Profile-care work log

Keep a clear record of what you checked on your Google Business Profile, what needs attention and what customers can actually see. Print both pages; use a fresh copy for each review period.

Shop name

Review period

Google Business Profile link / location

Checked by

Next check date

1. Check the customer view

Open the public profile in Google Search or Maps. Record the date and what you found, even if no change is needed. Give each issue a reference number, then carry it to page 2.

Practical check	Date checked	Finding / evidence reference / issue #
Regular hours match the shop's current opening times.		
Upcoming holiday or special hours match the owner's plans.		
Phone number works and reaches the right shop.		
Website and booking / ordering links open the intended pages.		
Address and map pin help customers find the right entrance.		
Photos show the current entrance, signage and shop.		
New reviews checked; any reply needing owner input noted.		
Visible business details and services match what the shop offers.		

> For evidence, note a screenshot filename, public link and date. Keep approval messages privately. Don't put passwords or private customer details in this log.

Keep the next step visible. Write a proposed change on page 2 before marking any work as submitted or live.

2. Record each change separately

Copy this page for more issues. Use one record per change or review reply, linked to the issue number on page 1. Leave dates blank until the step happens.

Recommended
A proposed change; no work submitted.

Awaiting owner approval
The exact change or reply is with the owner for a decision.

Approved
The owner has authorized this exact action; record who, when and where.

Submitted
The change or reply was sent to Google. It may not be public yet.

Live
The change or reply was checked on the public profile; record the date and evidence.

On hold / no change
Record why, who will act next and when to recheck.

> Anyone acting for the shop needs the owner's express authorization for profile work. Record review-reply approval separately. Google controls publication; an approval or submission is not proof that a change is live.

Action record

Issue # / task _____ Recommended on / by _____

Finding, proposed change or exact review-reply draft reference _____

Current status (circle): Recommended · Awaiting approval · Approved · Submitted · Live · On hold / no change

Owner decision / name / date _____ Approval evidence / reply approval reference _____

Submitted on / by / evidence reference _____ Live checked on / by / public evidence _____

Next action / responsible person / due date (or reason for no change) _____

Action record

Issue # / task _____ Recommended on / by _____

Finding, proposed change or exact review-reply draft reference _____

Current status (circle): Recommended · Awaiting approval · Approved · Submitted · Live · On hold / no change

Owner decision / name / date _____ Approval evidence / reply approval reference _____

Submitted on / by / evidence reference _____ Live checked on / by / public evidence _____

Next action / responsible person / due date (or reason for no change) _____

Want to talk through your shop's next steps? Book the existing 15-minute discovery call or email mosslocal@brainer.one.

Book: https://lunacal.ai/danielmoss/mosslocal-discovery-call

Explore MossLocal: mosslocal.com