

# GOOGLE MY BUSINESS SUCCESS CHECKLIST





# The Checklist

## The Basics

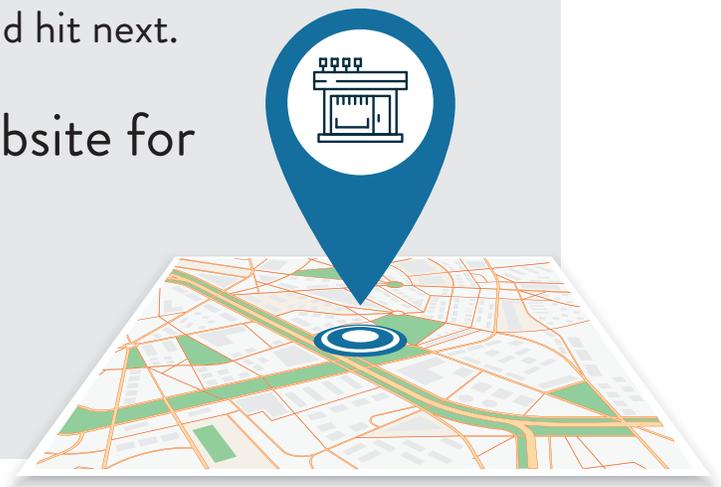
- Claim
- Verify
- Website
- Category
- Business Hours
- Description

## Optimization

- Photos
- Attributes
- Menu or Services
- Booking
- Posts
- Q&A
- Reviews

# Claim Your Listing

1. Go to [google.com/business](https://google.com/business)
2. Create or sign in to your Google Account.
3. Enter your business name and select next.
4. Add a business category using the search field.
5. Enter the street address of your business and hit next.
  - 5a. If you have a service-based business check the box for I deliver goods and services to my customers (it's not a store) only show region.
  - 5b. Select a delivery area option and hit next.
6. Enter a phone number/website for your business.
7. Click Continue



# Verify Your Listing



## Verify By Postcard

1. On the postcard request screen make sure your business address is entered correctly.
2. Click Send Postcard. It should arrive within 14 days.
3. When your postcard arrives log into Google My Business and select the location you want to verify.
4. Click the Verify Now button.
5. Enter the 5-digit verification code for your business. Click submit

**Some businesses are eligible to verify their business listing in another way.**

- Verify By Phone
- Verify By Email
- Instant Verification
- Bulk Verification

# Add Details To Your Listing

## Add Your Website

1. Select Info from the menu.
2. Click URLs
3. Add in your URL. If you have a Local Page use that URL.

## Select Secondary Categories

*Businesses can add up to 9 additional categories*

1. Select the pencil icon next to your primary category.
2. Click Add Another Category and select the categories you would like to add.  
Be as specific as possible and only use categories that relate to your business.

## Define Business Hours

1. Select Info from the menu.
2. Click the hours section.
3. Choose a day of the week then use the toggle to indicate your business is open.
4. Click the arrow and select Opens at then set a time. Do the same for closing by selecting Closes at.
5. Finish setting your weekly hours then hit apply.

### Add business hours

Let customers know when you are open for business

[Learn more](#)

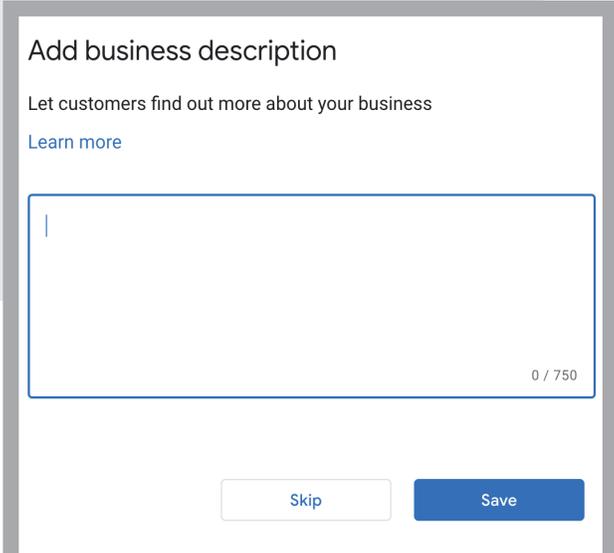
Sunday	<input checked="" type="checkbox"/>	Open	24 hours
Monday	<input checked="" type="checkbox"/>	Open	24 hours
Tuesday	<input checked="" type="checkbox"/>	Open	24 hours
Wednesday	<input checked="" type="checkbox"/>	Open	24 hours
Thursday	<input checked="" type="checkbox"/>	Open	24 hours
Friday	<input checked="" type="checkbox"/>	Open	24 hours
Saturday	<input checked="" type="checkbox"/>	Open	24 hours

## Add a Business Description

1. Select Info from the menu.
2. Click Add Business Description.
3. Write your business descriptions and select apply.

\* Some categories do not allow for the business to add a description.

