LAW FIRM LAUNCH PROGRAMME · CREATE AND VERIFY YOUR GOOGLE BUSINESS PROFILE

# Business Profile setup checklist

Every field worth filling in, in order.

## 01 Claim and verify

Do these first — nothing else counts until the profile is verified.

- [ ] Search for your firm first, in case a listing already exists to claim.
- [ ] Create or claim the profile under a firm Google account, not a personal one.
- [ ] Choose “Solicitor” or “Law firm” as your primary category.
- [ ] Enter your firm name exactly as it appears on your other listings.
- [ ] Complete Google’s verification the moment it arrives — the profile stays hidden until you do.

## 02 Fill in every field

A complete profile ranks better and answers the questions a caller would ask.

- [ ] Add your full address, or set a service area if you don’t take walk-ins.
- [ ] Add your phone and website, matching your other listings exactly.
- [ ] Set your opening hours, including how you handle bank holidays.
- [ ] Add each practice area under Services, with a plain description.
- [ ] Write a short “from the business” summary of who you help and how.
- [ ] Add your logo, a photo of the premises and a photo or two of the team.
- [ ] Set the attributes that apply — wheelchair access, appointment required, languages spoken.

## 03 Keep it working

- [ ] Turn on messaging only if you’ll answer quickly — a slow reply looks worse than none.
- [ ] Post an update now and then to show the profile is active.

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Talk to us

- [ ] Reply to every review, good or bad, in a calm and professional tone.
- [ ] Check monthly for “suggested edits” from Google or the public.

WE CAN DO THIS FOR YOU

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

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