FREE RESOURCE / GLENDALE, ARIZONA

Glendale Business Visibility Checklist

Can a Glendale customer find you, trust what they see and reach you? A free, plain-English checklist for Glendale, Arizona business owners. Work through it once, then revisit it every few months.

54 checks in 9 sections. Free to print, share and link.

Quick answer. Write down one official version of your name, address, phone, website and hours. Compare it with your Google Business Profile and other listings, then your website and reviews, then ask a few questions in ChatGPT, Google's AI answers and Perplexity. Fix whatever does not match.

1. Get the basics identical everywhere

Customers and map apps both get confused when your name, address or phone number changes from one place to the next.

- [ ] **Write down one official version of your business name, address and phone number.**
  Use the name on your sign and paperwork. Keep this as your master copy and paste from it every time.
- [ ] **Use the city your address actually belongs to.**
  Parts of Glendale sit right next to Peoria and Phoenix. Check your mailing address and use the same city name in every listing.
- [ ] **Pick one main phone number and confirm someone answers it.**
  Call it from another phone. Check that voicemail states your business name and is not full.
- [ ] **Remove or correct old addresses, old phone numbers and closed locations.**
  Search your business name and your old phone number to see what still shows up.
- [ ] **Use one website address everywhere.**
  Type it into a phone browser to confirm it loads and shows a secure connection.

Fix now if: two public pages show different names, addresses or phone numbers for the same business.

2. Google Search and Google Maps

Your Google Business Profile is the box with your hours, phone number and directions that people see before they ever reach your website.

- [ ] **Claim and verify your Google Business Profile.**
  Search your business name on Google while signed in. If you see "Own this business?", the profile is not claimed yet.
- [ ] **Search your exact business name plus "Glendale AZ" and open your listing.**
  Confirm it is your location and not a similarly named business. Compare every field with your master copy.
- [ ] **Use your real business name with no extra keywords or city names added.**
  Google's guidelines ask for the name customers see on your sign. Padded names can get a profile suspended.

- [ ] **Choose the primary category that best describes what you do.**
  Add secondary categories only for services you really offer.
- [ ] **Set regular hours, then add special hours for holidays and closures.**
  If big event nights near Westgate change when you open or close, add those dates too.
- [ ] **Show your address only if it is a real location where customers can meet you. Hide it and set a service area if you travel to them.**
  A P.O. box or an unstaffed virtual office is not an eligible address. For a service area, list the cities or ZIP codes you serve in practice, not every city in the Valley.
- [ ] **List your services or products with short, plain descriptions.**
  Write them the way a customer would ask for them.
- [ ] **Add recent photos of your storefront, vehicles, team and finished work.**
  A clear exterior photo helps people recognize the building when they arrive.
- [ ] **Know who has owner or manager access to the profile.**
  Add a second trusted owner so one lost email account cannot lock you out.

Fix now if: the name, address, phone, hours or website is wrong, the category does not describe what you do, or photos show a previous tenant or an old logo.

3. Other maps, apps and directories

Not every customer uses Google. Phones, cars and voice assistants pull business details from other sources.

- [ ] **Check your listing on Apple Maps.**
  Search your business in the Maps app on an iPhone. Owners can claim and correct a listing through Apple Business (formerly Apple Business Connect).
- [ ] **Check your listing on Bing.**
  Use Bing Places for Business to claim or update your listing, then confirm the public Bing Maps result shows the change.
- [ ] **Check Yelp, Facebook, Nextdoor and any directory specific to your trade.**
  You do not need to be active on all of them. The details just need to be correct.
- [ ] **If you belong to a local business association or trade group, check your member listing.**
  Confirm the name, address, phone and website match your master copy.
- [ ] **Keep a simple list of every place you are listed and the login for each.**
  Use a business email address you will keep, not a personal one.
- [ ] **Do not create new listings just to have more of them.**
  First correct or close the ones that already exist and are wrong, including leftovers from a previous owner or a move.

Fix now if: a listing shows an old phone number, an old address or a business that used to be at your location.

4. Your website

A visitor should learn what you do, where you work and how to reach you within a few seconds, on a phone.

- [ ] **State what you do and where you do it near the top of the home page.**
  Example: "Air conditioning repair in Glendale and Peoria."
- [ ] **Make the phone number tappable on a phone.**
  Open your site on your own phone and tap the number. It should start a call.
- [ ] **Show your address or service area and your hours, matching your Google profile.**
  The footer is a good place for these.
- [ ] **Give every main service its own page or clear section.**
  Answer the questions customers ask most, including what affects price.
- [ ] **Test the site on a phone using cellular data, not Wi-Fi.**
  If it feels slow or the text is hard to read, your customers notice the same thing.
- [ ] **Send yourself a message through the contact form.**
  Confirm it arrives, and check the spam folder.
- [ ] **Check that the site can be used with a keyboard and that images have text descriptions.**
  Readable contrast and clear labels help every visitor, including people using screen readers.
- [ ] **Run your home page and one service page through Google's free PageSpeed Insights.**
  You do not need a perfect score. Use it to spot oversized images or pages that fail on phones.
- [ ] **Search Google for site:yourdomain.com and scan the results.**
  Look for test pages, pages you thought you removed and services or locations you no longer offer. Remove or redirect them.
- [ ] **Name a city on your site only if you serve it.**
  Say Glendale, Peoria or other West Valley communities where that is true. Skip pages for places you do not serve.

