

# Google Visibility Checklist

## 5 Reasons Your Business Doesn't Show Up on Google (And How to Fix Each One)

**Here's the hard truth:** 46% of all Google searches are looking for local businesses. 88% of those searchers visit or call within 24 hours. If you're not showing up, your competitors are getting those customers instead of you.

This checklist identifies the 5 most common reasons Nigerian businesses remain invisible on Google—and gives you specific fixes for each one.

### REASON #1: You Don't Have a Google Business Profile

The #1 reason businesses don't appear on Google Maps: they never set up a profile. Google can't show what doesn't exist.

#### Quick Check:

- ☐ Search your exact business name on Google
- ☐ Check if a business panel appears on the right side
- ☐ Search '[your business type] near [your area]' on Google Maps

#### The Fix:

- ☐ Go to [business.google.com](https://business.google.com)
- ☐ Click 'Manage now' and follow the setup process
- ☐ Use your exact business name (as on your signage)
- ☐ Enter your real address where customers can visit

### REASON #2: Your Profile Isn't Verified

An unverified profile has limited visibility. Google needs to confirm you're a real business at that location before showing you to searchers.

### Quick Check:

- ☐ Log into business.google.com
- ☐ Look for 'Verification status' - should say 'Verified'
- ☐ If pending, check if you received a postcard

### The Fix:

- ☐ Request verification (postcard, phone, or email options)
- ☐ Wait for postcard (5-7 days in Nigeria)
- ☐ Enter the verification code exactly as shown
- ☐ If postcard doesn't arrive, request again or try phone verification

## REASON #3: Your Profile Is Incomplete

Google rewards complete profiles with higher visibility. A half-done profile means half-visible. Most businesses are only 40-60% complete.

### Completeness Checklist:

- ☐ Business name (exact, no keyword stuffing)
- ☐ Address (complete, matches your website)
- ☐ Phone number (local, answered during business hours)
- ☐ Website URL
- ☐ Business hours (accurate, updated for holidays)
- ☐ Primary category (most specific one that applies)
- ☐ Secondary categories (all relevant ones)
- ☐ Business description (750 characters, keywords included naturally)
- ☐ Services list with descriptions
- ☐ Photos: Logo, cover, exterior, interior, team, work samples (15+ total)
- ☐ Attributes enabled (payment methods, accessibility, etc.)
- ☐ Q&A; section pre-populated with common questions

## REASON #4: You Have Few or No Reviews

Reviews are social proof on steroids. A business with 50 reviews and a 4.8 rating will outrank one with 3 reviews almost every time.

### Quick Check:

- ☐ Count your total Google reviews
- ☐ Check your average star rating
- ☐ Compare to your top 3 competitors

### The Fix:

- ☐ Create a direct link to your review page
- ☐ Make a QR code for in-store display
- ☐ Train staff to ask happy customers for reviews
- ☐ Send follow-up WhatsApp/SMS with review link
- ☐ Respond to EVERY review within 48 hours

## REASON #5: Your Profile Is Inactive

Google rewards active profiles. If you set it up and forgot about it, you're losing visibility to competitors who post regularly.

### Activity Checklist:

- ☐ Post Google updates 1-2 times per week
- ☐ Upload new photos every 2 weeks
- ☐ Respond to reviews within 48 hours
- ☐ Answer questions in Q&A; section
- ☐ Update hours for holidays/special occasions
- ☐ Review and update services/prices quarterly

### Need Help Getting This Done?

We set up and optimize Google Business Profiles for Nigerian businesses. Full setup in 14 days.  
100% profile completion guaranteed.

**WhatsApp us: +234 809 870 2279**

Website: [5digitalmarketing.com](https://5digitalmarketing.com)

Email: [hello@5digitalmarketing.com](mailto:hello@5digitalmarketing.com)

5 Digital Marketing - Helping Nigerian businesses get found on Google.