The 23-Point GBP Optimization Checklist

Every ranking factor from DigiPrio's complete GBP Optimization Guide, organized by category. Print this out or keep it digital, and re-run it monthly.

PROFILE FUNDAMENTALS

- [ ] 1. Primary category accuracy
- [ ] 2. Secondary categories used
- [ ] 3. GBP verification status
- [ ] 4. Business description quality
- [ ] 5. NAP consistency across the web

HOURS & INFO

- [ ] 6. Hours accuracy
- [ ] 7. Special hours for holidays

VISUAL CONTENT

- [ ] 8. Website link present
- [ ] 9. Photo count
- [ ] 10. Photo freshness
- [ ] 11. Video presence
- [ ] 12. Logo & cover image quality

SERVICES

- [ ] 13. Services/products completeness

REVIEWS

- [ ] 14. Total review count
- [ ] 15. Review velocity (recency)
- [ ] 16. Review response rate
- [ ] 17. Average star rating

ENGAGEMENT

- [ ] 18. Post frequency
- [ ] 19. Q&A section activity

ADVANCED & TECHNICAL

- [ ] 20. Attributes completeness
- [ ] 21. LocalBusiness schema on website
- [ ] 22. Overall profile completeness %
- [ ] 23. AI search visibility signals

How to use this checklist

1. Go through all 23 factors against your live Google Business Profile, checking off each one that is fully in place.

2. Anything unchecked is a specific, actionable fix, tackle the highest-impact ones first: category accuracy, review velocity, and photo freshness typically move rankings fastest.

3. Re-run this checklist monthly. Profiles drift over time as hours change, photos age, and competitors add new reviews, a static one-time fix does not hold its position indefinitely.

4. For an automated version of this same 23-factor review with instant scoring, use the free GBP Audit tool at digiprio.com/tools/gbp-audit.html.