\*\* Google has specific guidelines for descriptions review them here.



The screenshot shows a form titled "Add business description" with the subtitle "Let customers find out more about your business". Below the subtitle is a link labeled "Learn more". The main part of the form is a large text input field with a vertical cursor on the left. In the bottom right corner of the input field, the text "0 / 750" indicates the character count. At the bottom of the form, there are two buttons: a "Skip" button and a "Save" button.

# Optimize Your Listing

## Add Photos

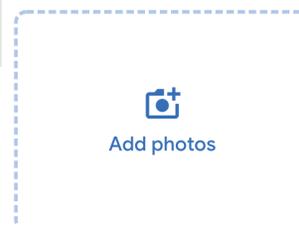
*Businesses listings with photos receive 42% more driving directions.*

1. From the menu click Photos.
2. Chose the type of photo or video you would like to add.
3. Upload the photo or video.

### Add photos of your business

Show off your products or services and let customers peek inside your business

[Learn more](#)



Well-lit, straightened photos tend to be easier to read

## **Set Attributes**

Let your customers know what to expect when they visit your business. Attributes are things like wi-fi, outdoor seating, or LGBTQ friendly.

1. Click Info
2. Click the pencil next to the Attributes section.  
You can search or scroll to find the attributes you want to add.
3. When finished click Apply.

## **Add a Menu or Services**

Depending on your primary category, some businesses may be eligible to add a menu or list of services to their listing.

1. Click Info
2. Select Menu or Services.
3. Name the menu section.
4. Add a title, description, and price for each item.

There is also an option to use a third-party source to display your menu or services

## **Set Up Booking**

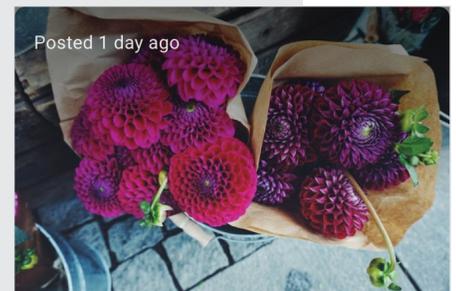
1. In the bookings section select Choose A Booking Provider.
2. Sign up with the provider of your choice.
3. Within one week your booking account will be linked to your listing

# Engage With The Community

## Google Posts

*One of the best ways to optimize your Google Listing is by adding Google Posts.*

1. Go to your Google My Business Dashboard.
2. Select the location you would like to manage.
3. Click Create Post.
4. Select the post type.
5. Add your photo or video, text, offer, and button.
6. Click Preview to see the post before you publish.
7. Hit Publish in the top right corner of the preview page if you are happy with your post.



Florist's choice bouquets  
undefined

10 stems of vibrant blooms: dahlias, anemones or sunflowers available. Just the thing to brighten your - or a special someone's - day.

## **Answer Questions From The Community**

*Anyone can ask and answer questions about your business in the GMB Q&A section.*

*Control the conversation by answering questions before misinformation about your business spreads.*

1. Your GMB account will notify you of new questions.
2. Next to the question click Answer.
3. To edit or delete your answer click the 3 dots and select an option.

# Manage Your Reviews



## Getting Reviews

*One of the best ways to optimize your Google Listing is by adding Google Posts.*

1. Remind your customers to leave reviews.
2. You can do this in person or create and share a link asking them to leave a review on your listing.
  - 2a. Search for your business on your computer.
  - 2b. Find your business and click Write A Review.
  - 2c. Copy and paste the URL you see in your address bar.

*Remember: Don't gate negative reviews, if you ask people to leave you a Google review, it must be published to your public listing.*

## **Responding to Reviews**

*Businesses who respond to reviews not only rank higher but they create more returning and new customers*

1. Click Reviews from the menu.

Click Respond to reply to a customer review.

Write a response and click Submit.