SHELeads India

A practical, downloadable template for women entrepreneurs.

Google Business Profile Complete Guide

A 5-point checklist to turn your profile into a trust signal and lead magnet.

> Go section by section and check off each one as you complete it. Read the blog post for the “score 1 vs. score 5” description of each area.

☐ 1. Business Info

Exact business name, specific category (not generic), full address or service area, phone number, and real hours — your actual closures, not a guess.

☐ 2. Services

Every product or service listed as its own line, worded the way a customer would search — not one vague line describing your whole business.

☐ 3. Photos

At least 5 recent photos: your best-selling product, you at work, your workspace or packaging, and finished orders. Phone photos are fine.

☐ 4. Q&A

Post and answer the 3 questions you get asked most (pricing, delivery, custom orders) yourself, so a stranger's wrong guess never becomes the “official” answer.

☐ 5. Reviews

Reply to every review — warm for the good ones, calm and helpful for the hard ones. Ask one happy customer this week for a new review.

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