

The Only GMB Checklist You Need



SETUP

- Create a Google My Account
- Verify Your Business
- Business Categories (Primary & Secondary)
- Business Name (DBA Name)
- Address (Video verification may be required)
- Phone Number
- Website
- Business Hours & Special Hours

OPTIMIZATION

- SEO Business Description (who you are, what you do, service areas, unique selling points and call to action)
- Add Products (even if you offer services only, still add them as a product. Add product name, category (only 4 allowed), pricing (optional), description, image and website link.)
- Additional Info (Attributes, crowd, planning, service options)
- Add Service Areas (Add as many that apply)
- Connect Social Profiles
- Add Services (Add product name, pricing (optional), and description.)

VISUAL CONTENT

- Staff Group Photo
- Company Logo
- Add 360 Degree Virtual Tour of Business Interior to Google Maps
- Add Business Exterior & Interior
- Products & Services Photos/Videos

CUSTOMER INTERACTIONS

- Request Reviews for Google Profile (Reviews from other sources can also show on profile)
- Q&A Management (Monitor and respond to all questions)
- Respond To All Reviews
- Activate Messaging Feature (Create welcome message, away message & set FAQ)

REGULAR UPDATES & POSTS

- Add Updates Regularly (Post in this area like you would on Facebook)
- Add Special Offers & Sales
- Add Events (When people search for local events it may appear)

PERFORMANCE

- Monitor Actions: Calls, Website Clicks, Messages and Bookings (Identify areas of strength and opportunities for improvement)

SETUP

Setting up and verifying your Google My Business account boosts your credibility and ensures your business appears in Google Search and Maps, increasing visibility and attracting more customers.

OPTIMIZATION

Optimizing your business information with accurate details and relevant categories improves your search ranking, making it easier for potential clients to find and contact you.

VISUAL CONTENT

High-quality photos, virtual tours, and videos enhance your listing's appeal and engagement, leading to higher visibility and more customer visits.

CUSTOMER INTERACTIONS

Responding to reviews and managing Q&A builds trust and improves your online reputation, positively impacting your search ranking and customer loyalty. The more the better!

REGULAR UPDATES & POSTS

Regular updates and posts keep your listing fresh and relevant, boosting your search ranking and keeping customers informed and engaged.

PERFORMANCE

Tracking insights and trends helps you optimize your listing, improving visibility and attracting more clients.