

FREE CHECKLIST / SOUTH AFRICA

Google Maps Setup Checklist for South African SMEs

Set up your Google Business Profile correctly before trying to improve your local rankings.

Use this checklist to:

1. Avoid duplicate listings and setup errors
2. Prepare for Google's verification process
3. Complete the profile before optimisation begins

STEP 01

Before Creating Your Profile

Tick each item before moving to the next stage.

- ☐ Search Google for your business name
- ☐ Search Google Maps for the business
- ☐ Search using your telephone number
- ☐ Search using your business address
- ☐ Claim an existing profile rather than creating a duplicate

STEP 02

Business Information Checklist

Tick each item before moving to the next stage.

☐

Use the real trading name

☐

Select the most accurate primary business category

☐

Add only relevant secondary categories

☐

Enter the correct telephone number

☐

Link the official website

☐

Add accurate opening hours

☐

Configure the correct business address or service area

STEP 03

Profile Completion Checklist

Tick each item before moving to the next stage.

☐

Add services

☐

Add a clear business description

☐

Upload genuine business photographs

☐

Add relevant service areas

☐

Confirm all business information matches the website

☐

Confirm contact information is consistent

STEP 04

Verification Checklist

Tick each item before moving to the next stage.

☐

Business information is accurate

☐

Phone number is accessible

☐

Website is active

☐

Physical address is correct where relevant

☐

Business signage is visible where appropriate

☐

Supporting business information is available if Google requests it

STEP 05

After Verification

Tick each item before moving to the next stage.

- ☐ Review primary and secondary categories
- ☐ Add all genuine services
- ☐ Review opening hours
- ☐ Add new photographs regularly
- ☐ Build a customer review process
- ☐ Review local business directory listings
- ☐ Improve relevant service and location pages on your website

Need help improving your Google Maps visibility?

Local Signal helps South African SMEs improve their Google Business Profile and local search visibility. Visit localsignal.ithetalabs.co.za