ACCOUNTANCY PRACTICE LAUNCH PROGRAMME · SET UP AND OPTIMISE YOUR GOOGLE BUSINESS PROFILE

Local visibility checklist

Every Business Profile field to complete, the name, address and phone to keep consistent, and the photos and verification to finish.

01 Claim and verify

Nothing else counts until the profile is verified, so start here.

- [ ] Search for your practice first, in case a listing already exists to claim.
- [ ] Create or claim the profile under a business Google account, not a personal one.
- [ ] Set the primary category to “Accountant” or “Tax preparation”.
- [ ] Enter your name, address and phone exactly as they appear on your website.
- [ ] Complete the verification Google sends the moment it arrives, as the profile stays hidden until you do.

02 Complete every field

A full profile ranks better and answers the questions a prospective client would ask.

- [ ] Add your opening hours, including how you handle bank holidays.
- [ ] Set your service area if you work with clients across a patch rather than take walk-ins.
- [ ] Add the website link, matching the address bar exactly.
- [ ] List your services, such as bookkeeping, VAT and year-end accounts, each with a plain line of description.
- [ ] Write a short “from the business” summary of who you help and where.
- [ ] Turn on messaging if you can reply promptly.

03 Photos to add

Real photos beat stock every time. People want to see who they would be dealing with.

- [ ] Your logo and a cover photo.
- [ ] You, or the team if you have one.

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Talk to us

- [ ] Your workspace or office.

04 Keep name, address and phone consistent

- [ ] Confirm the exact spelling and format of your business name everywhere it appears.
- [ ] Use one phone number across every listing.
- [ ] Match the address format, including how you abbreviate it.

WE CAN DO THIS FOR YOU

Your name, address and phone must read identically on your website, your Business Profile and every directory. Google treats any drift as a reason to trust you less. Keeping local visibility complete and consistent is ongoing work, and it is one of the things we do. **digitalroyalty.co.uk**

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