



# GOOGLE MY BUSINESS OPTIMISATION CHECKLIST

A complete listing will improve SEO and drive more leads for your clients. Use this checklist to ensure results

## Claim your GMB listing:

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Sign up at [google.com/business](https://google.com/business). Enter the code you receive by post to confirm your listing and address.

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## Delete Duplicates:

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Check for any other listings and request to delete the duplicates.

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## Business Info: Name

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The name should be the name that is used on the shop storefront, website, social media, etc. (no extra words)

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## Business Info: Address

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The business address should be the same as the address on your website, social media, etc.

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## Business Info: Phone & Hours

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The business phone number should be the same as the number on business cards, website, social media, directories. The opening hours should be correct so customers know when the business is open.



## **Business Info: Description**

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Use keywords in the description to help people find the business. List the key areas of the business and services offered.

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## **Primary Business Category:**

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Make sure you select the option that is most relevant for the primary business category.

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## **Choose Subcategories:**

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Select the other categories you would like to add. Only use categories that relate to the business.

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## **Appointment Set-Up:**

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This is available to certain business categories. You can link to an appointment scheduler to encourage customers to book.

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## **Add Website URL:**

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Ensure the website link is added to the GMB listing. If there are multiple locations, ensure the link is added to all listings.

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## **Set Business Attributes:**

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List what customers should expect: Outdoor seating, kid friendly, kids play area, free wi-fi, etc.



## **Add Professional Photography:**

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Use 6-10 professional photos of the business that are up to date and attract customers attention. Set a cover photo.

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## **Set The Main Photo:**

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Select the main photo that will be seen in the search results beside the Google Business Listing. (Logo is a popular choice)

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## **Add A Inside Virtual Tour:**

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Upload the 360 panoramas to Google Street View to create a virtual tour of the business.

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## **Add New Google Street View 360's:**

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Update the exterior 360 shots of the business. The older street view shots may be outdated.

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## **GMB Messaging Set-Up:**

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Businesses can answer messages from customers in real time from their mobile. Quicker response time = more sales.

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## **Generate More Reviews:**

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Put a strategy in place to generate more customer reviews. More good reviews = higher ranking, more leads, more sales.

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## **Set A Posting Schedule:**

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Consistent posting = better ranking. Post information on services, prices, events, news, updates.