monday digital

GBP SERVICES + SERVICE AREAS SETUP CHECKLIST (2026)

Use this checklist to set up GBP services and service areas correctly. It helps keep profiles clear, relevant, and rule-safe while improving search visibility and customer trust.

SERVICES RELEVANCE TEST

Use this section before adding or keeping any service.

- This service reflects real work offered to customers
- Staff can explain this service clearly on a phone call
- The service matches the primary business category
- Customers ask for this service by name
- The service leads to calls, messages, or bookings
- The service appears on the website or price list
- No filler, trend, or guess-based services included
- The service supports clear search intent

SERVICE NAMING RULES

Follow these rules for every service name.

- Use plain words customers understand
- Keep names short and specific
- Avoid city names or location words
- Avoid sales terms or promotional phrases
- One service equals one clear job
- Do not repeat services with small word changes
- Match wording used on the website
- Avoid internal or technical terms

CUSTOM SERVICES CHECKLIST

Use this only when predefined options are missing.

- Custom service fills a real gap
- The service name stays simple and clear
- No extra keywords added
- The service matches real customer needs
- The service does not overlap listed services
- Custom services reviewed every few months

SERVICE AREAS SELECTION RULES

Use this section before adding or editing service areas.

- All areas fall within realistic travel distance
- Total service areas stay within 20 locations
- Cities, postal codes, or regions used instead of radius
- No far-away or unrelated locations added
- Areas match real delivery or travel coverage
- No duplicate or overlapping areas listed
- Areas reviewed after expansion or downsizing

FINAL PROFILE QUALITY CHECK

Run this check after every update.

- Services align clearly with categories
- Service areas support real operations
- Profile reads clean and easy for users
- No section overloaded with unnecessary items
- Edits reviewed after 48 hours
- Profile matches service pages on the website