

Weekly Google Business Profile task sheet

Use one copy per location and week. Start with incorrect customer-facing facts and unanswered issues. You do not need to rewrite correct information or publish a post every week to complete this sheet.

Use the worksheet

1. Enter the week start date and your internal location code. Assign a responsible role and a realistic due date to each actual finding.
2. Compare the live public profile with current business facts. For a service-area business, check the service area and intended address visibility; do not publish a private home address to make listings match.
3. Use Not checked, Action needed, Submitted, Verified or Not applicable. Submitted means a request was made; Verified means you checked the intended public result. Record the check date and time zone.
4. Record review or customer-service work separately from profile edits. A posted reply does not establish that an underlying complaint is resolved.
5. Review the same defined reporting period when comparing performance. Google profile actions, website visits and paying customers are different measures. Leave unavailable numbers blank.
6. Save the completed copy in your own restricted workspace. At the next review, carry unresolved tasks forward and record changes instead of overwriting the history.

Open and reuse

Download weekly-profile-checklist.csv and keep an untouched master copy. Open or import it as UTF-8, comma-separated CSV in your spreadsheet app. All columns are text; no formulas, macros or external data connections are included. Set reference, phone and date columns to Text if your app changes them. Delete synthetic example rows before using your own records. Add rows as needed and restrict access to completed copies.

CSV files do not preserve column widths or text wrapping. After importing, select the populated cells including headers and turn on wrapping (Google Sheets: Text wrapping > Wrap in the toolbar). Widen columns containing long descriptions and check that every row is fully visible. Save your working copy in the spreadsheet application's native format to retain this layout; downloading it again as CSV does not retain formatting.

Worked decision

If a holiday closure is missing, record the intended date, the person making the edit and a later public check. Keep the row Submitted until the live hours are checked. This is a hypothetical workflow, not a customer result.

Scope and privacy

The weekly cadence is an operating suggestion. It is not a Google requirement or a promise of ranking gains. Do not record passwords, customer names or private booking details in this shared sheet.

Sources checked October 18, 2026

- <https://support.google.com/business/answer/3038177?hl=en>
- <https://support.google.com/business/answer/10417060?hl=en>
- <https://support.google.com/business/answer/3474050?hl=en>

Printable records

Keep completed copies private. Examples are illustrative, not customer results. Print at actual size on Letter or A4. Copy blank records as needed.

Record 1 / 8

Week start	
Location code	
Check	Regular and special hours
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 2 / 8

Week start	
Location code	
Check	Business name, phone and website
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 3 / 8

Week start	
Location code	
Check	Address or service area and visibility
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 4 / 8

Week start	
Location code	
Check	Categories still describe the actual business
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 5 / 8

Week start	
Location code	
Check	Booking or contact link reaches the correct destination
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 6 / 8

Week start	
Location code	
Check	New reviews need a factual reply or escalation
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 7 / 8

Week start	
Location code	
Check	Photos or services need a real factual update
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	

Record 8 / 8

Week start	
Location code	
Check	Performance period and unresolved work reviewed
Finding	
Status	Not checked
Owner role	
Due date	
Submitted date	
Verified date and time zone	
Next action	