

Google My Business Setup Checklist

A complete guide to optimizing your business presence on Google

Initial Account Setup

- Go to business.google.com
- Sign in with your Google account
- Click "Add business" or claim an existing listing
- Enter your business name
- Choose business category (primary and secondary)
- Add business location:
 - Physical location (for stores/offices)
 - Service area (for service businesses)
- Add contact information:
 - Phone number
 - Website URL
 - Email address

Business Verification

- Choose verification method:
 - Postcard verification (3-5 days)
 - Phone verification (instant)
 - Email verification (instant)
 - Google Search Console verification
- Complete verification process
- Save verification code
- Enter code when received

Basic Information Setup



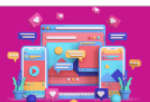
- Business hours:
 - Regular operating hours
 - Special hours for holidays
 - More hours (if applicable)
- Business description (750 characters):
 - Include key services/products
 - Add relevant keywords
 - Highlight unique selling points
- Business attributes:
 - Payment methods accepted
 - Accessibility options
 - Amenities offered
 - Health & safety measures

Visual Content

- Logo upload
- Cover photo upload
- Additional photos (minimum 10 recommended):
 - Exterior photos (building, signage)
 - Interior photos (workspace, environment)
 - Team photos
 - Product photos
 - Work/service photos
 - Behind-the-scenes photos
- Video content (if available)

Services/Products Setup

- Add service list:
 - Category names
 - Service descriptions



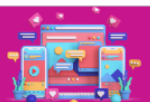
- Pricing (if applicable)
- Add product catalog (if applicable):
 - Product names
 - Descriptions
 - Prices
 - Product photos

Additional Features Setup

- Messaging setup:
 - Enable messaging
 - Set welcome message
 - Set response time
- Booking/Appointments (if applicable):
 - Enable booking feature
 - Set availability
 - Connect booking system
- Questions & Answers:
 - Add FAQ section
 - Pre-populate common questions
 - Set up notifications for new questions

Review Management

- Set up review notifications
- Create review response templates:
 - Positive review response template
 - Negative review response template
 - Neutral review response template
- Plan review collection strategy:
 - Create review link
 - Set up review request system



- Create review cards/materials

Posts & Updates

- Create content calendar for posts
- Set up different post types:
 - What's New posts
 - Events
 - Offers
 - Products
- Schedule regular updates

Performance Monitoring

- Set up tracking:
 - Views monitoring
 - Search queries
 - Customer actions
 - Photo views
- Create monthly review schedule:
 - Insights analysis
 - Competitor comparison
 - Content performance
 - Customer interaction rates

Regular Maintenance

Weekly Tasks:

- Respond to new reviews
- Answer new questions
- Create new posts
- Update photos



Monthly Tasks:

- Review and update business hours
- Check and update contact information
- Review and update services/products
- Analyze insights and metrics

Quarterly Tasks:

- Update business description
- Review and update attributes
- Refresh photo gallery
- Review competitor listings

Optimization Tips

- Use relevant keywords in:
 - Business description
 - Service descriptions
 - Photo captions
 - Posts
- Keep information consistent across:
 - Website
 - Social media
 - Other directories
- Maintain regular posting schedule:
 - At least 1 post per week
 - Mix of different post types
- Engage with customer interaction:
 - Respond to reviews within 24 hours
 - Answer questions promptly
 - Monitor and respond to messages



Common Issues Troubleshooting

- Verification problems:
 - Save verification email
 - Document verification attempts
 - Keep verification codes
- Review issues:
 - Flag inappropriate reviews
 - Document review responses
 - Track review patterns
- Information updates:
 - Screenshot changes
 - Document update history
 - Keep change log

