Business Profile Audit

Check the public profile against how the business operates in the real world. Keep uncertain items open until you have evidence.

1. Record the profile URL and review date. Confirm who can manage the correct profile.
2. Compare each public field with current operating facts and Google guidance.
3. Record the correction, who will make it and a later check of the public result.

What to verify

Identity	Real-world business name and appropriate core categories.
Location model	Storefront, service-area or hybrid facts match operations.
Contact	Working phone, website and relevant appointment links.
Hours	Current regular and special hours.
Services and photos	Accurate services and images with permission to use.
Reviews	Record response needs. Do not fabricate or incentivize reviews.

Completed example - fictional

Fictional finding	Example Workshop lists an outdated Saturday closing time.
Evidence	Current operating-hours record confirms the correction.
Next action	Profile manager updates the hours and rechecks the public profile.
Status	The edit request and visible public correction are separate observations.

Reference checked November 3, 2026: Google: Business Profile guidelines.

Your worksheet

Business Profile Audit | Record facts, evidence and the next action.

Business / profile URL
Review date / person
Business name / core category
Storefront / service-area / hybrid facts
Address or service coverage
Phone / website / appointment links
Regular / special hours
Services / photos / description
Review response needs
Finding and supporting evidence
Correction / responsible person
Public recheck date and result

Keep sensitive customer details in your own secure systems. Use safe record references here.

Use the online guide and companion download