

Google My Business Checklist



Basic Setup

- ✔ Verify business name, address, phone number and website
- ✔ Add appropriate primary category and secondary categories
- ✔ Enter service areas (up to 20), prioritizing cities, neighbourhoods and zip codes
- ✔ Confirm holidays, special hours and business operating hours
- ✔ Add appointment booking link
- ✔ Confirm business opening date



Account Optimization

- ✔ Write unique business listing description (750 character limit)
- ✔ Add services offered under each business category
- ✔ Include custom services for service options not listed (long-tail keyword opportunities)
- ✔ Write compelling service descriptions (300 character limit) with pricing (optional) including the keyword (avoid keyword stuffing) and brand for each service
- ✔ Add UTM tracking parameters to identify and separate GMB as a traffic source
- ✔ Publish and optimize GMB business site
- ✔ Claim GMB profile short name
- ✔ Add attributes/highlights, if applicable
- ✔ List products, if applicable



Ongoing Management

- ✔ Post to GMB using various formats (image, video, offer, updates) with keyword variations and geo indicators
- ✔ Check and respond to ALL reviews (yes even bad ones) regularly referencing keywords, business name, and geo identifiers
- ✔ Post geo-tagged and optimized photos
- ✔ Upload video content
- ✔ Encourage customers to ask questions under GMB Q&As
- ✔ Answer Q&As and include keywords and geo identifiers
- ✔ Activate and utilize GMB messaging

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