

Google My Business Checklist



First Steps

- Does your business have a Google My Business listing?
- If so, have you claimed your Google My Business listing?

The Basics

- Is your business name correct?
- Is the category listed the best one for your business?
- Is your address correct?
- Is your phone number correct?
- Are your hours listed? Are they correct?
- Do you have holiday hours listed?
- Have you entered your website?
- Have you entered a description of your business?

Reviews

- Do you have any reviews?
- Have you received any new reviews in the last month?
- Is your average review star rating 4.5 or higher?
- Do respond to any reviews?
- Do you respond to all reviews?

Photos

- Does your cover photo represent your business well?
- Do you have an image of your logo added?
- Do you have 10 or more photos?
- Are your photos relevant to the business?
- Do you have a 360 photo tour?
- Have your customers uploaded pictures to Google My Business?
- Do you have any videos?

Next Steps

- Is your information consistent across all web directories? (i.e. Facebook, Bing, Yelp)
- Are you showing up in the search results for basic services/products that you offer?

If you answered no to any of these questions, especially the last two, it might be time to get some help with Local SEO. Call Smartly Done Websites at 208-497-0700 for a free consultation.