

Google Business Profile Optimization Checklist for Beginners

1. Claim and Verify Your Profile

- Search your business on Google and click 'Own this business?' if it exists
- If not listed, visit google.com/business to create it
- Use a business Gmail account to manage your listing
- Complete the verification process (via postcard, phone, or email)

2. Basic Business Information

- Use your real business name (avoid adding keywords)
- Select the most accurate primary category
- Add secondary categories if applicable
- Enter your physical address or define your service area
- Add your correct phone number
- Add your official website link (or landing page)
- Set accurate business hours, including special/holiday hours
- Turn on messaging to allow customer contact via GBP
- Add appointment links or booking URL (if applicable)

3. Business Description

- Write a 750-character description
- Include your main keywords naturally (no stuffing)
- Highlight your services, location, and unique selling points
- Avoid promotional language or capital letters

4. Photos and Visual Content

- Upload your logo
- Add a cover photo that best represents your business
- Upload at least 3-5 interior/exterior photos
- Add team, product, or service photos
- Include videos if possible (under 75 seconds, max 100 MB)

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5. Products and Services

- Add individual services you offer (one by one)
- Add products, including photos, descriptions, and pricing (if relevant)

6. Reviews and Reputation Management

- Ask happy customers for reviews regularly
- Respond to every review (positive and negative)
- Use keywords naturally in your responses
- Flag and report spam or fake reviews
- Embed your GBP review link on your website or emails

7. Posts and Updates

- Post weekly updates, offers, or promotions
- Use high-quality images and headlines
- Include a clear call to action
- Use post categories like: Offers, Events, Updates, or What's New

8. Q&A Section

- Add your own common questions and answer them
- Monitor for public questions regularly
- Answer customer-submitted questions clearly and promptly
- Avoid leaving misinformation or unanswered Q&As

9. Attributes and Accessibility

- Add relevant business attributes (e.g., Women-owned, Wheelchair-accessible)
- Indicate if you offer delivery, takeout, or in-store shopping
- Update availability of services (e.g., Online appointments available)

10. Track and Improve Performance

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- Review GBP Insights regularly
- Monitor how people find your profile and what actions they take
- Use tools like GMB Everywhere, BrightLocal, PlePer, and Local Viking
- Compare your ranking across locations using geo-grid maps

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