

# Google My Business Optimization Checklist

- ☐ **Complete Your Business Details** - Ensure your name, address, and phone (NAP) is complete and consistent in all places your business is listed online.
- ☐ **Use a Local Phone Number** - Use a local phone number instead of a toll-free number.
- ☐ **Select an Appropriate Business Category** - Select the most appropriate category or categories for your business.
- ☐ **Write an Engaging Description** - Write a keyword-optimized, engaging description for your business.
- ☐ **Select Appropriate Attributes** - Select all attributes that apply to your business.
- ☐ **Use High-Resolution Images** - Only upload high-resolution images that will help potential customers identify your business.
- ☐ **Post Relevant Content** - Use the "Posts" section to notify customers of special events and discounts.
- ☐ **Use the GMB Q&A Section** - Utilize this section to answer frequently asked questions and engage with your audience.
- ☐ **Generate Positive Reviews** - Ask your customers to leave your business a Google review.
- ☐ **Enable Social Media Links** - Ensure your business's NAP information matches its social media profiles so Google will enable them on your listing.
- ☐ **Avoid Penalties** - Adhere to Google's guidelines for GMB listings to prevent suspension of your listing or other penalties.
- ☐ **Optimize Your Website** - Make sure to apply local SEO techniques to your website to improve your chances of ranking higher in SERP.
- ☐ **Leverage GMB Messaging** - Use GMB messaging to communicate directly with potential customers.
- ☐ **Keep Your Information Current** - Keep your GMB listing information current and accurate at all times.
- ☐ **Monitor Your Performance** - Use GMB Insights to learn more about how visitors find your listing and to identify areas for improvement.