ADRA

FREE CHECKLIST

Google Business Profile Checklist *for Contractors*

Fix your profile in seven steps. Set a timer for 30 minutes and tick each box as you go.

- [ ] /01 Pick the right primary category — 3 min
- [ ] /02 List services and set your service area — 5 min
- [ ] /03 Make your name, address and phone match everywhere — 4 min
- [ ] /04 Add photos that get calls — 5 min
- [ ] /05 Ask for and reply to reviews — 8 min
- [ ] /06 Post a short update — 3 min
- [ ] /07 Turn on call tracking — 2 min

Total: 30 minutes. Write down this month's calls, direction requests and website clicks, then compare in 30 days.