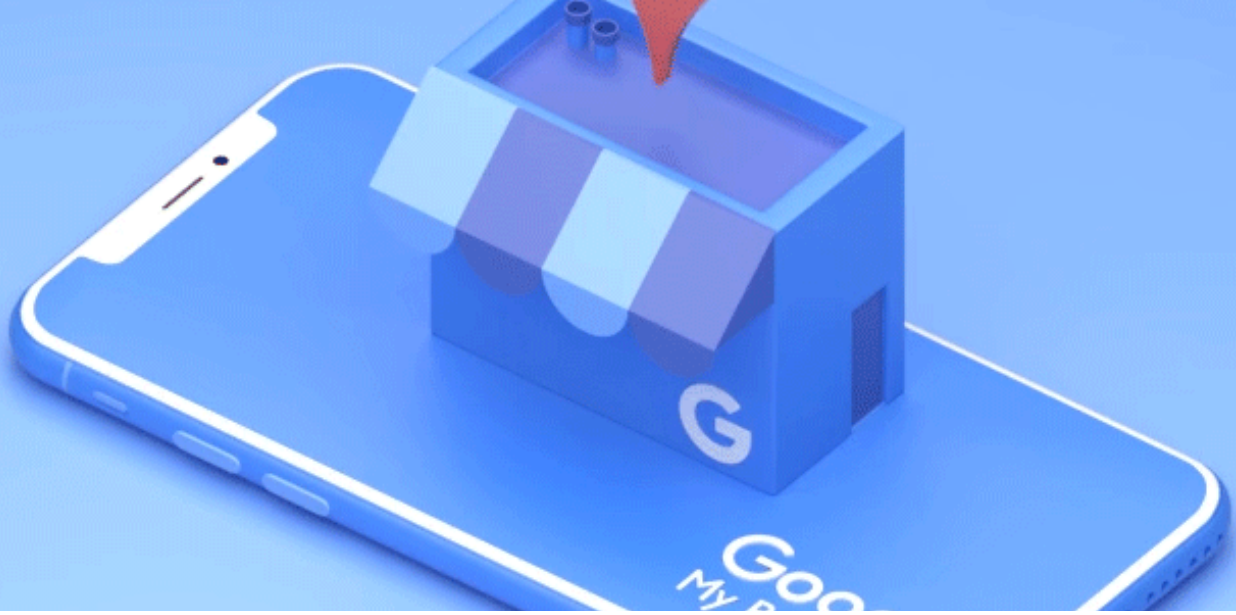




CHECKLIST

*Your Simplified Steps Increase
Awareness on Google - GMB*

A supplement to the GMB Training KIT



Having and optimizing a Google My Business profile is crucial for building awareness, establishing credibility, communicating important information, and ultimately getting more customers.

Your GMB listing is a hub that allows customers to find information on your business all in one place. Your listing displays important information like your:

- Business Name
- Business Type
- Address
- Hours of operation
- Link to Google Maps
- Phone Number
- Website link
- Images
- Ratings & Reviews
- Popular times to visit
- Related Searches
- What customers voice
- And More

Search For Your Business

- Go to <https://www.google.com/>
- Enter the business name, Cty, and State & ZIP
- Also search for previous business names, phone numbers, or addresses.
- Look for a “knowledge panel” listing for the business
- If a business listing is found, see if it has an “Own this business?” link. If it does not have this link, then the listing is claimed. If the link is there, then the listing is unclaimed.

Claim & Verify Your Profile

- If it doesn't exist, Claim it at - business.google.com/
- Follow the eBook guide to create a new listing for each location you own

Select Your Categories

- Choose your best primary & secondary categories for your business
- Services - Create separate sections for the different services you offer. This is a great place to use keywords
- Avoid adding categories for each of your products/services

Optimize Your Profile

- Fill out every section:
- Name - Use the legal or business name that appears on your website/signage.
- Avoid stuffing keywords into the description as Google looks for violations like this
- Location - You should have a GMB listing for each location
- Hours - Be sure to update your holiday hours!
- Phone number - If you use a call tracking number, be sure to use this as your primary number
- Ensure that you include your website URL & Appointment URL
- Attributes and Photos
- Post at least weekly to engage, promote, & get reviews & ask Qs
- Don't skip any sections! If you leave any blank, someone else can fill it in by suggesting an edit (including your competitors)