

GMB Checklist

All items on this list should be checked to make sure that your Google My Business listing is completely optimized for search.

CLAIMING THE LISTING:

- Log in to business.google.com
- Click "Manage Now"
- Enter Your Business Phone Number
- Claim the Existing Business or Create a New Listing
- Choose a Verification Method
- Verify Your Listing in Google

NAP (NAME, ADDRESS, PHONE NUMBER)

- Enter your business name as it appears on your signs and mail (Do not keyword)
- Add primary categories and any categories of services/products that you provide
- Enter your address and any suite numbers as they appear on your mail
- Enter your primary phone number (the main Line for your business)
- If you do not serve customers at your address, check the appropriate box
- Make sure to add all of your relevant service areas

LINKS, HOURS, DESCRIPTIONS

- Link to the most relevant page on your site (local landing page, home page)
- List your regular and specialty business hours (holidays, off-season, etc.)
- List all of your services and detailed descriptions
- Create a detailed description of your business and its products/services
- List and provide photos of all products
- Add appointment creation URLs as appropriate

ONGOING OPTIMIZATION

- Keep your description, services and products up to date
- Regularly add photos and videos to the listing
- Use Google Posts to promote news and offers
- Let customers know they can review your business on Google

