HR CONSULTANCY LAUNCH PROGRAMME · SET UP YOUR GOOGLE BUSINESS PROFILE

Google Business Profile checklist

Every profile field to complete, the category and 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 consultancy 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 “HR consultant”.
- [ ] Enter your name, address and phone exactly as they appear on your website.
- [ ] Complete Google’s verification as soon as 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.

- [ ] Set your service area if you work across a patch rather than take visitors at an address.
- [ ] Add your opening hours.
- [ ] Add the website link, matching the address bar exactly.
- [ ] List your services, like retained HR support, contract and handbook work, and investigations, each with a plain line.
- [ ] 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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- [ ] Your workspace, if you have one clients would recognise.

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 that consistent as you add listings is ongoing work, and it is one of the things we do. **digitalroyalty.co.uk**

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