DIGITOLOGIST / LOCAL SEO FIELD GUIDE

# Make your store easier to find. Make your results easier to read.

## Google Business Profile checklist for auto parts stores

Use this one-page review with your store team. Record gaps and assign a next action.

- [ ] **01 Check the essentials**
  Confirm the business name, address, map pin, phone and opening hours. Check special hours before holidays.

- [ ] **02 Describe the real business**
  Choose relevant categories. Describe actual products and services; verify availability and vehicle compatibility before making claims.

- [ ] **03 Help customers recognise the store**
  Review current exterior, entrance and product photos. Make contact and directions easy to find on a mobile phone.

- [ ] **04 Handle genuine feedback**
  Request honest customer feedback and respond professionally. Follow Google review policies; do not buy or incentivise reviews.

- [ ] **05 Separate activity from outcomes**
  Track profile views, call actions and direction requests. Record answered calls, qualified enquiries and confirmed sales separately.

- [ ] **06 Compare fairly**
  Compare equivalent reporting periods. Note incomplete months, seasonal effects and completed work before drawing conclusions.

**Your next action:** _____

**Owner:** _____ **Review date:** _____

Call actions are not verified leads. Direction requests are not confirmed visits.

This educational checklist contains no private client report or source PDF.

**Need help? Request a Google Business Profile audit**

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