

Google My Business

8 POINT CHECKLIST

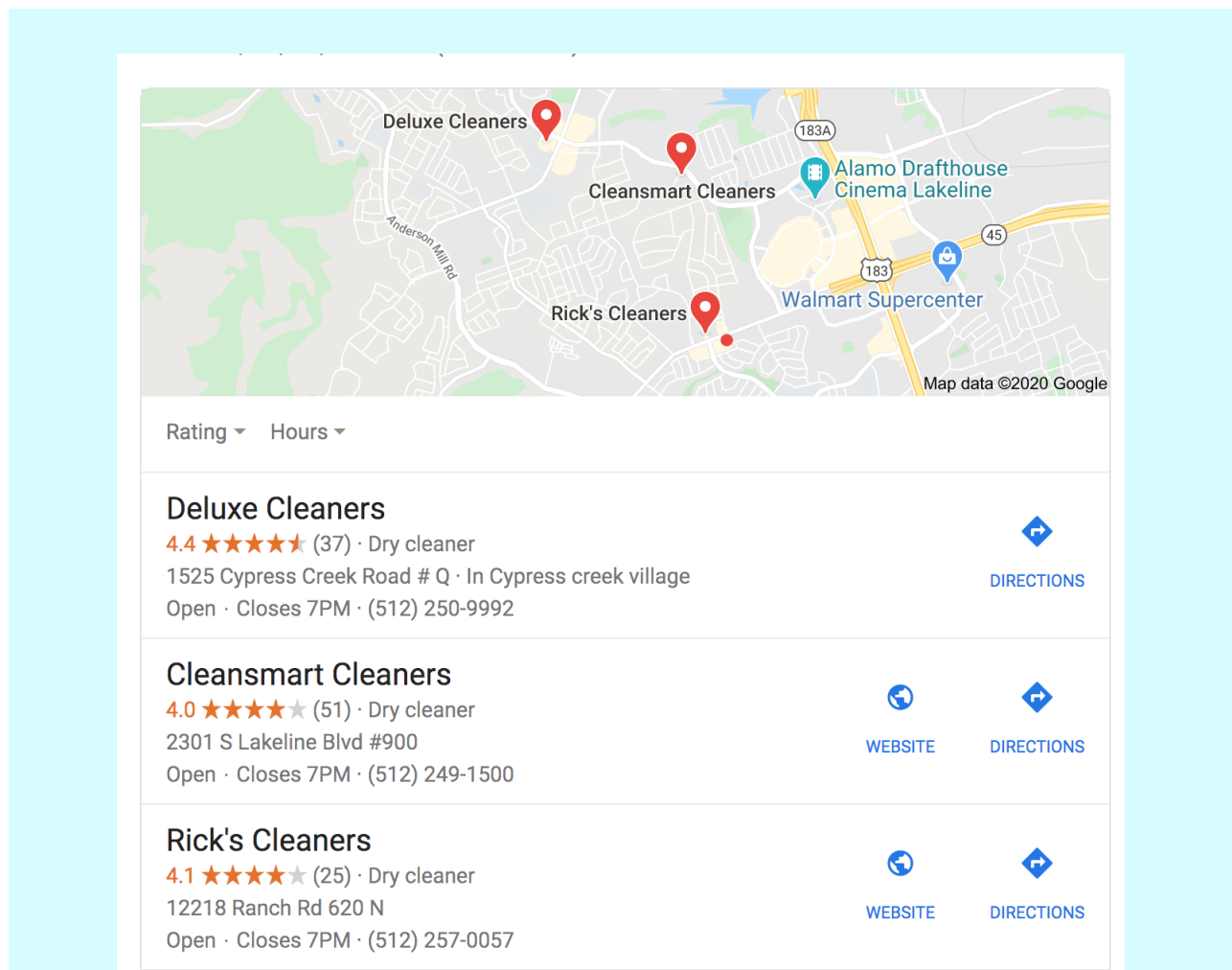


Google My Business 8 POINT CHECKLIST

This checklist is for the business owner who would like to perform a quick audit of their Google My Business Listing and compare their business to top competitors. Use this 8 point checklist to optimize your listing in order to increase your chances for showing up in Google's Local Pack and map results.

Google's Local Pack is a section of Google's search results that shows the local businesses related to your search query. Whenever your query has local intent, Google will show three local businesses that might answer your query.

For example, here we searched for "dry cleaners" to help you understand better:



[More places](#)

Google's search algorithm understands that the intent of my search query is to find a local business in my area. The Local Pack was developed in order to show the most relevant results for a particular user's search. There are three main components that factor into these rankings: proximity, prominence, and relevance.

1. IS YOUR GOOGLE MY BUSINESS PAGE VERIFIED?

Ensuring your Google My Business page is verified is essential if you want to take full advantage of your business listing. If your listing is not verified, you will want to do that immediately via the options available to you (usually either by phone or by mail). [Click here for more help.](#)

If you have not claimed your page yet, you should do this. Once you find the page in search, you can click on the About tab and scroll to the bottom of the page where you will find the heading "Is This Your Business".

From there you can click "Manage this page" and go through the process. If you need additional help, [click here.](#)

2. CHECK NAP (NAME, ADDRESS, PHONE NUMBER) INFORMATION

It's highly critical that your business name, address, and phone number are consistent across all listings on the internet, including the Google My Business page and any other local directories. **Consistent information about your business signals to Google and potential clients that your business is trustworthy.**

The business address should be consistent with the US Post Office and should be complete and accurate. According to Google's guidelines on addresses they should only contain information that is part of your official address. Don't add cross streets or other information in this section.

Please note: P.O. Boxes and UPS Boxes are not allowed.

[Here's more information about addresses from Google.](#)

When reviewing NAP information, it's also important to be consistent with abbreviations and punctuation.

For example:

1234 Main St.

1234 Main Street

These two addresses are not the same according to Google.

You'll notice that the businesses that showed up in search from the example above are all within a few miles from where the search was made.

Also, make sure that the phone number on your listing matches the phone number on your website.

3. CHOOSE THE CORRECT CATEGORIES

Choosing the correct categories for your business is critical for showing up in search for the right goods and services. Select a primary category which reflects most accurately what your business is.

According to Google's guidelines you should "Add categories which describe what your business **is**, and not what it **does**."

In our example, all three businesses list "dry cleaner" as their primary category.

4. USE THE PROPER URL

If you have a single location business it would be appropriate to use the home page for your company. However if you have multiple locations then best practice would be to use the landing page for that particular location.

5. ADD A BUSINESS DESCRIPTION

Add your business description (up to 750 characters) making sure to include optimal keywords.

6. MAKE SURE YOUR PROFILE IS COMPLETE

Make sure your profile is 100% complete. Ensure that your business hours are correctly listed and match the business hours on your website. Add products and services. Add appointment links, if applicable.

7. ADD PHOTOS

If someone clicks through to your profile from search, they should see an accurate representation of your business in a very professional manner. If the photos are not good quality, replace them with better quality photos.

Add photos to each category:

Video	(if you have video)
At Work	Photos of your team at work
Team	Post photos so potential clients can find out more about your business
Identity	Logo and cover photo

8. SET UP A REVIEW SYSTEM

The quantity and quality of reviews is very important for local businesses. Having a lot of great reviews is a prominent ranking factor and will help boost your position and click through rates. Setup a review system to gather reviews from your best clients.

[Read more about reviews.](#)



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- Email marketing campaigns
- Local SEO and Google My Business Management

Contact us today to find out how we may help you grow your business online!

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