

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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