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***Google My Business  
Road to Success***

**A STEP-BY-STEP  
CHECKLIST**

# Google My Business

## ROAD TO SUCCESS CHECKLIST

### SET UP YOUR ACCOUNT

- Create a Google My Business Account.
  - Step 1:  
Go to [google.com/business](https://google.com/business).
  - Step 2.a :  
Sign up with your business email domain.  
or
  - Step 2.a :  
Sign in with the email you use for your business.
  - Step 3:  
Enter your business' address (or service area).
  - Step 4:  
Select the most relevant category for your business.
  - Step 5:  
Enter your phone number or website url.
  - Step 6:  
Click [Finish](#).

- Verify your Account
  - Review your business information.
    - Next to each section you want to change, click [Edit](#).
    - Enter your business information, then click [Apply](#).
    - Click [Verify now](#).
  - Select a verification option.
  - Enter the name of the person the verification postcard should be mailed to.
  - Click [Send postcard](#).

\*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.

# *Google My Business*

## ROAD TO SUCCESS CHECKLIST

### 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 secondary 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-business-attributes](https://websites360.com/blog/google-my-business-attributes)
- Set up your messaging.

# *Google My Business*

## ROAD TO SUCCESS CHECKLIST

### OPTIMIZE YOUR PROFILE

- Add Photos.
  - Add at least one photo every seven days.
  - Upload your logo as the thumbnail photo.
  - Upload a cover photo that best represents your business.
    - Note: ONLY use high-quality images.
    - NEVER use stock photos.
- Create local posts.

Post Ideas

  - Photos of happy customers purchasing your products/service.
  - Team photos and staff photos assisting customers.
  - Interior and exterior views of your business.
- Add videos at least once a month.
- Geo-tag your photos to further indicate your prominence in the area.
- Use Google's Street View to add 360° photo to your profile.
- Ask and answer questions.
  - Set up your alert to stay updated.
  - Seed your own Q&A section.
  - ALWAYS keep keywords in mind.
- Get Google reviews.

Ideas:

  - Ask your long time, loyal customers to leave a review.
  - Create a shortcut link and ask your other customers to leave you a review.
  - ALWAYS respond to reviews. This improves your local SEO.

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## ROAD TO SUCCESS CHECKLIST

### EDITORIAL PLANNER

#### MONTHLY

- Upload a new video.
- Update services, offers.
- Seed your own Q&A section.

#### DAILY

- Check for possible changes to your GMB profile.
- Answer messages.
- Answer questions from the Q & A.

#### WEEKLY

- Add new business photos.
- Respond to reviews.
- Create local posts.

Want to know more about optimizing your Google My Business profile?

[Book a Call](#)

# *Google My Business*

## ROAD TO SUCCESS CHECKLIST

BUSINESS  
NAME:

MONTH:

S

M

T

W

T

F

S


NOTES AND GOALS