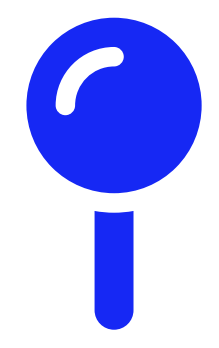
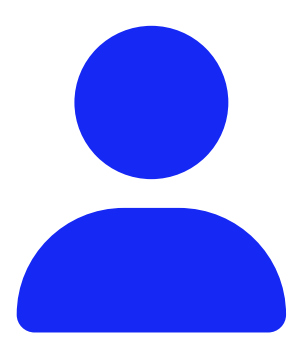


# Checklist: Google Business Profile for Coworking Spaces



## Essential Listing Accuracy

- ☐ Check your **address and map pin** - this is critical for in-person visits
- ☐ Try to match your **business name** to your legal one (avoid keyword stuffing)
- ☐ Add a **phone number**
- ☐ Set **business hours**, and regularly update special hours for holidays or closures
- ☐ Choose the most accurate **primary category** (Coworking Space)
- ☐ Add **secondary categories** such as *Virtual office rental, Event venue, Conference center*



## Profile Details & Enhancements

- ☐ Write or update your **business description**
- ☐ Add a **website URL** with UTM tracking
- ☐ Add an **appointment link** (e.g., for trial days or tours)
- ☐ If applicable, integrate **Google booking tools** or link to a 3rd-party scheduler (e.g., Calendly)



## Integrations & Maintenance

- ☐ Add **social media links** (LinkedIn, Instagram, Facebook, etc.)
- ☐ Connect **GBP to Google Ads** (for location assets)
- ☐ Review **Insights** monthly to track *Searches, Direction requests, Website clicks, Photo Views, Bookings, etc.*
- ☐ Monitor for **suggested edits or duplicate listings**
- ☐ Replace **outdated photos**, correct business info, and fix broken links



## Photos & Visuals

- ☐ Add/update: **Logo** (square format), **cover photo** (best with your community 😊), **reception area, meeting rooms, open desks and private offices, common areas** (lounges, kitchens, outdoor spaces), **events or workshops in action, staff or community team photos, short videos** (e.g., space walkthrough, community testimonials).
- ☐ Regularly refresh the visuals (upload once every 1-2 months)



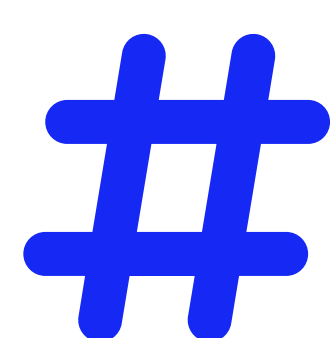
## Customer Engagement

- ☐ Regularly **respond to all reviews**—positive or critical
- ☐ Encourage members and guests to leave **genuine reviews** (*avoid offering direct incentives*)
- ☐ Use the **Q&A section** to pre-answer common queries
- ☐ Enable **GBP messaging** (if you're able to monitor it consistently)



## Services & Attributes

- ☐ List all of your services with descriptions, such as *Hot Desks, Day-Passes, etc.*
- ☐ Use attributes, such as *LGBTQ+ Friendly, Wheelchair-accessible, Free Wi-Fi, etc.*



## Posts & Promotions

- ☐ Post regularly using *What's New, Events, Offers, etc.*