VIRTUAL EXECUTIVE SERVICES

GOOGLE BUSINESS

AUDIT CHECKLIST

Google Listing: _____ Date: _____

Audit Performed By: _____ Job Title: _____

	Business Details	Notes
	Business name matches your branding	
	Primary & secondary categories are correct	
	Phone, website & address are accurate	
	Opening hours are up to date	
	Service areas are listed (if applicable)	

	Profile & Branding	Notes
	Logo is uploaded and high quality	
	Cover photo reflects your business	
	10+ recent business photos are included	
	Business description is clear & includes keywords	
	Products and/or services have been added	

VIRTUAL EXECUTIVE SERVICES

Reviews & Engagement		Notes
	Responding to every customer review	
	Regularly asking clients for reviews	
	Questions & Answers section is monitored	
	Google Posts are published consistently	

Visibility & Performance		Notes
	Website link is correct and working	
	Booking/contact button is active	
	Profile insights are reviewed monthly	

Local SEO		Notes
	Services include suburb/location keywords	
	Photos are geotagged and relevant	
	Business information is consistent across directories	

5 Quick Wins

1. **Add 10 fresh photos**
   Show your team, workspace or completed work.
2. **Reply to unanswered reviews**
   Build trust with potential customers.
3. **Update your business description**
   Include your services and the locations you service.
4. **Add every service you offer**
   A complete profile improves discoverability.
5. **Post one update monthly**
   Keep your profile active with news or tips.