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Google My Business

The Complete Checklist
For Claiming & Optimizing
Your Business Listings

The Checklist

The Basics
- ☐ Claim
- ☐ Verify
- ☐ Website
- ☐ Category
- ☐ Business Hours
- ☐ Description

Optimization
- ☐ Photos
- ☐ Attributes
- ☐ Menu or Services
- ☐ Booking
- ☐ Posts
- ☐ Messaging
- ☐ Q&A
- ☐ Reviews

Claim Your Listing

1. Go to google.com/business
2. Create or sign in to your Google Account.
3. Enter your business name and select next.
4. Enter the street address of your business and hit next.
   - 4a. If you have a service-based business check the box for *I deliver goods and services to my customers (it's not a store) only show region* - click next.
   - 4b. Select a delivery area option and hit next.
5. Add a business category using the search field.
6. Enter a phone number for your business.
7. Click Continue

Verify Your Listing

Verify By Postcard
1. On the postcard request screen make sure your business address is entered correctly.
2. Click *Send Postcard*. It should arrive within 14 days.
3. When your postcard arrives log into Google My Business and select the location you want to verify.
4. Click the *Verify Now* button.
5. Enter the 5-digit verification code for your business. Click submit.

Some businesses are eligible to verify their business listing in another way.
(Click the verification process to learn more)

Verify By Phone

Verify By Email

Instant Verification (If you've verified a business before)

Bulk Verification (For 10+ locations)

Add Details To Your Listing

Add Your Website
1. Select *Info* from the menu.
2. Click *URLs*
3. Add in your URL. If you have a Local Page use that URL.

Select Secondary Categories
Businesses can add up to 9 additional categories
1. Select the pencil icon next to your primary category.
2. Click *Add Another Category* and select the categories you would like to add. Be as specific as possible and only use categories that relate to your business.

Define Business Hours
1. Select *Info* from the menu.
2. Click the *hours* section.
3. Choose a day of the week then use the toggle to indicate your business is open.
4. Click the arrow and select *Opens at* then set a time. Do the same for closing by selecting *Closes at*.
5. Finish setting your weekly hours then hit apply.

Add a Business Description
1. Select *Info* from the menu.
2. Click *Add Business Description*.
3. Write your business descriptions and select apply.
* Some categories do not allow for the business to add a description.
** Google has specific guidelines for descriptions review them here.

From the business

Write a brief description of your business. Learn more

0 / 750

CANCEL   APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. Learn more

Optimize Your Listing

Add Photos
Businesses listings with photos receive 42% more driving directions.
1. From the menu click *Photos*.
2. Chose the type of photo or video you would like to add.
3. Upload the photo or video.

Set Attributes
Let your customers know what to expect when they visit your business. Attributes are things like wi-fi, outdoor seating, or LGBTQ friendly.
1. Click *Info*
2. Click the *pencil* next to the Attributes section. You can search or scroll to find the attributes you want to add.
3. When finished click *Apply*.

Add a Menu or Services
Depending on your primary category, some businesses may be eligible to add a menu or list of services to their listing.
1. Click *Info*
2. Select *Menu* or *Services*.
3. Name the menu section.
4. Add a title, description, and price for each item.
There is also an option to use a third-party source to display your menu or services.

Set Up Booking
1. In the bookings section select Choose A Booking Provider
2. Sign up with the provider of your choice.
3. Within one week your booking account will be linked to your listing.

Engage With The Community

Google Posts
One of the best ways to optimize your Google Listing is by adding Google Posts.
1. Go to your Google My Business Dashboard.
2. Select the location you would like to manage.
3. Click *Create Post*.
4. Select the post type.
5. Add your photo or video, text, offer, and button.
6. Click *Preview* to see the post before you publish.
7. Hit *Publish* in the top right corner of the preview page if you are happy with your post.
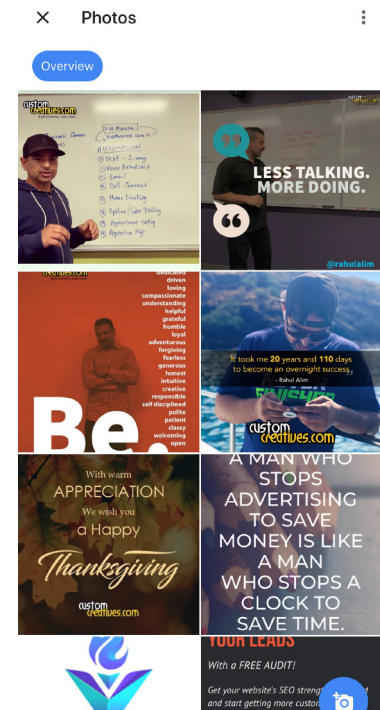
Turn on Messaging
Turning on messaging is a great way to connect with your customers.
1. Open the Google My Business App (Mobile only)
2. Select the location you would like to manage.
3. Tap *Customers*.
4. Tap *Messages*.
5. Tap *Turn On*.

Answer Questions From The Community
Anyone can ask and answer questions about your business in the GMB Q&A section. Control the conversation by answering questions before misinformation about your business spreads.
1. Your GMB account will notify you of new questions.
2. Next to the question click *Answer*.
3. To edit or delete your answer click the 3 dots and select an option.

Manage Your Reviews

Getting Reviews

Once your listing is completely set up you can start asking customers to leave a review.

1. Remind your customers to leave reviews.
2. You can do this in person or create and share a link asking them to leave a review on your listing.
   - 2a. Search for your business on your computer.
   - 2b. Find your business and click *Write A Review*.
   - 2c. Copy and paste the URL you see in your address bar.

Remember: Don't gate negative reviews, if you ask people to leave you a Google review, it must be published to your public listing.
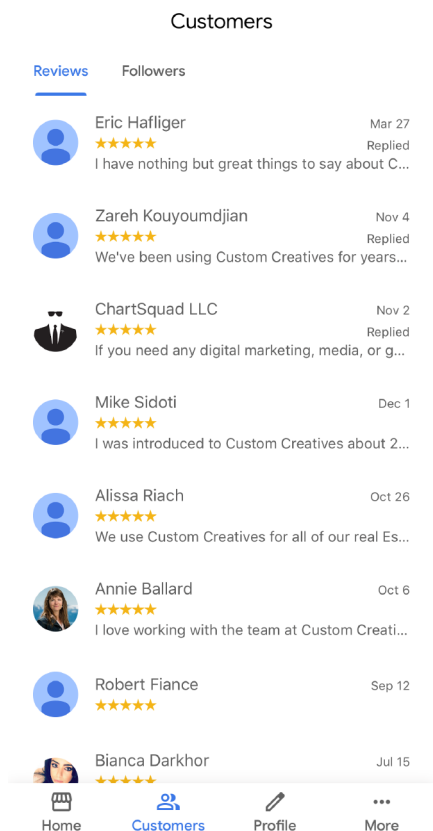
Responding to Reviews

Businesses who respond to reviews not only rank higher but they create more returning and new customers.

1. Click *Reviews* from the menu.

Click *Respond* to reply to a customer review.

Write a response and click *Submit*.

Want <u>Google</u> to work for <u>YOU?</u>

Are you certain your
Google My Business is generating you
the clients you deserve?

FIND OUT NOW　　　　**FREE AUDIT**

TAKE CONTROL OF YOUR LISTINGS.