



# Flower Shop Local SEO & Google Business Profile Management Checklist 2026

## Google Business Profile Optimization

Essential steps to ensure your shop's profile is complete, accurate, and optimized for local search visibility.

### Business Category Accuracy

- ☐ Primary Category Verified
- ☐ Secondary Categories Updated

### Business Description Update

Write something...

### Last Profile Audit Date

Enter date...

### Information Verified

- ☐ Opening Hours
- ☐ Service Area
- ☐ Contact Phone Number
- ☐ Website URL
- ☐ Attributes (e.g., Women-owned, Wheelchair accessible)

### Updated Storefront Photo

 Upload File

### Notes on Missing Information

Write something...

## Local Keyword & NAP Consistency

Verifying that your Name, Address, and Phone number (NAP) are identical across all digital directories and your website.

### Primary Business Name Verification

Write something...

### Physical Address Audit

Write something...

### Primary Phone Number Check

Write something...

### Directory Audit Checklist

- ☐ Google Business Profile
- ☐ Yelp
- ☐ Bing Places
- ☐ Apple Maps
- ☐ Facebook Business Page
- ☐ Local Chamber of Commerce

### Last Audit Completion Date

Enter date...

### Screenshot of Verified Profile

 Upload File

## Review Management & Reputation

Procedures for requesting, monitoring, and responding to customer reviews to build local trust and authority.

### Review Sources Monitored

- ☐ Google Business Profile
- ☐ Yelp
- ☐ Facebook
- ☐ Instagram Comments
- ☐ Direct Email/Feedback

### New Review Summary

Write something...

### Action Taken for Negative Reviews

Write something...

### Last Review Audit Date

Enter date...

### Customer Sentiment Score

- ☐ Very Positive
- ☐ Neutral
- ☐ Negative

## Manager Verification

## Visual Content & Product Showcasing

Regular updates of high-quality floral photography, seasonal arrangements, and shop interior images to engage local shoppers.

### Photos Uploaded This Week

- ☐ New Seasonal Arrangements
- ☐ Shop Interior/Storefront
- ☐ Behind-the-Scenes/Work in Progress
- ☐ Customer Testimonials/Reviews
- ☐ Team/Staff Portraits

### High-Resolution Arrangement Photos

 [Upload File](#)

### Image Alt-Text & Metadata Check

Write something...

### Photo Quality Rating

- ☐ Professional Grade
- ☐ Good/Standard
- ☐ Requires Retouching
- ☐ Unusable/Low Light

### Last Visual Update Date

Enter date...

## Local Citation & Directory Audit

A checklist for auditing and updating business information on Yelp, Bing, Apple Maps, and local chamber of commerce sites.

### Directories to Audit

- ☐ Google Business Profile
- ☐ Yelp
- ☐ Bing Places
- ☐ Apple Maps
- ☐ Facebook Business Page
- ☐ Yellow Pages

### Current Business Name & Address Verified

Write something...

### Consistency Status

- ☐ All details match exactly
- ☐ Minor discrepancies found
- ☐ Major discrepancies found

### Last Audit Completion Date

Enter date...

### Discrepancies & Required Corrections

Write something...

### Screenshot of Updated Listing

 Upload File

## Google Posts & Seasonal Updates

Scheduling and publishing regular updates regarding seasonal flower availability, holiday specials, and shop news.

### Post Publication Date

Enter date...

### Post Headline

Write something...

### Post Body Content

Write something...

### Post Category

- ☐ Offer/Promotion
- ☐ What's New
- ☐ Event

### Promotional Image/Graphic

 Upload File

### Targeted Seasonal Themes

- ☐ Valentine's Day
- ☐ Mother's Day
- ☐ Spring Blooms
- ☐ Autumn/Fall
- ☐ Winter Holidays

## Local Backlink & Partnership Outreach

Strategies for gaining mentions and links from local community blogs, wedding planners, and neighborhood partners.

### Target Partner Categories

- ☐ Local Wedding Planners
- ☐ Event Venues
- ☐ Funeral Homes
- ☐ Local Food & Beverage Businesses
- ☐ Photography Studios
- ☐ Local Lifestyle Bloggers

### Partner Contact Person Name

Write something...

### Outreach Email/Contact Method

Write something...

### Initial Outreach Date

Enter date...

### Partnership Status

- ☐ Not Contacted
- ☐ Contacted
- ☐ Negotiating
- ☐ Active Partner

### Notes on Collaboration Agreement

Write something...

### Upload Partnership Agreement or Media Kit

 Upload File

## Performance Monitoring & Analytics

Monthly review of Google Search Console and GBP Insights to track calls, direction requests, and website clicks.

### Reporting Period Start Date

Enter date...

### Reporting Period End Date

Enter date...

### Total Google Business Profile Interactions (Calls/Directions/Clicks)

Enter a number...

### Number of New Google Reviews Received

Enter a number...

### Overall SEO Performance Trend

- ☐ Improving
- ☐ Stable
- ☐ Declining

### Analysis of Key Performance Drivers & Observations

Write something...

### Upload Monthly SEO/GBP Insight Report Screenshot

 Upload File

< Previous

> Next

✓ Finish

 Generate Sample Report