

Google My Business Optimization

Are you looking for ways to improve your presence on Google? Want to increase your chances of your Google My Business listing being seen by online searchers?



Create a GMB profile.

- ☐ Be sure the address you enter matches the one USPS uses.

Allow Google to publicly display your company information

- ☐ By checking the box that enables algorithms to legally scrape and pull your NAP data.

Enter a geographical radius

- ☐ Your business serves. electronically and physically.

Select primary and secondary business categories

- ☐ Or create custom categories — that best identify and encompass what company does. For instance, Bratton would choose categories like "marketing agency" or "SEO agency."

Write a short business description

- ☐ Including relevant keywords if you can. Keep your copy under 750 characters and use bullet points to concisely Summarize What your business does.

Upload visual content

- ☐ Like hi-res images, videos and candid employee photography. This allows GMB to serve more than just text in your profile. It also provides a valuable mechanism for making your local listings more eye-catching.

Verify you're the GMB account owner

- ☐ via phone or mail so that others cannot claim your business listing as their own.

Solicit customer reviews and questions

- ☐ To be featured directly in your GMB profile — and then answer or respond to all of them.

Create content Within Google posts

- ☐ Which are featured in your Knowledge Panel. These posts are limited to 1,500 characters and should be short updates about your company. like upcoming events.

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