

GOOGLE MY BUSINESS SUCCESS CHECKLIST



THE CHECKLIST

The Basics

- ☐ Claim
- ☐ Verify
- ☐ Website
- ☐ Category
- ☐ Business Hours
- ☐ Description

Optimization

- ☐ Photos
- ☐ Attributes
- ☐ Menu of Services
- ☐ Booking
- ☐ Posts
- ☐ Q&A
- ☐ Reviews



CLAIM YOUR LISTING

1. Go to google.com/business
2. Create or sign in to your Google Account.
3. Enter your business name and select next.
4. Add a business category using the search field.
5. Enter the street address of your business and hit next.
- 5a. If you have a service-based business check the box for
I deliver goods and services to my customers (it's not a store)
only show region.
- 5b. Select a delivery area option and hit next.
6. Enter a phone number/website for your business.
7. Click Continue



VERIFY YOUR LISTING

VERIFY BY POSTCARD

1. On the postcard request screen make sure your business address is entered correctly.
2. Click Send Postcard. It should arrive within 14 days.
3. When your postcard arrives log into Google My Business and select the location you want to verify.
4. Click the Verify Now button.
5. Enter the 5-digit verification code for your business. Click submit



VERIFY YOUR LISTING

SOME BUSINESSES ARE ELIGIBLE TO VERIFY THEIR BUSINESS LISTING IN ANOTHER WAY.

- ☐ Verify By Phone
- ☐ Verify By Email
- ☐ Instant Verification
- ☐ Bulk Verification



ADD DETAILS TO YOUR LISTING

ADD YOUR WEBSITE

1. Select Info from the menu.
2. Click URLs
3. Add in your URL. If you have a Local Page use that URL.

SELECT SECONDARY CATEGORIES

Businesses can add up to 9 additional categories

1. Select the pencil icon next to your primary category.
2. Click Add Another Category and select the categories you would like to add.

Be as specific as possible and only use categories

that relate to your business.





ADD DETAILS TO YOUR LISTING

DEFINE BUSINESS HOURS

1. Select Info from the menu.
2. Click the hours section.
3. Choose a day of the week then use the toggle to indicate your business is open.
4. Click the arrow and select Opens at then set a time. Do the same for closing by selecting Closes at.
5. Finish setting your weekly hours then hit apply.



ADD DETAILS TO YOUR LISTING

ADD A BUSINESS DESCRIPTION

1. Select Info from the menu.
2. Click Add Business Description.
3. Write your business descriptions and select apply.

* Some categories do not allow for the business to add a description.

** Google has specific guidelines for descriptions review them [here](#).



OPTIMIZE YOUR LISTING

ADD PHOTOS

Businesses listings with photos receive 42% more driving directions.

1. From the menu click Photos.
2. Chose the type of photo or video you would like to add.
3. Upload the photo or video.



OPTIMIZE YOUR LISTING

SET ATTRIBUTES

Let your customers know what to expect when they visit your business. Attributes are things like wi-fi, outdoor seating, or LGBTQ friendly.

1. Click Info
2. Click the pencil next to the Attributes section.
You can search or scroll to find the attributes you want to add.
3. When finished click Apply.



OPTIMIZE YOUR LISTING

ADD A MENU OR SERVICES

Depending on your primary category, some businesses may be eligible to add a menu or list of services to their listing.

1. Click Info
 2. Select Menu or Services.
 3. Name the menu section.
 4. Add a title, description, and price for each item.
- There is also an option to use a third-party source to display your menu or services



OPTIMIZE YOUR LISTING

SET UP BOOKING

1. In the bookings section select Choose A Booking Provider.
2. Sign up with the provider of your choice.
3. Within one week your booking account will be linked to your listing



ENGAGE YOUR AUDIENCE

GOOGLE POSTS

One of the best ways to optimize your Google Listing is by adding Google Posts.

1. Go to your Google My Business Dashboard.
2. Select the location you would like to manage.
3. Click Create Post.
4. Select the post type.
5. Add your photo or video, text, oer, and button.
6. Click Preview to see the post before you publish.
7. Hit Publish in the top right corner of the preview page if you are happy with your post.



ENGAGE YOUR AUDIENCE

ANSWER QUESTIONS FROM THE COMMUNITY

Anyone can ask and answer questions about your business in the GMB Q&A section.

Control the conversation by answering questions before misinformation about your business spreads.

1. Your GMB account will notify you of new questions.
2. Next to the question click Answer.
3. To edit or delete your answer click the 3 dots and select an option.



ENGAGE YOUR AUDIENCE

MANAGE YOUR REVIEWS

1. Remind your customers to leave reviews.
2. You can do this in person or create and share a link asking them to leave a review on your listing.

2a. Search for your business on your computer.

2b. Find your business and click Write A Review.

2c. Copy and paste the URL you see in your address bar.



ENGAGE YOUR AUDIENCE

RESPONDING TO REVIEWS

1. Click Reviews from the menu.
Click Respond to reply to a customer review.
Write a response and click Submit.