MEDIA BOOTH
.com.au

GOOGLE MY BUSINESS LISTING CHECKLIST

* This checklist was true and correct as of September 2019.

Google My Business (GMB) should be one of your absolute best friends in business.
Properly optimised, your GMB listing can potentially reach thousands of searchers looking for your service or product in the coming years.

First of all, you need to create a GMB profile.
* Google My Business is completely free. The only requirement is that you have some kind of face to face interaction with customers and not be an "online" business only.

If you need help setting up your Google My Business, please click here

GENERAL GOOGLE MY BUSINESS INFORMATION

☐ Ensure 'Business Name' matches your business cards, legal documents, signs, etc
☐ No spam cities, search terms, taglines in 'Business Name'
☐ Primary 'Business Category' best represents your business
☐ Add any relevant additional categories (avoid irrelevant categories)
☐ Enter your physical 'Business Location' address if customers actually visit your business
☐ Enter 'Service Area' if you serve customers at their location (you may have both)
☐ Ensure you enter all relevant cities, postcodes, and regions that you service
☐ Regular 'Business Hours' are accurate (ensure this is changed if you update them in the future)
☐ Add special hours for holidays, special event closures or any other times your business is not operating
☐ If you are a seasonal business, remove all operating hours during closed periods

PHONE NUMBERS AND CALL TRACKING

☐ If a call tracking number is in place for your GMB listing
    - Ensure call tracking number is in the 'Primary Phone' field
    - Add local, primary phone number as an 'Additional Phone'
        * If you are interested in setting up call tracking, please click here
☐ If NO call tracking number in place for GMB listing
    - Local business phone number added as 'Primary Phone'
    - Any additional toll-free or secondary numbers added as 'Additional Phone'

WEBSITE AND APPOINTMENT URLS

☐   Ensure each URL is properly formatted
    - All URLs are live when entered into a listing
    - Ensure a Google Analytics UTM tracking code is embedded into your website URL
        * If you are interested in setting this up, please click here

☐   For single location businesses, homepage of the website is used as the 'Website URL'
☐   For multi-location businesses, use specific location pages for each specific business
☐   Use URL link to your contact page or an online booking system in 'Appointment URL'
☐   'Menu URL' used if appropriate (restuarant/takeaway shop)

SERVICES

☐   Update services if applicable to your business (i.e., dentists, lawyers, insurance, tradesman, hotels, marketing agencies, etc)
☐   Ensure seperate sections for the different categories/services that your business offers
☐   Create each seperate service that applies to your business
    - Enter correct name and price for each service (if applicable)
    - Add keyword rich description for each service (up to 1000 words)

PRODUCTS (ONLY APPLICABLE TO CERTAIN RETAIL SPECIFIC BUSINESSES)

☐   List core products that your business offers (most popular)
☐   Create seperate collections for featured product categories
    - Enter collection name
    - Add a keyword rich product description (up to 1000 words) for each product collection
☐   Create individual products within each collection
    - Add product description similar to what you have used in a product catalogue (maintain consistency)

BUSINESS ATTRIBUTES

☐   Business-Defined attributes (Objective Attributes)
    - Ensure these are accurate to YOUR business (find in 'Info' -> 'Attributes')
    - Select the attributes that apply to your business (Google asks users to confirm attributes selected for your business)
☐   User-Defined attributes (Subjective Attributes)
    - These are crowd-sourced from Google asking customers about your business
    - These attributes cannot be controlled by you

BUSINESS DESCRIPTION

This is an open text area that you can use to tell your potential customers more about your business. It will appear on both desktop and mobile web searches. This description DOES NOT appear on the Google Maps app. Editing the description can be found under the 'Info' tab by clicking on 'Description'

☐   Create an eye-catching description up to 750 characters (only the first 244 characters will be displayed on your listing)

☐   Ensure the description is what you want your customers to know about your business

☐   Include important terms that potential customers might be looking for

☐   Avoid all-caps, emojis or gimmicky character use

☐   Avoid focusing on promotions, prices or sales

☐   Avoid using any URLs

☐   Do tell people about your business, experience, and service standards

PHOTOS

☐   Photos you upload will not appear publicly on your GMB listing until you have finished verifying it

☐   Ensure images are uploaded in JPG / PNG format

☐   Ensure images are under 10MB with a minimum size of 720x720 pixels

☐   Utilise good photography, as GMB photos are ususally the first impression many people will have about your business

☐   Avoid using stock-photography as it may be flagged and removed

☐   Ensure you have the following PHOTOS for your GMB listing:
- Logo
- Cover Photo
- Exterior/interior photos
- Photos at work
- Team photos
- Products/ Food & Drink / Rooms

MOVING FORWARD

- Focus on getting reviews. A good strategy is to ask your clients in person, as well as sending requests via email and SMS
- Reply to all reviews. Be engaging, as well as mentioning other services and products you have on offer
- Post updates. Just like you should post regularly on Facebook and Instagram, you should be posting regular content and images on your GMB. Note: posts will be removed after 7 days from your local panel. A history of all posts is available for view under the 'Posts' tab on mobile.
- Add regular photos / videos and images. Pictures speak a thousand words, shall we guess what video does then?