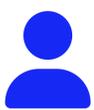


Checklist: Google Business Profile for Coworking Spaces



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- Replace **outdated photos**, correct **business info**, and fix **broken links**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)



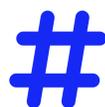
Customer Engagement

- 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.*