

Google Maps visibility support for hospitality businesses in Victoria.

Google Business Profile Checklist for Cafés, Restaurants & Wineries

A simple review guide for hospitality
venues in Victoria



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How Guests Decide Before They Walk Through Your Door

Most hospitality venues are chosen on Google before guests walk through the door.

This checklist helps you review how your venue currently appears at that decision moment.

When someone searches for a café on Google, they're usually deciding quickly.

They are checking:

- Are you open right now?
- Does the space look inviting?
- Is the information up to date?
- Is there something happening today?

Core Checklist Sections

1. Basic Accuracy

- Correct primary category
- Updated opening hours (including public holidays)
- Accurate phone & website
- Correct location pin

2. Visual First Impression

- Recent photos (last 30–60 days)
- Interior reflects current atmosphere
- Menu photos readable
- Seasonal updates visible
- Exterior photo clearly shows venue entrance

3. Guest Confidence Signals

- Recent Google Posts
- Clear description of venue experience
- FAQ section used
- Consistent branding

4. Visibility & Structure

- Relevant secondary categories
- Services / offerings properly listed
- Menu linked correctly
- Attributes selected (outdoor seating, takeaway, etc.)

Small improvements in clarity, freshness and structure often make a measurable difference in guest confidence.

If you'd like a structured, independent review of how your venue currently appears to potential guests, I offer a calm, obligation-free visibility check for hospitality venues across Victoria