MOUNTAIN MOJO GROUP

STEP 9 OF 16 · MOJO HARDWARE MARKETING SERIES

Google Business Profile Checklist

For Hardware Stores & Lumberyards

Fillable worksheet: type directly into the fields, then save a copy.

Welcome

Your Google Business Profile is often the first impression customers have of your store.

Before they visit.
Before they call.
Before they check your website.

This checklist is designed to help hardware store and lumberyard owners build, optimize, and maintain a Google Business Profile that improves local visibility, builds trust, and drives real-world action.

You don't need to do everything at once.
You just need to do the right things consistently.

How to Use This Checklist

This checklist works best after completing:

☐ Channel Audit (Social, Google Ads & SEO) ☐ Brand Audit

We recommend:

- Working through this checklist quarterly
- Reviewing profile accuracy monthly
- Assigning one owner internally

Google rewards accuracy, consistency, and activity over time.

Store name	Profile owner	Date reviewed

SECTION 1

Profile Setup & Accuracy

(Foundation)

- [ ] Claim and verify your Google Business Profile
- [ ] Business name matches storefront signage
- [ ] Address and service area are accurate
- [ ] Phone number is correct and monitored
- [ ] Website link is correct
- [ ] Business hours are accurate
- [ ] Holiday and special hours are updated
- [ ] Primary category reflects main offering
- [ ] Secondary categories are relevant (not excessive)

GOAL: **Eliminate confusion and build trust.**

Primary category	Secondary categories	Fixes needed

SECTION 2

Business Description Optimization

(Clarity & Differentiation)

- [ ] Business description clearly explains what you offer
- [ ] Description reflects who you serve (DIY, pro, community)
- [ ] Key differentiators are mentioned (service, expertise, convenience)
- [ ] Tone matches your brand (helpful, professional, local)
- [ ] Written for humans—not keyword stuffing

GOAL: **Help customers quickly understand why to choose you.**

Draft or revised business description

SECTION 3

Photos & Visuals

(Trust & Recognition)

- [ ] Exterior photos uploaded (easy to recognize building)
- [ ] Interior photos uploaded
- [ ] Department or product photos uploaded
- [ ] Team or service photos (when appropriate)
- [ ] Photos are high quality and current
- [ ] Photos updated within the last 90 days

GOAL: **Show customers what to expect before they arrive.**

Last photo upload date	Next photo update due	Photos still needed

SECTION 4

Reviews & Reputation Management

(Credibility)

- [ ] Process in place to request reviews
- [ ] Reviews requested from happy customers
- [ ] Reviews monitored regularly
- [ ] Responses written for positive reviews
- [ ] Professional responses prepared for negative reviews
- [ ] Review tone aligns with brand voice

GOAL: **Build trust and demonstrate engagement.**

Current review count	Average rating	Who requests / responds to reviews

How we ask for reviews (in-store, receipt, email, follow-up)

SECTION 5

Posts, Updates & Q&A

(Activity & Relevance)

- [ ] Google posts used for updates, promotions, or events
- [ ] Posts updated at least monthly
- [ ] Seasonal or timely content shared
- [ ] Common customer questions reviewed
- [ ] Q&A section monitored and answered
- [ ] Outdated or incorrect Q&A removed when possible

GOAL: **Keep your profile active and helpful.**

Upcoming post ideas (promotions, events, seasonal topics)

SECTION 6

Insights & Performance Review

(Optimization)

- [ ] Profile insights reviewed monthly or quarterly
- [ ] Search queries reviewed
- [ ] Calls and direction requests tracked
- [ ] Website clicks reviewed
- [ ] Trends noted over time
- [ ] Adjustments made based on performance

GOAL: **Use data to guide improvements.**

Performance snapshot

	THIS PERIOD	LAST PERIOD	TREND / NOTES
Top search queries			
Calls			
Direction requests			
Website clicks			

Adjustments we'll make based on performance

SECTION 7

Ongoing Maintenance Plan

(Consistency)

- [ ] Profile owner assigned internally
- [ ] Monthly accuracy check scheduled
- [ ] Quarterly photo update planned
- [ ] Review response cadence defined
- [ ] Seasonal updates planned

GOAL: **Make GBP part of your routine—not an afterthought.**

Profile owner

Monthly accuracy check (day)

Quarterly photo update (months)

Review response cadence

Seasonal updates planned

What This Checklist Helps You Do

By completing this checklist, you'll:

- Improve local search visibility
- Build trust before customers arrive
- Increase calls, direction requests, and visits
- Strengthen your overall local marketing foundation

Most importantly, you'll turn your Google Business Profile into an asset. Google Business Profile is most effective when it supports your overall marketing strategy, customer personas, and channel priorities.

What Comes Next

This checklist is **Step 9 in the Mojo Hardware Marketing Series**.

Next, we'll use everything you've uncovered so far to build a **marketing budget** that aligns with goals, personas, and channel performance.

Want Help Optimizing Your Profile?

If you'd like help reviewing your Google Business Profile or connecting it to a broader local strategy, a short discovery call can help. No pressure, just a practical conversation about improving how customers find and choose your store.

BOOK A DISCOVERY CALL WITH RAND