

Google My Business

Use this quick checklist to maximize your profile



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- Claim your listing by visiting <https://www.google.com/business> and following the step-by-step instructions to manage the account
- Ensure that your profile is complete and the category is specific and accurate
- Check to make sure that your NAP (name, address, phone) are consistent across all of your online channels: website, social media channels, even email newsletters.
- Populate your profile with photos
- Download the app on your phone to maintain your profile and post regularly
- Share posts -- if content is worthy of posting on your Facebook page, then it warrants consideration as a post on GMB.
- Actively seek out authentic reviews. Never prioritize hacks over humans--just create a business process by which every customer is asked for a review.
- Use QR Codes and shortlinks to make it easy for customers to provide a review.
- Always reply to reviews, keeping responses short and concise and taking negative conversations offline.
- Access your GMB Analytics for easily understood insights about your audience and what resonates with them
- Access the free marketing kit from Google at <https://marketingkit.withgoogle.com/>

70% of small businesses manage their own marketing. If yours is one of them then you are one of us. Learn more about our community at marketingideaexchange.com