

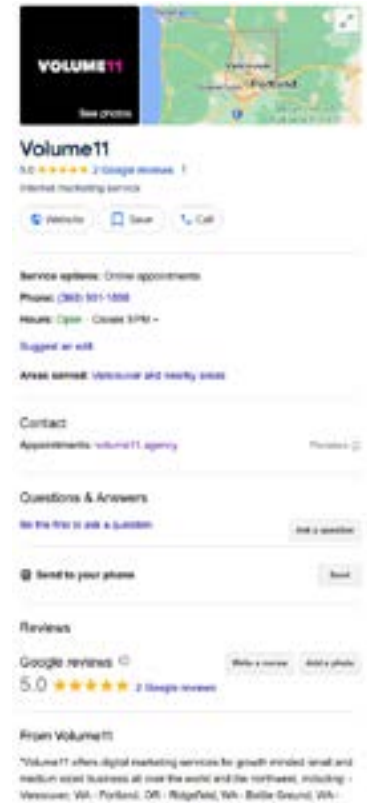
Google Business Profile Cheatsheet

Optimizing your Google Business Profile (GBP) is critical to your ranking strategy. Local businesses with a fully optimized and complete GBP listing are more likely to be found and will show up higher in search results than those that aren't.

Here are some practical and simple steps to ensure that you show up when your clients and customers need you most. The following checklist is broken down into sections for profile optimizations, website optimizations, and third-party optimizations. The list is ordered by priority with the most important items at the top of each section.

Optimize your Profile

- ☐ Verify your business and claim your profile
- ☐ Set the correct primary and additional categories
- ☐ Use your full business name
- ☐ Write a compelling description
- ☐ Add opening date
- ☐ Add phone number
- ☐ Add website
- ☐ Add correct business location (Have a physical address in the city that you're targeting)
- ☐ Add social profiles
- ☐ Set your service area with all locations you serve
- ☐ Add correct business hours
- ☐ Select any "From the business" attributes that are true (ie. veteran-owned, etc.)
- ☐ Set service options
- ☐ Obtain as many Google reviews as you can (ideally with your main keywords & photos in them)
- ☐ Add add least 10 photos and videos



Google Business Profile Cheatsheet

Optimize your Website

Some of the following items may require a web developer to implement.

- ☐ Main keywords you want to rank your GBP are in your homepage title tag
- ☐ Main keywords you want to rank your GBP are in your homepage headlines
- ☐ Use the same city name that's on your GBP on your homepage
- ☐ Create dedicated service pages on your website describing what you offer
- ☐ Create content on your website that is relevant to your local area
- ☐ Implement local schema markup on your website

Third-Party Optimizations

- ☐ Consistent business name, address and phone number listed in all citations (Yelp, Facebook, Bing)
- ☐ Get other websites to link back to yours
- ☐ Get Reviews on third-party sites (Yelp, Angi, Facebook) and add them to your GBP

Bonus Optimizations

This list won't influence how Google ranks you, but are worth considering in order to connect with your customers or clients.

- ☐ Add products and services
- ☐ Add updates, offers or events coming up (post weekly if possible)
- ☐ Respond to all reviews
- ☐ Add Q&A for most common questions
- ☐ Add appointment links

For more details on this process, check out our Google Business Profile Optimization article at volume11.agency/gbp.

Need Help?

This is what we do every day. Volume11 can help you show up online and connect with the kind of clients that you want to work with. Schedule a call by visiting our website: volume11.agency/contact.