LINE UP FRONT

You are welcome to email this guide, print it, or post it as a free resource as long as the guide remains intact. Link readers to proworx.io so they can find the latest edition.

READY-TO-USE WEBSITE BLURB

Free Resource: The Operator's Google Business Profile Field Manual

A practical, no-fluff guide for small service business owners who want to create, complete, and maintain a Google Business Profile without exposing private information or guessing what to enter. Available free from Blackhawk Catalyst, the company behind ProWorx Software.

Suggested link label: Download the free Google Business Profile field manual

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ABOUT THE PEOPLE BEHIND IT

Created by Blackhawk Catalyst, the company behind ProWorx. We build useful systems for businesses traditional software companies often overlook. Learn more at proworx.io.

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CURRENT OFFICIAL SOURCES

Eligibility and representation guidelines: <https://support.google.com/business/answer/13763036>

Guidelines for representing a business: <https://support.google.com/business/answer/3038177>

Add or claim a profile: <https://support.google.com/business/answer/2911778>

Business categories: <https://support.google.com/business/answer/7249669>

Address and service areas: <https://support.google.com/business/answer/2853879>

Verification: <https://support.google.com/business/answer/7107242>

Photos and videos: <https://support.google.com/business/answer/6103862>

Services: <https://support.google.com/business/answer/9455399>

Review link and QR code: <https://support.google.com/business/answer/16816815>

Review content policy: <https://support.google.com/contributionpolicy/answer/7400114>

Platform screens and available options can vary by business type, account, location, device, and Google rollout. Instructions verified against official Google sources in August 2026.