Google Business Profile Checklist for Schools

Most parents start on Google Maps. Make sure your school shows up, and looks its best

Open google.com/business, sign in with the school's Google account and work through this list. It takes about 2 hours.

Set up

- [ ] Profile claimed and verified
- [ ] Correct school name (no extra keywords)
- [ ] Primary category: "School" (add "Primary school", "High school", "CBSE school" etc. as extra categories)
- [ ] Exact map pin on the main gate
- [ ] Phone number that is answered during school hours
- [ ] Website link to your admissions page
- [ ] Opening hours, including Saturday

Make it attractive

- [ ] Logo and a cover photo of the building
- [ ] At least 20 real photos: classrooms, library, labs, play area, events
- [ ] New photos added every month
- [ ] Description of 750 characters: board, classes, what makes you different, area served
- [ ] Admission enquiry or WhatsApp button turned on

Keep it active

- [ ] Post an update every week (event, achievement, admission dates)
- [ ] Reply to every review within 2 days, good or bad
- [ ] Answer questions in the Q&A section
- [ ] Ask happy parents for reviews every month

How to reply to a negative review

> Thank you for sharing this, [Name]. We're sorry about your experience and would like to understand more. Please call our office at [number] so we can speak with you personally. – Principal, [School name]

Want help putting this in place for your school? **DM me AUDIT** on Instagram for a free 15-minute online check of your school.

Anjum Farhana · Founder, Schoofa Aura · 20+ years in education, former school owner and principal ·
@schoofa_aura · schoofaaura.com