

Google Business Profile Audit Checklist

For Birmingham Courier Companies

PRINTABLE + FILLABLE

Tick each item only after checking the live profile, website and ownership settings.

Final profile audit

19 checks | Complete before publishing or handing over

☐ **ELIGIBILITY**
The company genuinely meets customers or serves them at their locations

☐ **OWNERSHIP**
The business retains primary ownership

☐ **ACCESS**
Staff and agencies use individual manager access

☐ **DUPLICATION**
No unnecessary second profile exists

☐ **VERIFICATION**
Evidence matches the real business

☐ **NAME**
The genuine trading name is used without added keywords

☐ **CATEGORY**
The primary category accurately represents the core business

☐ **ADDRESS**
Displayed only if customers genuinely visit

☐ **SERVICE AREAS**
Accurate, current and operationally realistic

☐ **SERVICES**
Only genuine courier services are included

☐ **DESCRIPTION**
Clear, factual and within Google's rules

☐ **TELEPHONE**
Correct, controlled and reliably answered

☐ **WEBSITE**
Relevant, mobile-friendly and conversion-ready

☐ **HOURS**
Accurate and supported by the operation

☐ **PHOTOS**
Real, current and representative

☐ **REVIEWS**
Genuine feedback is requested and answered

☐ **UPDATES**
Useful posts are published when there is something worth communicating

☐ **MONITORING**
Google edits, customer photos and profile information are reviewed

☐ **MEASUREMENT**
Calls, website clicks and completed enquiries are tracked

Audit outcome

Completed checks / 19 Next review date

Priority fix

**REQUEST A COURIER
SEO AUDIT**

insightcraftsmarketing.com/contact/

Reference: Google Business Profile guidelines - support.google.com/business/answer/3038177