



Google Business Profile Checklist

For game stores, comic shops and collectible retailers

SET UP AND VERIFY

- ☐ Claim or create your profile at business.google.com
- ☐ Verify ownership (Google often asks for a short video of your storefront)
- ☐ Use an email address the business owns, and add a second owner or manager

THE BASICS

- ☐ Primary category: closest match (Game store, Comic book store, Hobby store)
- ☐ Secondary categories for anything else you're known for (e.g. Toy store)
- ☐ Regular hours match the sign on your door
- ☐ Special hours for holidays, release-day openings and late event nights
- ☐ Phone number and website link work
- ☐ Description (750 characters max): what you sell, which games you run events for, what makes the store worth the drive. No links or sales.

PHOTOS

- ☐ Storefront from the street, so people recognize it on arrival
- ☐ Entrance and parking
- ☐ Play area with tables set up
- ☐ Shelves, display cases and the singles counter
- ☐ Events in progress (ask before posting faces)
- ☐ Owner and staff
- ☐ Logo and cover photo

PRODUCTS AND ATTRIBUTES

- ☐ Product collections: booster boxes, singles, supplies, comics, collectibles
- ☐ Attributes: accessible entrance, restroom, Wi-Fi and anything else that applies



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REVIEWS

- ☐ Review link or QR code at the register
- ☐ Ask happy customers in person after a good visit or event
- ☐ Reply to every review, good or bad, within a few days
- ☐ No discounts or prizes for reviews, and don't ask only customers you know are happy

CONSISTENCY

- ☐ Same name, address, phone and hours on your website, Facebook, Apple Maps, Bing and Yelp

EVERY WEEK

- ☐ Event post for each upcoming event (FNM, leagues, prereleases)
- ☐ One update or offer post: new arrivals, restocks, sales

EVERY MONTH (15 MINUTES)

- ☐ Add 3–5 new photos
- ☐ Check hours for upcoming holidays
- ☐ Review Performance: calls, direction requests, website clicks

Want a second set of eyes?

Request a free Guild Snapshot: a quick look at your Google listing, website and social pages, with the three fixes that would help most. guild.hmucommunications.com/snapshot