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# Google My Business Road to Success

## A STEP-BY-STEP CHECKLIST

#### SET UP YOUR ACCOUNT Verify your Account Create a Google My **Business Account.** Review your business Step 1: information. Go to google.com/business. $\bigcirc$ Next to each section Step 2.a : you want to change, Sign up with your business click Edit. email domain. • Enter your business information, then click Apply. Step 2.a : Click Verify now. Sign in with the email you use for your business. Select a verification option. Step 3: Enter the name of the person Enter your business' the verification postcard should address (or service area). be mailed to Step 4: Click Send postcard. Select the most relevant category for your business. Step 5: $^{ar{}}$ Enter your phone number or website url.

or

 $\square$ 

Step 6:

Click Finish.

\*Most postcards arrive within 14 days. The postcard includes a unique verification code that you must enter in GMB to confirm that your business is located at the listed address.

#### COMPLETE YOUR INFORMATION FORM

#### Publish contact information.

- Is your business name identical to all your signage?
- Does your business name and address exactly match your other listings across the web?
- Is your regular and holiday hours accurately and regularly updated?

Choose a category.

- Choose secodary categories (whatever service you have that is your primary offering. i.e. home service, home delivery, etc)
- Explore other categories that are directly applicable to your business.

Input products and services.

Upload high-quality images for each product/service.

- Write your "from the business" description.
  - Put key information in the first 250 characters out of all the 750 characters allowed.
  - Use keywords your audience uses to find businesses like yours.
  - Don't repeat any information already visible in the other section of your profile.
  - Talk about what customers like about your business and what sets you apart from your competitors.
- Select applicable attributes.
  - For a list of different types of attributes, visit: websites360.com/blog/ google-my-businessattributes
  - Set up your messaging.

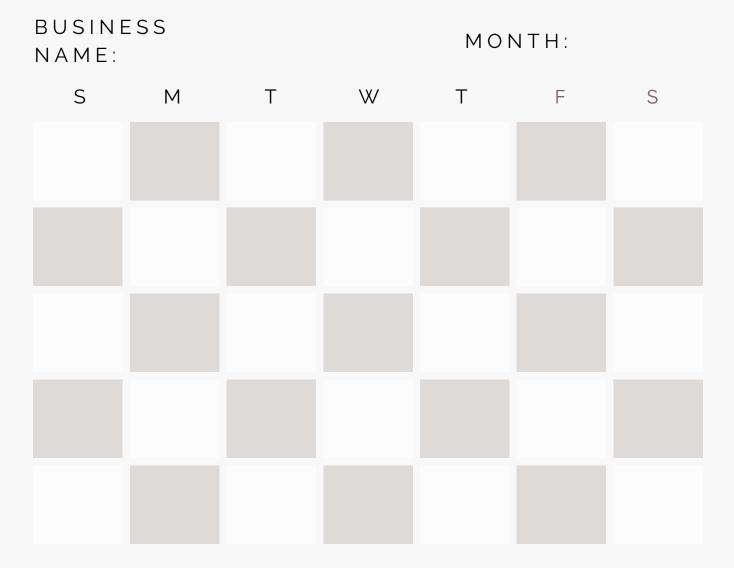


#### **OPTIMIZE YOUR PROFILE** Add Photos. Add videos at least once a month. Add at least one photo Geo-tag your photos to further every seven days. indicate your prominence in $\square$ Upload your logo as the the area. thumbnail photo. Upload a cover photo that Use Google's Street View to add 360<sup>0</sup> photo to your profile. best represents your business. Ask and answer questions. • Note: ONLY use high-Set up your alert to stay quality images. updated. • NEVER use stock photos. Seed your own Q&A section. Create local posts. □ ALWAYS keep keywords in mind. Post Ideas Get Google reviews. • Photos of happy Ideas: customers purchasing Ask your long time, loyal your products/service. customers to leave a review. • Team photos and staff Create a shortcut link and ask photos assisting your other customers to customers. leave you a review. Interior and exterior views

of your business.

• ALWAYS respond to reviews. This improves your local SEO.

| EDITORIAL PLANNER          |   |
|----------------------------|---|
| MONTHLY                    | DAILY   |
| Upload a new video.        | Check for possible changes to your GMB profile.                           |
| Update services, offers.   | Answer messages.  |
| Seed your own Q&A section. | Answer questions from the<br>Q & A.                                       |
|                            |   |
| WEEKLY                     |   |
| Add new business photos.   | Want to know more about<br>optimizing your Google My<br>Business profile? |
| Respond to reviews.        | Busiliess profile.  |
| Create local posts.        | Book a Call   |



## NOTES AND GOALS

