Google Business Profile Checklist for Pest Control Companies

Setup first, then reviews, posts and photos, then a monthly check. Each data-backed item carries its benchmark from our study of 305 pest control Google Business Profiles, November 2026.

Setup

	Item	Owner	Date done
☐	**Profile claimed and verified** 99% of the pest control profiles are claimed by the owner (302 of 305).		
☐	**Business name matches signage and website; no added keywords or city** Google's guidelines: unnecessary information in the name isn't permitted. Keyword-named listings were flagged in the study by a rule (36 Maps results, 7 of 108 map-pack spots), not proof of anything.		
☐	**Primary category set to Pest control service** All 305 pest control profiles in the study use it.		
☐	**Additional categories added only for work you actually do** 73% list no additional category; map-pack and other profiles both have a median of 1 (no clear difference). Google: up to 9 more; use as few as possible.		
☐	**Service area set; home address hidden if customers don't come to you** Best practice (not study data); Google's guidelines for service-area businesses.		
☐	**Local phone number that matches the website** Best practice (not study data); Google's guidelines.		
☐	**Hours set, including holiday (special) hours** Best practice (not study data).		
☐	**Website link set to the homepage or main location page** Only 1 of 108 map-pack listings had no website link. Website link 98% vs 98%, map pack vs the rest: no clear difference.		
☐	**Description (up to 750 characters) names services and areas served; no links, promotions or prices; any safety wording checked against our pet-safe claims guide** 750 characters and no links per Google's help pages. Description 95% vs 95%: no clear difference. 29% of pest control homepages use outright safety wording; we don't recommend any wording (see our pet-safe claims guide).		
☐	**Services list complete** Best practice (not study data).		

Reviews

	Item	Owner	Date done
☐	**Review request (Google link or QR code) sent after every job** Median 6 vs 4.5 new reviews in 30 days, map-pack businesses vs the rest (November; no clear difference). Never pay, incentivize or ask only happy customers (Google policy).		
☐	**Replies to new reviews** 58% reply to 90% or more of their newest reviews; 11% reply to none. Median 95% vs 90%, map pack vs the rest: no clear difference.		
☐	**Review count compared with your local map pack** Median 836 at positions 1-3 vs 630 at positions 4-7, a gap that could be chance. See our reviews study.		

Posts and photos

	Item	Owner	Date done
☐	**New reviews counted every month** Same benchmark: median 6 vs 4.5 new reviews in 30 days.		
☐	**Google post published in the last 30 days** 44% vs 38%, map pack vs the rest (no clear difference); 40% of all profiles posted in the last 30 days.		
☐	**Monthly post schedule set (seasonal pests, offers, updates)** 15% of pest control profiles have never posted.		
☐	**Real photos of jobs, trucks and team added regularly** Median 33 vs 28 photos, map pack vs the rest; counts include customer photos.		

The basics: rating and tracking

	Item	Owner	Date done
☐	**Star rating watched, not chased** Median 4.9 in the map pack vs 4.9 at positions 4-7: no clear difference.		
☐	**UTM tracking on the website link** Best practice (not study data), e.g. utm_source=google, utm_medium=organic, utm_campaign=gbp.		

Every month

	Item	Owner	Date done
☐	**Monthly check of calls, website clicks and direction requests** Best practice (not study data). Compare with the same month last year: pest control is seasonal.		

Source: The Fractional SEO Pest Control Study, November 2026. Study figures are correlations, not proof of cause; items marked best practice are not study data. Full guide: thefractionalseo.com/industries/pest-control/resources/pest-control-google-business-profile-guide/