



VILLEX CO

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# GBP QUICK-START CHECKLIST

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Five items. One page. The highest-leverage fixes from our full 60-item kit.

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- ◆ Five high-leverage items across the GBP surface
- ◆ Lock down basics · Fill services · Refresh photos
- ◆ Post once this week · Reply to a review or question
- ◆ Free preview of the full SKU-005 GBP Optimization Kit

Free · Villex Co · [villexco.com](https://villexco.com) · 2026

Five items. One page. The highest-leverage fixes from our full 60-item kit.

Sit down with your Google Business Profile open in another tab. Work through the five. If you finish all five this week, your profile is already ahead of most competitors in your city.

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## THE FIVE

### 1. LOCK DOWN YOUR BASICS

Confirm your business name matches your legal name or DBA exactly. Confirm your category is the most specific one Google offers for what you do — "plumber" is better than "contractor." Add every secondary category that applies.

### 2. FILL EVERY SERVICE SLOT

Open Services. Add at least eight services. Each one needs a name, a 1-2 sentence description in plain English, and a price (or "Call for quote"). Empty service slots are the single most common gap we see on local profiles.

### 3. REPLACE STOCK AND STALE PHOTOS

Upload at least 10 recent photos. Mix exterior, interior, team, work-in-progress, and finished work. Geotag them if possible. Remove any photo over 2 years old. Photos are the first thing buyers look at — old or generic ones cost you clicks.

### 4. POST ONCE THIS WEEK

Open Posts. Publish one Update post about a recent job, a seasonal service, or a piece of advice. Keep it under 150 words. Include a photo and a clear CTA (Call, Book, Learn more). One post tells Google your profile is active; ten posts a month tells Google you matter.

### 5. ANSWER ONE REVIEW AND ONE QUESTION

Find your most recent review — positive or negative — and write a one-paragraph reply. Then open Q&A and answer the first question on the list (or post your own FAQ if there are none). Profiles with active responses earn more clicks than profiles with the same star rating and no responses.

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## WHAT THE FULL KIT ADDS

The 5 items above are the start. The paid SKU-005 GBP Optimization Kit adds 55 more:

- 60-item full checklist across 6 categories (Profile basics, Services, Photos, Posts, Reviews, Q&A)
- 30-day posting calendar — what to post each day, mapped to a template
- 12 fill-in-the-blank post templates across 8 GBP post types

- Customer instructions to run the whole kit start to finish

It's \$17 on Etsy. Single-business use, lifetime access, no upsells.

Find it at: **villexco.com/catalog** or search "Villex Co GBP" on Etsy.

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