



# GOOGLE MY BUSINESS OPTIMIZATION CHECKLIST

A complete listing will improve search engine optimization (SEO) and drive more leads for your clients. Use this checklist to ensure accurate results.

## □ **CLAIM YOUR GMB LISTING**

Sign up at [google.com/business](https://google.com/business). Google will send you a validation code via regular mail. When you receive the code, log back in and enter the code to confirm your listing and address. You do not have to wait for the validation to proceed with the following steps

## □ **DELETE DUPLICATES**

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

## □ **BUSINESS INFO**

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

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

If your opening hours ever change, be sure to log back into your GMB account to update them.

## □ **BUSINESS INFO: DESCRIPTION**

What words do you think people will use to find you? Use these “keywords” in the description to help people find the business. Keep it short and list key areas of the business and services offered.

## □ **PRIMARY BUSINESS CATEGORY**

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

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

## □ **APPOINTMENT SET-UP**

This is available to certain business categories. You can link to an appointment scheduler to encourage customers to book. If you need a recommendation for appointment scheduling software, we'll be happy to help.

## □ **ADD WEBSITE URL**

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

## □ **SET BUSINESS ATTRIBUTES**

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

**OVER** ↻

□ **ADD PROFESSIONAL PHOTOS**

Use 6-10 professional photos of the business that are up to date and attract customers attention. Before uploading, change the filename of your images to reflect what is depicted in the image. This will help with search engine optimization.

□ **SET THE MAIN PHOTO**

Select the main photo that will be seen in the search results for the Google business listing. (Logo is a popular choice.)

□ **ADD AN INSIDE VIRTUAL TOUR**

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

□ **ADD NEW GOOGLE STREET VIEW 360'S**

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

□ **GMB MESSAGING SET-UP**

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

□ **GENERATE MORE REVIEWS**

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

□ **SET A POSTING SCHEDULE**

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

For professional virtual tour options, contact Glen at [glen@fatheadevents.com](mailto:glen@fatheadevents.com) or 407.558.2000.