Google Business Profile Setup Checklist

Your Business Profile is often the first thing people see, before your website. Google says local results come mainly from relevance, distance and prominence, and a complete, accurate profile is the part of that you control. You can't pay for a better local ranking.

From lesson 3.1. The full course and the SEO audit: reyse.co.uk/resources/seo. November 2026 edition. General education, not legal advice.

Every field, at business.google.com

- [ ] Business name: exactly as on your signs. No added keywords or towns.
- [ ] Main category: the most accurate one (estate agent or real estate agency), checked against the names in the dashboard.
- [ ] Extra categories: only the ones that apply, such as letting agent or property management company.
- [ ] Address: the office, written the same way as everywhere else. One profile per office, never two.
- [ ] Phone: the office's main number.
- [ ] Website link: the most useful page for this office, with a tracking (UTM) tag.
- [ ] Opening hours, and holiday hours before every bank holiday.
- [ ] Description: what you do, where and for whom, in plain words.
- [ ] Services: sales, lettings, management and valuations, each with a short description.
- [ ] Attributes: any that are true for your office.
- [ ] Photos: at least 10 real ones (office outside and in, the team, the area, recent sold and let boards).
- [ ] Posts: a reminder set for one a week.

Lesson 3.1, reyse.co.uk/seocourse/google-business-profile

Google Business Profile (and Bing and Apple too)

Do this first Complete every field honestly, with your business name exactly as it is on your signs.

Check

The completeness audit

- [ ] Log in at business.google.com.
- [ ] Go through every section: business name, main and extra categories, address, phone, website link, opening hours (and holiday hours), description, services, photos and attributes.
- [ ] Note anything blank, vague or out of date.

Compare with the top three

Shows what "complete" actually looks like in your area.

- [ ] Search "estate agents [town]" on Google Maps and open the top three profiles.
- [ ] Compare their photo count, categories, services and how recently they posted.

Your Performance report

- [ ] In your profile dashboard, open Performance.
- [ ] Check views, calls, direction requests and website clicks over the last three to six months. Falling numbers are an early warning.

Check Bing and Apple

- [ ] Search your business name on Bing, and on Apple Maps (on an iPhone or maps.apple.com).
- [ ] Then check bingplaces.com and business.apple.com to see whether you've claimed them.

Ask AI

AI prompt Here are the details from my Google Business Profile. Is it complete and in line with Google's guidelines for estate and letting agents? What's missing or vague?

Fix

Complete every field, honestly

- [ ] Use your real business name, exactly as on your signs. Adding keywords ("ABC Estate Agents Best in Manchester") breaks Google's guidelines and can get the profile suspended.
- [ ] Choose the most accurate main category (estate agent, or real estate agency) and add relevant extras (letting agent, property management company). Check the current names in the dashboard.
- [ ] Add services and descriptions for sales, lettings, management and valuations.
- [ ] Point the website link at the most useful page, and add a tracking tag (UTM) so you can see profile visits in Google Analytics.

Photos and posts

- [ ] At least 10 real photos to start: the office outside and in, the team, the local area, recent sold and let boards. Then keep adding a few at a time.
- [ ] Post weekly: a new instruction, a market note, a tenant tip. Set a calendar reminder; the reason this lapses is forgetting, not effort.
- [ ] Stuck for ideas? Ask AI to draft a post from one line, then personalise it before posting.
- [ ] Google doesn't say posts boost rankings directly, but an abandoned-looking profile puts people off.

Claim Bing and Apple

- [ ] Bing Places can import your details straight from Google, which takes minutes.
- [ ] Apple Business (it replaced Apple Business Connect in April 2026) is separate and needs its own verification. Worth it: about half of UK smartphones are iPhones, and Apple Maps, Siri and Spotlight take their business details from it.

Verification problems

- [ ] Use the support options in the dashboard. Never create a second profile for the same office.

Being early on new platforms

Many agencies still haven't claimed Bing Places or Apple Business. On a platform where you're the only local agent, you're the obvious choice with no comparison at all.

That advantage fades as others catch up, so the habit worth building is watching for what's next. Once a quarter, ask an AI tool with web search whether any new local search or maps platforms have launched.

Your three profiles

Profile	Claimed?	Verified?	Every field done?	Last full review
Google Business Profile				
Bing Places				
Apple Business				

The top three on Google Maps

Search “estate agents [town]” on Google Maps and open the top three.

Agency	Photos	Categories	Services listed	Last post

Rather we did this for you? It’s part of Found First, done for you: reyse.co.uk/products/seo