

Area	What to Improve / Add	Why It Helps / What to Watch Out For
Basic info / contact / hours	<ul style="list-style-type: none"> Ensure all hours are accurate, especially chapel/service hours, Book of Remembrance, gates, and pedestrian access hours. Include holiday hours, special closure times. Mark up with clear “Open / Closed now” signals. 	People searching in urgent times need accurate info. Mismatched hours cause frustration. Showing scheduled events or closures builds trust.
	<ul style="list-style-type: none"> Make sure the address is exact, with map pin in correct place. Phone number, email, and website all correct and consistent across all listings. 	Helps avoid confusion. Especially with funeral directors and visitors unfamiliar with the site.
Photos / Visuals	<ul style="list-style-type: none"> Upload high-quality photos of the grounds (woodland setting, gardens of remembrance), the chapels, interior, exterior. Include calming images: paths, landscaping, memorial books, views that evoke tranquillity. Consider including photos of recent improvements / maintenance (showing working on odour/flue issues, repaired pathways, etc.). 	Good visuals give an emotional sense of place. They help families feel more comfortable, especially when seeing a serene and well-cared place. Showing maintenance work signals that the site is cared for and safe.
Services, features & amenities	<ul style="list-style-type: none"> List all available services (e.g. two chapels, Book of Remembrance, digital book, letters post box, memorial options, recycling, etc.). Include features people might look for: accessibility (for disabled visitors), parking, waiting rooms, facilities for larger gatherings, audio/visual in chapel, streaming/worship aids. If there are options for music, visual tributes, etc, ensure they are included. 	Families want to know what help / comfort is available. Knowing the options helps them plan. Explicitly listing what is available removes uncertainty.
Reviews & Reputation	<ul style="list-style-type: none"> Encourage families / funeral directors to leave reviews. Monitor reviews and respond, especially thanking for positive ones, and addressing any concerns in negative ones with empathy. 	People trust other users. Seeing thoughtful responses shows the organisation cares. It also gives visibility to how you handle issues.

	<ul style="list-style-type: none"> • Use feedback to inform your improvements and show that responses lead to action. 	
Posts / Updates	<ul style="list-style-type: none"> • Use Google Business periodically to post updates: upcoming events (e.g. Mothering Sunday service), maintenance works (e.g. “We are doing repairs to ensure odour is addressed”, “Chapel music system upgraded”). • Post reminders of seasonal things (Christmas wreaths, “Letters to Heaven” post box, opening days). • Share news of improvements (repairs complete, new facilities) to reassure. 	Keeps the profile fresh, gives confidence. Helps pre-empt concerns by being transparent. Shows ongoing commitment to care and improvement.
Attributes & Health & Safety / Environmental	<ul style="list-style-type: none"> • If possible, use attributes: “Wheelchair accessible”, “Quiet place”, “Family-friendly”, “Counselling services”, etc. Display environmental credentials (e.g. recycling metals scheme). • Reassure about safety: mention that recent repairs have been carried out. 	These are things people often care about at a sensitive time. Being transparent helps trust.
Frequently Asked Questions (FAQ)	<ul style="list-style-type: none"> • Use the Q&A section on Google Business Profile to address likely concerns / questions: hours, access, cost, options for Memorial Books / Cards, what to expect on the day, whether vehicles / parking, etc. • Pre-empt negative issues: e.g. “Are there any odours?”, “What happens if the cremator is under maintenance?”, “Are there chapels large enough for XX people?”. 	This helps reduce anxiety; families appreciate knowing what to expect. Also reduces mistaken expectations and reduces complaints or bad reviews due to surprises.
Pricing / Transparency	<ul style="list-style-type: none"> • If possible / permissible, include or link to information on fees (or standard range). • Clarify what is included vs extra costs (chapel use, extra time, visual tributes, etc.). • If there are cheaper / off-peak options, say so. 	<p>Cost is a major concern. Even if people will need to call, seeing prices helps them compare and feel less anxious about hidden costs.</p> <p>Required under CMI Order on website but also include on Google Business</p>

Accessibility & Maps	<ul style="list-style-type: none">• Ensure that map pin is accurate.• Show parking info/photos.• Highlight access for pedestrian visitors, disabled access, public transport (if any).• Directions (driving, pedestrian).• Mention whether there is signage to find the site.	Because in grief, people often are under stress; clear directions reduce anxiety. Also helps people who might not know the area.
Supporting materials / links	<ul style="list-style-type: none">• Link to the official website prominently.• Link to Book of Remembrance digital, so people can check from home.• Ensure councillor reports, environmental news etc do not dominate but are seen.• Possibly include downloadable brochures or a “what to expect” PDF link if feasible.	Helps people to find more detailed information, plan ahead, feel informed. A PDF or similar helps funeral directors and families.