



The ultimate locksmith Google Business Profile checklist

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



23

checks to tick, one box each



8

sections, each with its own card below



3

official sources linked at the end



/23

your score. Tick as you go

WHAT IS INSIDE

23 checks across 8 sections

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Number of checks in each section.

QUICK WINS

Start with these 3

- 1 Primary category:** Locksmith.
From section 3, Name and category
- Ask every happy customer for a review right after the job. Send your review link by text.
From section 6, Reviews
- Set holiday hours before every holiday.
From section 7, Hours

THE CHECKLIST

3 CHECKS

1 Get verified, and stay verified



☐ Expect Google to ask for video verification. For a locksmith working out of a van, 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 van or clothing), and proof you run it (for example unlocking your branded van, 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 locksmith services in the US or Canada, Google requires Advanced Verification on top of that, including a video interview and license checks where your state requires one.

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

4 CHECKS

2 Address and service area



☐ No storefront 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 shop customers visit, with signs and staffed hours? Show the address.

☐ Set your service area to the cities or zip codes you actually drive to. Don't list places you won't go.

☐ Never use a virtual office, mailbox or a spot you don't really work from. That's one of the fastest ways to lose a locksmith listing.

4 CHECKS

3 Name and category



☐ **Business name** = your real-world name, exactly as on your van, signs and paperwork. No "24/7", city names or "cheap locksmith near me" added on.

☐ **Primary category:** Locksmith.

☐ Add secondary categories only for work you really do.

☐ Fill in the Services list with the jobs you actually do: house lockouts, car lockouts, rekeying, lock changes, key duplication, safes, commercial locks.

2 CHECKS

4 Phone and website



☐ Use a local number that rings you, not a call center that resells leads.

☐ Link to your own website, ideally a page that matches what the profile is about.

2 CHECKS

5 Photos



☐ **Real photos only:** your branded van, you and your techs, real jobs (with the customer's permission and no house numbers showing).

☐ Add new photos regularly. No stock photos.

3 CHECKS

6 Reviews



☐ Ask every happy customer for a review right after the job. Send your review link by text.

☐ Reply to every review, good or bad, and name the job in your reply ("Glad we got you back in after the lockout").

☐ Never pay for reviews, offer discounts for them, or write them yourself. It breaks Google's rules and can get reviews removed or the profile restricted.

3 CHECKS

7 Hours



☐ Only list open 24 hours if someone really answers the phone at 3 AM.

☐ Set holiday hours before every holiday.

☐ Answer the phone. Missed calls send people to the next locksmith on the map.

2 CHECKS

8 Keep it alive



☐ **Post an update now and then:** a real job, a seasonal tip, a new service.

☐ Answer questions in the Q&A and messages if you turn messaging on.

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 (locksmiths US and Canada):**
<https://support.google.com/google-ads/answer/7167922>

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