



KELLY'S RECOMMENDED GOOGLE MY BUSINESS CHECKLIST

- Claim your business by visiting <https://www.google.com/business> and then put in your basic information.
- You must verify account by using a code that Google mails to your business.
- You should have information like your business phone number, what your hours are, address, and more before they even reach your website.
- Be very specific with the classification of your business.
- Add attributes to answer the customers FAQ and expand your company (Ex. pet friendly? Wifi?).
- Add a photo or video to increase clicks.
- Use "photos tagged of your business" option.
- Ask for and answer reviews, even the bad ones.
- Use Google My Business to send messages directly to your customers via SMS text.
- Check to make sure all information is correct, easy to understand, and always updated if changed.



- Check to make sure all questions have been answered.
- Check the time frame that you decide to post and remember it only stays up for 7 days.
- Check the Insight option often to measure the impact of your GMB.
- Check to make sure your on the first page of the search results.
- Check to make sure your category is specific and the attributes should outline the characteristics of your company.
- Use mobile messaging through GMB so customers can contact you directly, without having to call.
- Check to make sure all information on our website matches the information on GMB.
- Check to make sure all reviews, even bad have been responded to.
- Check and optimize your titles and descriptions.
- Ask your customers to leave reviews.