

GOOGLE VISIBILITY CHECKLIST

For Pet Businesses

1. BASIC PROFILE SETUP

- Claim your Google Business Profile** (search "[Your Business Name] Google" and click "Own this business?")
- Verify your business** (only for newly claimed profiles)
- Choose the most specific category** (Pet Boarding Service, Dog Day Care Center, Pet Groomer, Dog Trainer, etc.)
- Write a detailed business description** (making sure to include your business name, services, and city in the description)
- Add ALL your services** (boarding, daycare, grooming, training, etc.)

2. CONTACT & HOURS

- Double-check your phone number** (make sure it matches your website)
- Set accurate business hours** including special holiday hours
- Add your website URL** (even a simple one-page site helps)
- Enable messaging** so customers can text you directly through Google (if applicable)

3. PHOTOS THAT CONVERT

- Upload 10+ high-quality photos** of your facility, happy pets, and staff
- Include "action shots"** of pets playing, being groomed, or training
- Update photos monthly** to keep your profile fresh



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4. CUSTOMER REVIEWS

- Ask happy customers for reviews** (text them a direct link right after service)
- Respond to ALL reviews within 1-2 days** (both positive and negative)
- Use review responses to highlight your services** ("Thanks! We love providing safe daycare...")

RED FLAGS TO FIX IMMEDIATELY

-  **Inconsistent business name** across Google, website, and social media profiles
-  **No response to negative reviews** (makes you look unprofessional)
-  **Outdated hours or phone number** (customers will go elsewhere)
-  **Less than 5 photos** on your profile (looks incomplete)

WHAT'S NEXT?

Once you've completed this checklist, you're ahead of 80% of local pet businesses! For help with ongoing optimization, advanced SEO, or managing everything for you, Petbizology specializes in growing pet care businesses like yours.

Want a free consultation? Email us at hello@petbizology.com or visit www.petbizology.com

