"How should I optimize my GMB profile?"

Google My Business (GMB) Profile Optimization Checklist:

Beginner

☐ Ensure your name, address, and telephone number are all accurate

☐ Keep Your hours of operation up-to-date

☐ Add web address

☐ Focus on seasonally relevant category's
(Example: air conditioning repair during summer)

☐ Ask customers to leave reviews

☐ Add logo and photos to showcase your business

☐ Create business description to tell potential customers about your business

Intermediate

☐ Ensure your name, address, and telephone number are all accurate

☐ Keep Your hours of operation up-to-date

☐ Add web address

☐ Focus on seasonally relevant category's
(Example: air conditioning repair during summer)

☐ Add a list of all services available within your business

☐ Ask customers to leave reviews

☐ Respond to all reviews both positive and negative

☐ Add logo and photos to showcase your business

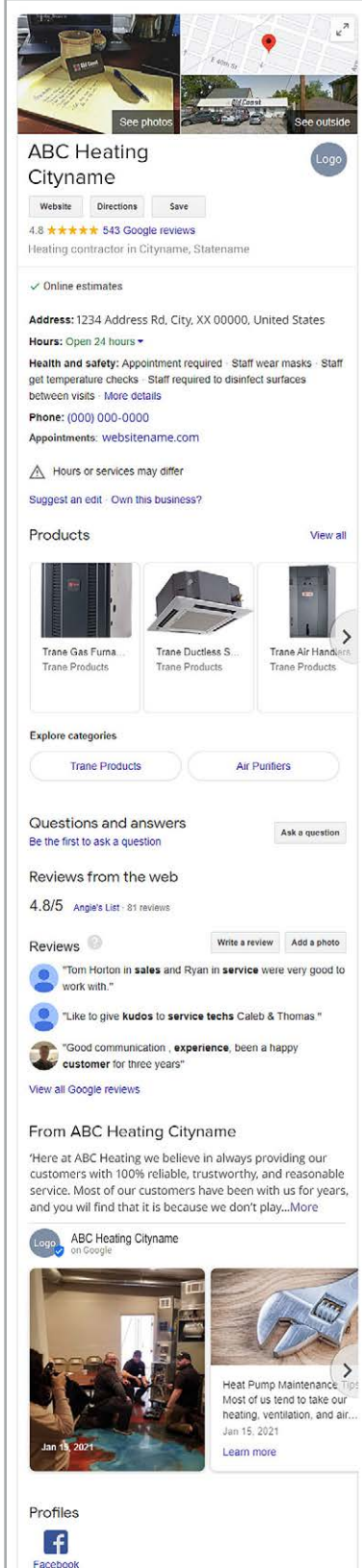☐ Create business description to tell potential customers about your business

Fully Optimized listing:

Expert

- ☐ Ensure your name, address, and telephone number are all accurate

- ☐ Keep Your hours of operation up-to-date

- ☐ Add web address

- ☐ Focus on seasonally relevant category's
(Example: air conditioning repair during summer)

- ☐ Prepopulate frequently asked questions and answers from Google search page

- ☐ Create Google posts monthly to showcase offers, events, products, etc.

- ☐ Add products you offer using GMB's product editor

- ☐ Add a list of all services available within your business

- ☐ Ask customers to leave reviews

- ☐ Respond to all reviews both positive and negative

- ☐ Add logo and photos to showcase your business

- ☐ Create business description to tell potential customers about your business

- ☐ Choose all attributes that are applicable including payment option, amenities, etc.

- ☐ Add links to social profiles

Fully Optimized listing:

For assistance in optimizing your Google My Business, please contact your DAC representative:
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