

YOUR FIRE PROTECTION GBP CHECKLIST

A Google Business Profile self-audit for fire protection companies



COMPANY

MARKET / SERVICE AREA

DATE

Check one box on each line. Every "No" is a gap worth closing.

	YES	NO
SETUP		
Is your profile claimed and verified?	☐	☐
Have you searched for duplicate listings?	☐	☐
Is your primary category Fire protection service, or the right equivalent?	☐	☐
Is your address hidden if buyers do not come to you?	☐	☐
Are your service areas places you actually run routes?	☐	☐
SIGNALS		
Is your services list filled with the words buyers type?	☐	☐
Does each service have a description naming who it is for?	☐	☐
Do your photos show real commercial work?	☐	☐
Are you collecting reviews from commercial clients?	☐	☐
Do you reply to every review?	☐	☐
UPKEEP		
Are you posting at least once a month?	☐	☐
Have you checked your rank from outside your own office?	☐	☐
Can you tell whether the calls coming in are commercial?	☐	☐
Have you read Google's guidelines once?	☐	☐

TOP THREE GAPS TO CLOSE FIRST

Focus on the work most likely to create qualified commercial opportunities.

1.

2.

3.

YOUR NEXT STEP

Total gaps to close ("No" answers): ☐ ☐

Start with the gaps that affect your map pack visibility and commercial calls.

Need a clearer starting point?

Get your free Fire Protection Marketing Audit

fireguarddigital.com/fire-protection-marketing-audit