

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
- 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.

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