

TREE SERVICE GBP CONSISTENCY CHECKLIST

A tailored guide to optimizing your Google Business Profile for local tree care searches.



Make your GBP, website & citations tell one consistent story. Tick each box once it's verified everywhere.

2026 Edition

1 BUSINESS NAME

- ☐ GBP business name matches the real-world tree service name (e.g., no keyword stuffing like "Smith Tree Removal")
- ☐ Name matches the website header/footer
- ☐ Name matches legal/business documents, insurance, and licenses
- ☐ Name matches major citations (Yelp, Angi, HomeAdvisor)
- ☐ Same name format used everywhere

2 ADDRESS

- ☐ GBP address matches the website
- ☐ Address matches major citations/directories
- ☐ Suite/unit numbers & abbreviations are consistent
- ☐ One address format used everywhere
- ☐ Old addresses removed or corrected on major platforms

3 PHONE NUMBER

- ☐ Primary GBP phone number matches the website
- ☐ Phone number matches major citations
- ☐ Same local number used when possible (unless call tracking is active)
- ☐ Call tracking numbers set; real number added as secondary
- ☐ Old phone numbers removed from outdated listings
- ☐ Phone number is clickable on mobile (crucial for emergency tree services)

9 BUSINESS DESCRIPTION

- ☐ Description highlights tree care expertise, certifications (ISA), and insurance
- ☐ Description consistent with website messaging

10 PHOTOS & BRANDING

- ☐ GBP logo matches website and social profiles
- ☐ GBP cover image features branded trucks or crew in action
- ☐ Photos represent actual jobs (before/after tree removals)
- ☐ Staff, bucket trucks, chippers, and safety gear photos are current
- ☐ Stock images avoided (authentic job site photos perform better)
- ☐ Outdated photos and videos removed

11 REVIEWS & RESPONSES

- ☐ Review responses use a consistent, professional tone
- ☐ Business replies to positive and negative reviews regularly
- ☐ Responses sound human and address specific tree services performed
- ☐ Responses aren't copied and pasted, especially on negative reviews

12 POSTS, OFFERS & UPDATES

- ☐ GBP posts match current seasonal services (e.g., storm prep, winter pruning)
- ☐ Expired offers removed or updated
- ☐ Post messaging matches website and landing pages
- ☐ Seasonal promotions reflected across all relevant platforms
- ☐ Posts & calls to action match the customer journey (e.g., "Get a Free Estimate")
- ☐ Posts published on a consistent schedule

4 WEBSITE URL

- ☐ GBP website URL points to the most relevant page (Home or Location page)
- ☐ URL matches preferred version (HTTPS, www/non-www, slash)
- ☐ Tracking parameters (UTMs) used consistently if added
- ☐ Website URL on citations matches the preferred version

5 BUSINESS HOURS

- ☐ GBP regular hours match the website
- ☐ GBP hours match major citations
- ☐ Holiday hours added when needed
- ☐ 24/7 emergency tree service hours clearly indicated if applicable
- ☐ Hours match actual customer availability

6 CATEGORIES

- ☐ Primary GBP category matches main service (e.g., "Tree Service")
- ☐ Secondary categories support real services (e.g., "Arborist and Tree Surgeon", "Landscaping")
- ☐ Website content supports the selected categories

7 SERVICES

- ☐ GBP services match website (Tree Removal, Trimming, Stump Grinding)
- ☐ Main services supported by dedicated service pages
- ☐ Service names written consistently
- ☐ Service descriptions match the actual offer
- ☐ Outdated services removed

8 SERVICE AREA

- ☐ Service areas on GBP match actual driving radius for tree crews
- ☐ Website mentions the same core cities/counties
- ☐ Location/service-area pages match the GBP strategy
- ☐ No areas listed that the crew cannot realistically serve

13 PRODUCTS

- ☐ Products on GBP match actual offerings (e.g., Firewood, Mulch delivery)
- ☐ Pricing accurate if shown
- ☐ Images match the products
- ☐ Old products, packages or offers removed

14 CITATIONS

- ☐ Business name consistent across tree service directories
- ☐ Address consistent across directories
- ☐ Phone number consistent across directories
- ☐ Website URL consistent across directories
- ☐ Opening hours consistent across directories

15 WEBSITE-TO-GBP ALIGNMENT

- ☐ Website headline reflects the main GBP category/service
- ☐ Website content supports services listed on GBP
- ☐ Contact page matches GBP details
- ☐ Local landing page matches GBP location details
- ☐ Service-area pages match the service-area strategy
- ☐ Schema markup (LocalBusiness or Arborist) matches the business info
- ☐ Embedded map points to the correct GBP listing

16 MULTI-LOCATION

- ☐ Each location has its own unique GBP
- ☐ Each location has a matching local landing page
- ☐ Location names follow a consistent naming structure
- ☐ Each location uses the correct phone number
- ☐ Each location uses the correct address
- ☐ Categories consistent across locations (if possible)
- ☐ Services customized if locations differ