Fix now if: the site shows a security warning, the form fails, the number is not tappable, or a customer cannot tell what you do on the first screen of a phone.

5. Reviews and reputation

People read reviews to decide whether to call. Honest, recent reviews and calm replies build trust.

- [ ] **Invite customers to leave an honest review of their experience.**
  Share your direct Google review link by text, email or a printed card.
- [ ] **Ask every customer, not only the ones you expect to be positive.**
  Google's policies do not allow discouraging negative reviews or selectively asking for positive ones.
- [ ] **Never pay for reviews, offer discounts for them or write your own.**
  Fake and incentivized reviews break platform rules and consumer protection law.
- [ ] **Reply to reviews, good and bad, in a calm and specific way.**
  Thank the person, address the issue and offer a way to reach you directly.
- [ ] **Report a review that is about a different business or looks fake.**
  Use Google's reporting tools instead of replying as if it were yours.

- [ ] **Keep private customer details out of public replies.**
  This matters most for medical, legal and financial businesses.

Good to know: Fake reviews, and any payment or discount offered in exchange for a review, break Google's rules. Buying or faking reviews can also violate U.S. consumer protection rules.

Fix now if: you have unanswered reviews, or a review keeps repeating a factual error you have not corrected on the listing.

6. Being reachable

Being found only helps if the customer gets an answer.

- [ ] **Decide what happens to a call when you are busy or closed.**
  Voicemail, a callback text, an answering service or a staff rotation are all valid. Pick one on purpose.
- [ ] **Set a response time you can keep and state it.**
  Example: "We return calls the same business day."
- [ ] **Check every inbox customers can reach.**
  Website form, business email, text messages and social media messages.
- [ ] **Update hours and closures in every listing before a holiday or schedule change.**
  Arizona does not change clocks for daylight saving time, so double-check hours shown by tools set to another time zone.

Fix now if: the public number goes to a disconnected line or a full voicemail box, or no one is responsible for calling back.

7. AI search and voice assistants

More people now ask an AI assistant for a local recommendation. These tools draw on your website and listings, and they can get details wrong. A mention, or the lack of one, is not a ranking.

What to ask: What [your type of business] would you suggest in Glendale, Arizona? | Find [your exact business name] in Glendale, AZ. What address, phone number, website and hours do you have? | What services does [your exact business name] offer?

- [ ] **Ask the three questions above in ChatGPT, Google and Perplexity.**
  Use a new chat each time. In Google, see whether an AI answer appears and whether you are in it.
- [ ] **Write down the date, the exact question and what each tool said.**
  Results vary by tool and by day. One answer is a single dated observation, not a full review.
- [ ] **Compare any name, address, phone, website, hours and services with your master copy.**
  If Perplexity cites sources, open them to see whether it used your website, your Google listing or an outdated directory.
- [ ] **Fix wrong facts at the source, then check again later.**
  Correct your website and listings first. Give the tools time to pick up the change.
- [ ] **If a tool does not mention you, tighten your public information.**
  It is not automatically a problem, and no one can guarantee a business will be recommended. Clear service pages give a tool something accurate to cite.

- [ ] **Publish clear answers to common customer questions on your website.**
  Plain facts such as services, service area, hours and how to book are the easiest for any tool to repeat correctly.

Fix now if: an AI tool repeats an old phone number, the wrong address or services you do not offer. Correct the source pages first, then check again later.

8. Know where your calls come from

You cannot tell what is working unless you know how customers found you.

- [ ] **Call your public number from a different phone and leave a voicemail.**
  Confirm it rings the right person and the greeting uses your current business name.
- [ ] **Send a test message through your own contact form.**
  Confirm it arrives and that someone is assigned to answer the same day.
- [ ] **Ask every new caller how they found you, and keep a simple log for two weeks.**
  Date, call or form, what they asked for and how they heard about you. A notebook by the phone is enough.
- [ ] **Look at the performance numbers in your Google Business Profile once a month.**
  It shows calls, direction requests and website clicks from your profile. Treat it as a starting point, not a full sales report.
- [ ] **Compare the log with missed calls and unanswered messages.**
  Fix response time before you change your marketing.

Fix now if: a test form does not arrive, or you cannot say how last week's new customers found you.

9. Keep it current

Visibility is maintenance, not a one-time project.

- [ ] **Put a reminder on the calendar to recheck this list every three months.**
  Also recheck after a move, a new phone number or a name change.
- [ ] **Search your own business name once a month.**
  Look for wrong details, duplicate listings and new reviews.
- [ ] **Recheck right after any change to your hours, services or staff who manage listings.**
  Small changes are the ones that get missed.

Fix now if: you have moved, changed numbers or changed hours since you last went through this list.

About this checklist. Prepared by Mandile SEO, 5836 W Thunderbird Rd, Glendale, AZ 85306. Last reviewed 2026-11-10. AI assisted with checks and first drafts; Jeremy Mandile reviews and approves the published wording. You may print, share and link to it freely. Online version and guides: mandileseo.com/glendale-business-visibility-checklist

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