

LOCAL SIGNAL

Google Business Profile Category Selection Checklist

For South African SMEs

Use this checklist before changing your primary category, additional categories or service structure.

Prepared by Local Signal | 17 August 2026

1. Review before changing anything

- [] Record your current primary category.
- [] Record every current additional category.
- [] Take screenshots of the existing profile.
- [] Check the category options currently available inside Google Business Profile.
- [] Confirm that the category accurately describes the real-world business.
- [] Check relevant Google Business Profile eligibility and policy requirements.

2. Choose the primary category

- [] Ask: "What type of business are we primarily?"
- [] Choose the most specific accurate category available.
- [] Do not choose a category simply because it contains a valuable keyword.
- [] Confirm your homepage and core service pages clearly support that business type.

3. Add supporting categories carefully

- [] Add only genuine supporting business lines.
- [] Use the fewest categories needed to describe the business.
- [] Avoid loosely related categories.
- [] Do not add a large batch of speculative categories during one optimisation session.

4. Align services to categories

- [] Add services that genuinely belong to each relevant business category.
- [] Use Google's suggested services where accurate.
- [] Add custom services only where needed and allowed.
- [] Keep service names clear and factual.
- [] Align each service group with the relevant website or service page.

5. Manage reverification risk

- [] Document the existing setup.
- [] Make one controlled change or a small related set.
- [] Check that the edit is accepted.
- [] Confirm that the profile remains verified.
- [] If Google requests verification, complete the method it offers.
- [] Resume optimisation only once the profile is stable.

Important: Google states that adding or editing business categories may trigger reverification. Video recording is one verification method Google may offer. For regulated and high-trust businesses, use a conservative change process. Google does not publish a rule saying these industries will receive video verification.

6. Final audit

- [] Primary category accurately reflects the core business.
- [] Additional categories support the primary category.
- [] Categories are not being used as keyword containers.
- [] Services are grouped logically.
- [] Services and website pages support the same positioning.
- [] No unnecessary categories were added.
- [] Profile remains verified after changes.

Need a second opinion?

Local Signal helps South African SMEs review Google Business Profile categories, services and website alignment before making changes.

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