

GOOGLE MY BUSINESS *Checklist*

Optimising your local SEO will lead to more website traffic, leads, and conversions. A fully optimized Google My Business account is the first and most important step you can take.

If you do not currently have a GMB profile click on the link below.

<https://business.google.com/create>

To optimise your GMB Account follow the steps below:

GETTING STARTED

Business Categories:

Create a list of all the categories that best describe your business and choose the most appropriate as your Primary category (The primary category is believed to have the greatest influence on your local rankings, so choose carefully)

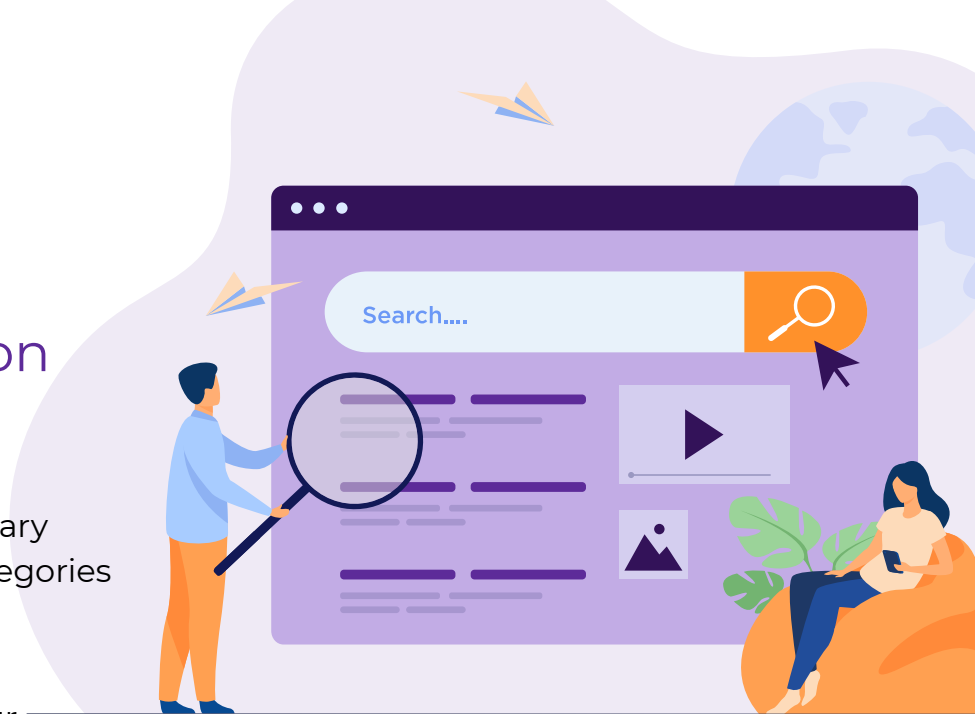


Info:

Business Information

- Legal Business name
- Business Category - Primary
Category - Additional categories
- Address
- Service Areas - where your business provides services

- Phone No
- Opening Hours
- Special Hours
- Website Address
- Include links to Appointments, Menus etc.
- Choose attributes e.g. Accessibility, Health & Safety Services
- Services
- Products
- Business Description (see below)
- Opening Date
- Add Photos



Make Your Business Stand Out

- Upload a cover image (size 1080 x 608 pixels)
- Upload a high quality file of your business logo (720 x 720 pixels)
- Gather photos and video
- Caption your photos and videos appropriately
- Upload your photos and videos
- Create a schedule for uploading photos and videos to your profile
- Photo and video ideas:
 - ✓ Team photo
 - ✓ Business exterior and interior
 - ✓ Products
 - ✓ Work examples
 - ✓ What we do Video
 - ✓ Customer Testimonial video

Adding Posts

It is important to regularly update your Google My Business profile so creating a list of topics with a calendar is a good idea. Then choose the appropriate post category:

- Post categories
 - ✓ Offer, Update, Event, Product, Covid19 update
 - ✓ Write an engaging description accompanied by an image (1200 x 900px)
 - ✓ Link your post to a relevant page (e.g. on your website)
- ✓ If you use Google Analytics you can track performance
- ✓ Updates - allow you to include a call to action e.g. Book, Buy, Learn More, Sign up, Call Now.

Adding Products

- Create a list of products
- Products can include:
 - ✓ Category
 - ✓ Price
 - ✓ Description (up to 1,000 characters)
 - ✓ Image

Adding Services

- Create a list of services
- Write a short description (up to 300 characters)
- Service Price

Website

There is an option to create a website within Google My Business which provides a quick and easy way to get your business online if you do not already have a website.



Google My Business Messaging

Make it easy for customers to reach out to your business with Google My Business messaging. However, only enable this feature if you are in a position to monitor the app for receipt of messages. Businesses that fail to respond to customers within 24 hours risk having the feature turned off by Google.

- Decide team members responsible for monitoring and replying to messages
- Agree tone and type of responses to general enquiries
- Install Google My Business App on mobile devices
- Respond to all messages as quickly as possible

Users

Choose categories for your users according to access requirements.

- Owner
- Manager
- Primary Owner
- Site Manager

Managing Your Reviews

Consumers place value on reviews so they are an important tool to attract new customers.

- Reply to all reviews in a timely manner
- Consistent tone - for replies with approved answers to each type of review. E.g. Positive, Negative, Rating-Only and False
- Put in place a strategy to ensure regular reviews
- Use Reviews in your Google My Business posts and other marketing platforms

Insights

Choose categories for your users according to access requirements.

- Monitor Google My Business Traffic - Weekly, Monthly
- Assess what is working and what is not
 - ✓ Popular posts
 - ✓ Days and times of visits
- Track keyword rankings

Want help getting a bigger slice of your local market?

Marketing4You can help your business rise to the top in local search rankings.

www.marketing4You.ie

Call Now – 083 3456744