ESTATE AGENCY LAUNCH PROGRAMME · SET UP AND OPTIMISE YOUR GOOGLE BUSINESS PROFILE

# Business Profile setup checklist

Every field to complete, every photo to add, and a monthly rhythm to keep it live.

## 01 Claim and verify

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

- [ ] Search for your agency 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 “Estate agent” or “Letting agent”.
- [ ] Enter your name, address and phone exactly as they appear on your website.
- [ ] Complete the verification Google sends (postcard, phone or video) 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 seller would ask.

- [ ] Add your opening hours, including how you handle bank holidays.
- [ ] Set your service area if you cover a patch rather than take walk-ins.
- [ ] Add the website link, matching the address bar exactly.
- [ ] List your services, such as sales, lettings and valuations, each with a plain line of description.
- [ ] Write a short “from the business” summary of who you help and where.
- [ ] Set the attributes that apply, like appointment required or languages spoken.

## 03 Photos to upload

Real photos beat stock every time. Sellers want to see who they’d be dealing with.

- [ ] Your logo and a cover photo.
- [ ] The shopfront or office, inside and out.

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Talk to us

- [ ] The team, or at least you.
- [ ] Your for-sale and to-let boards out on the patch.
- [ ] A recent instruction or two, where the seller is happy for you to.

## 04 Keep it active every month

- [ ] Post a new instruction or a sale agreed when you have one.
- [ ] Add a short market update once a month so the profile looks alive.
- [ ] Reply to every review within a few days, good or bad.
- [ ] Check monthly for “suggested edits” from Google or the public, and correct them.

WE CAN DO THIS FOR YOU

Keeping a Business Profile complete, consistent and posting is ongoing work most founders don't have time for. Setting up local visibility and looking after it is one of the things we do. **digitalroyalty.co.uk**

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