



Google Business Profile Maintenance Checklist for Plumbing & Heating Businesses

This Google Business Profile (GBP) Maintenance Checklist is designed to help **plumbing and heating businesses** keep their profiles updated, accurate, and optimised for high rankings. By following this checklist regularly, you can ensure your business remains visible and attractive to potential customers. Use this guide to maintain and enhance your GBP on an ongoing basis.

Regular Information Updates

Keeping your business information accurate and current is essential for customer trust and search visibility.

- ✓ Verify that your **business name, address, and phone number (NAP)** are consistent across all online platforms.
 - ✓ Update **business hours** for holidays, emergencies, or seasonal changes (e.g. winter demand for heating services).
 - ✓ Check and update your **website link, email address, and emergency contact number** if applicable.
 - ✓ Ensure your **business description clearly outlines your plumbing and heating services**, including emergency call-outs, boiler repairs, gas safety checks, etc.
 - ✓ Add any **new services**, such as power flushing, underfloor heating installation, or smart thermostat setups.
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Visual Content Management

High-quality images and videos make your profile stand out and build trust with potential customers.

- ✓ Upload **new high-resolution photos** of your **team, service vans, completed installations, and before/after repair work** (monthly).
 - ✓ Remove **outdated, low-quality, or irrelevant images** from your profile.
 - ✓ Add videos showcasing **boiler installations, heating system servicing, or customer testimonials**.
 - ✓ Ensure all images and videos are **properly labelled with SEO-friendly descriptions** (e.g. "Gas Safe registered engineer installing a Worcester Bosch boiler").
 - ✓ Maintain **branding consistency**, including logo placement on images of work vans or uniforms.
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Customer Review Management

Actively managing customer reviews builds trust and improves your online reputation.

- ✓ Encourage **satisfied customers** to leave reviews through **follow-up emails, SMS, or a business card with a review request**.
 - ✓ Respond **promptly and professionally** to all reviews, both positive and negative, to show you value customer feedback.
 - ✓ Monitor reviews regularly and **flag any that violate Google's policies** (e.g. fake or misleading reviews).
 - ✓ Use feedback from reviews to **improve customer service and identify areas for business growth**.
 - ✓ Highlight positive reviews in your **marketing materials, website, and social media posts**.
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Posting Regular Updates

Regular updates keep your profile active and engaging for potential customers.

- ✓ Create and post updates about **new services, seasonal maintenance tips** (e.g. **"Get your boiler serviced before winter"**), or **special offers** (weekly).
 - ✓ Share news about **upcoming promotions**, such as "10% off power flushing this month" or "Free carbon monoxide alarm with every boiler installation".
 - ✓ Use **high-quality images and concise, informative language** in your posts.
 - ✓ Include a **clear call-to-action (CTA)** in each post, such as "Call now for a free quote" or "Book your service today".
 - ✓ Monitor **engagement metrics** to see what types of posts resonate most with your audience.
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Monitoring GBP Insights

Using GBP Insights helps you understand customer behaviour and improve your profile.

- ✓ Regularly check metrics such as **views, searches, and customer actions** (monthly).
 - ✓ Analyse **search queries** to identify **popular keywords** related to plumbing and heating (e.g. "boiler repair near me", "emergency plumber").
 - ✓ Monitor customer actions like **website visits, direction requests, and phone calls** to assess how people are finding your business.
 - ✓ Use insights to **refine your business description, services, and content strategy**.
 - ✓ Set goals based on insights data and track progress over time.
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Maintaining Consistency Across Platforms

Ensuring consistency across all online platforms builds trust and improves rankings.

- ✓ Audit **all online listings** (Google, Yell, Checkatrade, Trustpilot, social media) to ensure **your business information is accurate**.

- ✓ Update **any discrepancies** in your NAP information across directories and platforms.
 - ✓ Regularly check for and correct **errors in online listings**, especially for **emergency contact details**.
 - ✓ Ensure your **website, Google Business Profile, and social media pages provide the same service information**.
 - ✓ Use a tool or service to **manage and sync your business information** across multiple platforms.
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Utilising Advanced Features

Taking advantage of GBP's advanced features can improve visibility and attract more customers.

- ✓ Use **Google Posts** to share regular updates, offers, and maintenance tips.
 - ✓ Add **booking links** to allow customers to schedule plumbing or heating services easily.
 - ✓ Enable **messaging** to allow direct communication with customers for quotes and emergency call-outs.
 - ✓ Populate the **Q&A section** with **frequently asked questions** (e.g. "How often should I get my boiler serviced?" or "Do you offer emergency plumbing call-outs?").
 - ✓ Regularly check for and utilise **new Google Business Profile features** to stay ahead of competitors.
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Security and Compliance Checks

Keeping your profile secure and compliant protects your business and customers.

- ✓ Ensure your website uses **HTTPS** for secure data transmission.
 - ✓ Regularly check for any **security vulnerabilities** in your profile.
 - ✓ Ensure compliance with **UK regulations**, such as **Gas Safe registration, GDPR, and industry-specific certifications**.
 - ✓ Update all **website plugins, themes, and core software** to their latest versions for security.
 - ✓ Regularly **back up important business data** to prevent loss.
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By following this **Google Business Profile Maintenance Checklist**, your **plumbing and heating business** will stay up-to-date, engaging, and optimised for local search success. Regular maintenance ensures your business remains **highly visible** to potential customers, helping you attract more leads and grow your reputation.
