

# GOOGLE PROFILE CHECKLIST

1

## CLAIM YOUR LISTING

SEARCH FOR YOUR BUSINESS ON GOOGLE OR ON GOOGLE MAPS. LOOK FOR YOUR BUSINESS "KNOWLEDGE PANEL" LISTING ON THE RIGHT-HAND SIDE OF THE SEARCH LISTINGS. IN MAPS IT WILL APPEAR IN THE MAPS LISTINGS. CLICK CLAIM OR MANAGE THIS LISTING.

2

## CHECK YOUR LIST(ING) TWICE

WHETHER YOU'RE STARTING FROM SCRATCH OR GIVING YOUR CURRENT LISTING A LOOK-OVER, BE SURE THAT YOUR BUSINESS ADDRESS, HOURS AND CONTACT INFORMATION IS CORRECT - AND IS THE EXACT SAME WAY EVERYWHERE YOU'RE PRESENT ONLINE.

If you use "Street" on your listing, use it on your website, your social pages, etc

3

## CHOOSE YOUR CATEGORY

THE PRIMARY CATEGORY IS BROAD, THE SECONDARY MORE SPECIFIC. CHOOSE CATEGORIES THAT COMPLETE THE STATEMENT: "THIS BUSINESS IS A" RATHER THAN "THIS BUSINESS HAS A."

The goal is to describe your business holistically rather than a list of allll the services it offers, products it sells, or amenities it features.



# GOOGLE PROFILE CHECKLIST

4

## ADD OR EDIT YOUR SERVICE AREA

WHEN YOU LIST YOUR SERVICE AREA, IT LETS CUSTOMERS KNOW THE GEOGRAPHIC AREA WHERE YOU CAN PROVIDE YOUR PRODUCTS AND SERVICES. IF YOU OFFER DELIVERY, YOU CAN LIST UP TO 20 SERVICE AREAS BY ZIP CODE.

5

## PERSONALIZE YOUR PROFILE

TO HELP COMPLETE YOUR BUSINESS PROFILE AND MAKE IT MORE ATTRACTIVE TO CUSTOMERS, YOU CAN ADD PHOTOS OR VIDEOS OF YOUR STOREFRONT, LOGO, PRODUCTS, AND SERVICES.

Use a mix of interior, exterior, product, service and staff shots to tell the story of your business and brand.

6

## ADD PRODUCTS

BOOST SEO AND DRIVE TRAFFIC TO YOUR WEBSITE BY ADDING PRODUCT PHOTOS THAT LINK TO YOUR E-COMMERCE STORE - AND DESCRIPTIONS THAT INCLUDE SEARCHABLE KEYWORDS TO DRIVE RESULTS.

Showcase a product mix. Fresh designs in a few styles, gift items, decor, plants and services.



# GOOGLE PROFILE CHECKLIST

7

## UPDATE OFTEN

POST AN UPDATE, A DIFFERENT PRODUCT OR PHOTO EACH WEEK TO KEEP YOUR GOOGLE PROFILE FRESH AND "TOP OF MIND" ON THE SEARCH ENGINE.

Update ideas: Share a link to a blog post, a meet the staff series, a short store tour, or a local event

8

## REPLY TO REVIEWS

BY RESPONDING, NOT ONLY WILL YOU IMPROVE CUSTOMER RETENTION RATES BY BOOSTING THE LOYALTY OF HAPPY CUSTOMERS, BUT YOU'LL ALSO INCREASE YOUR CHANCES OF ACQUIRING NEW CUSTOMERS BY SHOWCASING HOW COMMITTED YOUR BRAND IS TO KEEPING COMMUNICATION CHANNELS OPEN.

Reponding to as many customer reviews as possible can also increase your visibility within search engines; when Google is determining its local ranking it factors in "Prominence", which can be improved by encouraging and responding to reviews.