Checklist 18 - Optimizing Your GMB Profile

Project Name: _____   **Date:** _____

	Yes	No

Optimizing your GMB profile gives you an edge over your competitors thus prompting your customers to choose you over your competitors. With GMB, the goal is to always expand your digital presence and subsequently get higher ranking in both local and international searches. As such, it is important to pay attention to details that boost your local SEO and influence your ranking. When setting up your GMB listing, it is imperative that you ensure all the details and contents therein are accurate, complete and regularly updated to make the most of your profile. Also, ensure that each section of your GMB profile is optimized for SEO and higher local searches. The first step in your GMB profile optimization is avoiding breaching any of Google's requirements. Here are additional factors to address din order to optimize your GMB profile.

1

Include a short name for your business.   ☐ ☐

2

Optimize your services section.   ☐ ☐

3

Verify your GMB listing for higher ranking in Google.   ☐ ☐

4

Check that you have added appropriate business hours for your listing.   ☐ ☐

Notes
_____

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5

Make it easy for customers to engage with you.

6

Check that your selected category is most appropriate for your products.

7

Accentuate your profile by adding attributes/highlights.

8

Create product catalogs.

9

Include pricing and shipping details for your products.

10

Ensure your business is short, informative and attractive.

11

Check that all your photos are named for SEO optimization.

Notes

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12

Optimize your listing/GMB profile for mobile.

13

Consider using call tracking number for your GMB listing.

14

Request customer reviews to boost your profile.

15

Consider adding welcome offers.

16

Consider posting your content and images weekly.

17

Regularly track your GMB traffic to measure performance.

18

Consider scheduling and automating your GMB posts.

Notes

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19

Include a quote button in your GMB listing.

20

Leverage the power of videos for your GMB posts.

21

Allow online appointment booking depending on your business category.

Notes:

•Third party tools such as Publer, Hootesuite, OneUp, and Sendible are handy for automating and scheduling your GMB posts.
•Use UTM parameters and GMB insights to measure performance and traffic to your site.

Notes