



Google Business Profile Checklist

For Homestays, Hotels and Resorts

SETUP & VERIFICATION

- ☐ Claim your Google Business Profile at google.com/business
- ☐ Choose the correct primary category (Hotel, Bed & Breakfast, Resort Hotel, Guest House, or Vacation Home Rental, as applicable to your property)
- ☐ Add secondary categories only if genuinely relevant
- ☐ Complete verification (postcard, phone, email, video, or instant verification)
- ☐ Set your business name to match your real signage exactly, with no extra keywords added
- ☐ Set the correct address or service area for your property
- ☐ Add an accurate phone number and website URL

PROFILE INFORMATION

- ☐ Write a complete business description (up to 750 characters)
- ☐ Set accurate regular opening hours, plus special hours for holidays or off-season closures
- ☐ Add every relevant attribute (Wi-Fi, breakfast included, pet-friendly, parking, pool, AC, wheelchair accessible, etc.)
- ☐ Add your direct booking page link, not only an OTA listing link
- ☐ Add a WhatsApp or messaging contact option if you offer one

PHOTOS & MEDIA

- ☐ Upload a clear logo and a strong cover photo
- ☐ Add exterior photos, including a daytime and an evening shot
- ☐ Add photos covering every room type you offer
- ☐ Add photos of common areas and key amenities
- ☐ Add a short video walkthrough if you can
- ☐ Refresh photos each season so the profile never looks outdated

REVIEWS & ENGAGEMENT

- ☐ Turn on review notifications so you see new reviews quickly
- ☐ Respond to every review, positive and negative
- ☐ Never pay for reviews or require a review before check-in or checkout (this violates Google's policies)
- ☐ Ask guests for a review after checkout, over WhatsApp or email
- ☐ Monitor and answer questions in the Q&A section of your profile

POSTS & OFFERS

- ☐ Publish a Google Post at least twice a month
- ☐ Share seasonal offers, packages and events
- ☐ Post about nearby attractions and things to do, not just your property

ONGOING MAINTENANCE

- ☐ Check your Insights dashboard monthly (views, calls, direction requests, website clicks)
- ☐ Update hours and details immediately whenever anything changes
- ☐ Search your own property name to check for duplicate or fake listings
- ☐ Re-check categories and attributes every quarter for accuracy