

Get found on Google Maps

A Google Business Profile checklist for local businesses: restaurants, cafés, riads, boutiques and tour operators. Tick each step as you finish it.



Set it up

- 1

Claim and verify your profile

☐

Search for your business on Google Maps. If it's there, claim it. If not, add it. Google asks you to verify before your edits go live.

- 2

Use your exact business name

☐

Write it the way it appears on your sign. Adding keywords to the name breaks Google's rules and can get the profile suspended.

- 3

Pick the right category

☐

Choose the main category that best describes you, like Moroccan restaurant, Clothing store or Bed & breakfast, then add a few secondary ones.

- 4

Place the pin on your door

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Check the pin sits exactly on your entrance. In the medina, also mention a nearby landmark in your description.

- 5

Hours and special hours

☐

Add your regular hours, and special hours for public holidays and Ramadan, so nobody arrives to a closed door.

- 6

Phone and link

☐

Use a number that answers, and add a link: your website, menu or booking page.

- 7

Write the description

☐

Up to 750 characters: what you offer, for whom, and where. No links, prices or promotions in the description.

Show your place

- 8**

Add real photos

Logo, cover, the outside (so people recognise your door), the inside, your products or dishes, and your team. Add new photos every month.

☐
- 9**

List your products, services or menu

Add what you sell with clear names and a photo each, so people can decide before they visit.

☐

Keep it alive

- 10**

Ask for reviews and reply to all of them

Ask happy customers right after a good visit; a QR code at the till helps. Reply to every review, good or bad. Never pay for or reward reviews: it breaks Google's rules.

☐
- 11**

Post every week or two

Share an update, an offer or an event, with a photo. It shows people you're open and active.

☐
- 12**

Check it every month

Google and the public can suggest changes to your profile. Check your name, hours and pin once a month.

☐



Unfold your story → free audit

Want us to look at your page? Send AUDIT on WhatsApp and get three fixes you can make this week.

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