WebFX

Your Multi-location Google Business Profile Audit Checklist



Catch problems before your location's profile gets unpublished by going through this list for every location. Fix anything you can't check off yet.

Is every profile visible?

- [ ] Every profile is verified and shows on Google Search and Maps.
- [ ] All the profiles are not suspended or waiting for reverification.
- [ ] There's no duplicate profile for the same address.

Is every profile accurate?

- [ ] Name, address, phone number, and hours match your master record and the location's page on your website.
- [ ] Special hours are set for upcoming holidays.
- [ ] The website link goes to the location's own page, not your homepage. Categories, services, and photos reflect what this location offers.

Is every profile managed?

- [ ] The primary owner of every profile is a company-owned account. At least one other company account also has owner access, so no single departure can lock you out.
- [ ] At least one dedicated person is responsible for each location's profile.
- [ ] Each location's profile gets checked on a set schedule, and the date of the last check is logged in your master record.
- [ ] No suggested edits from Google are waiting for a response.
- [ ] Recent reviews have replies within your response target.

Is a location newly acquired?

- [ ] You have a list of every Google account tied to the acquired profile, ideally requested from the seller before closing.
- [ ] Ownership of the profile has moved to your company account, and the former team and agencies no longer have access.
- [ ] The acquired profile doesn't duplicate any of your existing profiles, especially if two brands shared an address or were merged into one.
- [ ] You've decided whether the acquired location will keep its own profile or merge into one of yours.
- [ ] Rebrands, name changes, URL changes, and address changes are scheduled and rolled out to a few profiles at a time.