

The ultimate garage door Google Business Profile checklist

From Optymizer (optymizer.com). Free to use. Run through it once, then again every few months.



22

checks to tick, one box each



9

sections, each with its own card below



3

official sources linked at the end



/22

your score. Tick as you go

WHAT IS INSIDE

22 checks across 9 sections

1

Get verified, and stay verified

3

2

Name and category

3

3

Services

2

4

Address and service area

4

5

Phone and website

2

6

Photos

2

7

Reviews

3

8

Hours

2

9

Keep it alive

1

Number of checks in each section.

QUICK WINS

Start with these 3

1

Primary category:

Garage door supplier (that's the Google category for garage door companies).

From section 2, Name and category

2

Ask every happy customer for a review right after the job. Text them your review link.

From section 7, Reviews

3

Set holiday hours before every holiday.

From section 8, Hours

THE CHECKLIST

3 CHECKS

1

Get verified, and stay verified



☐

Expect Google to ask for video verification. For a garage door company working from trucks, Google's help page asks the video to show where you operate (street signs or landmarks near your business address), proof the business is real (tools, equipment, branded truck or clothing), and proof you run it (for example unlocking your branded truck, or a business license or invoice in your business name). It must be one continuous recording.

☐

If you also run Google Local Services Ads or Google Ads for garage door services in the US, Google requires Advanced Verification on top of that, including a video interview and license checks where required.

☐

Don't change your name, address, phone and category all at once after you're verified. Big edits can trigger a re-verification.

3 CHECKS

2

Name and category



☐

Business name = your real-world name, exactly as on your trucks, signs and paperwork. No city names or "garage door repair near me" added on.

☐

Primary category: Garage door supplier (that's the Google category for garage door companies).

☐

Add secondary categories only for work you really do.

2 CHECKS

3

Services



☐

List every service you actually do in the Services section: broken spring repair, opener repair and installs, off-track doors, cables and rollers, new door installs, commercial doors.

☐

Use plain words customers search for.

4 CHECKS

4

Address and service area



☐

No showroom customers can walk into? Hide your address and set it up as a service-area business. Google's guidelines say not to show an address where you don't serve customers.

☐

Have a real showroom with signs and staffed hours? Show the address.

☐

Set your service area to the cities or zip codes you actually drive to.

☐

Never use a virtual office or mailbox address.

2 CHECKS

5

Phone and website



☐

Use a local number that rings you, not a lead reseller.

☐

Link to your own website.

2 CHECKS

6

Photos



☐

Real photos only: your branded trucks, your crew, before and after shots of real doors (with the customer's permission and no house numbers showing).

☐

Add new photos regularly. No stock photos.

3 CHECKS

7

Reviews



☐

Ask every happy customer for a review right after the job. Text them your review link.

☐

Reply to every review, good or bad, and name the job in your reply ("Glad the new spring has the door running smooth").

☐

Never pay for reviews, offer discounts for them, or write them yourself.

2 CHECKS

8

Hours



☐

Only list open 24 hours or emergency service if someone really picks up.

☐

Set holiday hours before every holiday.

1 CHECK

9

Keep it alive



☐

Post an update now and then: a real job, a seasonal tip (cold weather is hard on springs and openers), a new service.

READ MORE

Sources



Google Business Profile guidelines: <https://support.google.com/business/answer/3038177>



Verify your business with a video recording: <https://support.google.com/business/answer/14271705>



Google Ads Advanced Verification policies (garage door services, US): <https://support.google.com/google-ads/answer/7167922>