



## Google My Business Set-up Checklist

Check when done	Item	Notes
<input type="checkbox"/>	<b>Is business eligible?</b>	Check Google Guidelines on eligible business for GMB listings: <a href="https://support.google.com/business/answer/3038177?hl=en-GB">https://support.google.com/business/answer/3038177?hl=en-GB</a>
<input type="checkbox"/>	<b>Check for duplicates</b>	Is the business already listed? Can you "claim" the listing? Remember to check old company names and addresses too.
<input type="checkbox"/>	<b>SAB or bricks &amp; mortar?</b>	Does the business want/need people to come to their location? Or do they provide services on-location?
<input type="checkbox"/>	<b>UTM tracking</b>	Have you got a plan for tracking your GMB listing(s)? <a href="#">Claire's Complete Guide to UTM Tagging for GMB</a>
<input type="checkbox"/>	<b>Business name</b>	Don't keyword stuff it. Business name should be what the business would say when they answer the phone.
<input type="checkbox"/>	<b>Key info</b>	Get a <i>consistent</i> version of address, website & phone number. Make NAP (name, address, phone) info as consistent as possible across the web.
<input type="checkbox"/>	<b>Category</b>	What should your primary category be? What secondary categories are suitable? Use Pleper: <a href="https://optimisey.com/pleper">optimisey.com/pleper</a>
<input type="checkbox"/>	<b>Photos</b>	Get some great ones and upload them; fill as many photo categories as you can. Add video too if possible. NO stock photos & NO empty office shots!
<input type="checkbox"/>	<b>Reviews</b>	Get some & make them good (and genuine!). Bake asking for reviews into your processes. Use the 'Enhanced Ask'
<input type="checkbox"/>	<b>Extras</b>	Make use of: Q&As; GMB Posts; get a short-name (useful when asking for reviews!)