



## Checklist 11 - Growing Your Business Through GMB

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*An increasingly high number of people are consulting online search engines in search of products/services and businesses and as such, adopting effective strategies can help your business rank within the top in your business category. With the right tactics and optimization strategies, creating a Google my Business listing increases your business' exposure online, prompting higher local traffic to your website which can easily translate into increased expansion/growth of your business. Characteristically, GMB is a free advertising tool and in order to optimize it as such, it is essential to apply the strategies and approaches applied in advertising. Compared to other local directories such as Bing Maps and Apple Maps, GMB is more popular and effective in terms of boosting your ranking and visibility in the local searches. GMB has several customizable options and understanding how to optimize these features is key to enhancing the growth of your business. This checklist provides a guide on how to grow your business through GMB.*

1 Is your business serving the needs of local customers?

2 Does your listing have a link to your direct website?

3 Does your GMB listing address the pain points of your target customers?

Notes



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- 4 Are you using your local phone number?
  
- 5 Are you utilizing Google posts?
  
- 6 Have you optimized your GMB profile for mobile navigation?
  
- 7 Are there special features added to your profile (booking, menu)?
  
- 8 Are your local details accurate (NAP)?
  
- 9 Are you posting offers and discounts in your GMB listing?
  
- 10 Does your website have a clear CTA?

*Notes*



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- 11 Are you utilizing insights from Google regarding your GMB listing?
- 12 Are you promoting your content with ads?
- 13 Is there a social plan for your GMB listing?
- 14 Are you constantly tracking visitors' actions on your website?
- 15 Do you have unique targeted ads for your local customers and other general ads for the wider public?
- 16 Are you using customer reviews as marketing materials?
- 17 How is your engagement level with your customers?

*Notes*

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18 Is there a clear action plan for customers asking for direction for your GMB listing?

19 Are there brand placement strategies for your GMB listing?

20 Do your images and videos create emotional connection with your target customers?

**Notes:**

- Use tools such as AdWord Express to create ads for your GMB listing.
- Consider using reviews for your GMB listing as marketing materials in the form of social media posts, posters, widgets for your website.

*Notes*