Business Profile review worksheet

Six checks before you choose a correction. Prepared October 23, 2026.

01 Eligibility

Does this firm and office qualify?

Check in-person contact, the actual office and the firm/practitioner structure.
Evidence: Record the relevant policy and factual evidence. Hold unresolved eligibility.

02 Access

Can the firm control the correct existing profile?

Confirm authorized owner/manager access and available verification.
Evidence: Record a successful access check without passwords or verification codes.

03 Accuracy

Does the profile describe the real practice?

Compare name, location, applicable hours, categories and contact destination with an approved office record.
Evidence: Resolve each discrepancy with the responsible office owner.

04 Usefulness

Can someone reach the intended team?

Test the approved destination and contact route; inspect imagery and any post status.
Evidence: Record the working destination and confirmed inquiry route. Pending is not live.

05 Reviews

Is the request/response process appropriate?

Check genuine, voluntary, non-incentivized and non-selective requests; obtain the firm reviewer's approval.
Evidence: Retain the approved process and actual outcome without private client details.

06 Measurement

Are interactions separate from firm outcomes?

Keep call-button clicks, website clicks, received inquiries and signed matters distinct.
Evidence: Record source, period, definition and a separate results-review date.

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One real issue. One owner. Evidence before verified closure.

Profile / public destination URL

Observed issue, evidence source, observation date and reviewer

Proposed action and dependencies

Assigned owner; approval by whom and when

Acceptance check: what proves completion?

Verification result, source, verifier and date

Status, status date, person and reason (including not applicable)

Separate results-review date, period and measure

Keep open until verified or explicitly marked not applicable. Do not include passwords, verification codes or private case information.