

GMB Daily & Weekly Checklist

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Your quick reference guide for consistent Google Business Profile management

DAILY Tasks (5-10 minutes)

Do these EVERY DAY to maintain profile health and responsiveness

| | |
|---|---|
| <input type="checkbox"/> Check for new reviews Respond to ALL reviews (positive & negative) within 24 hours | 2 min HIGH PRIORITY |
| <input type="checkbox"/> Answer new Q&A questions Check if customers posted questions, answer professionally within 24 hours | 3 min |
| <input type="checkbox"/> Check messages Respond to direct messages from GMB profile | 2 min |
| <input type="checkbox"/> Upload 1-2 photos daily Recent listings, SOLD signs, community photos, or you-at-work photos Weekly Goal: 5-10 photos total | 2 min |
| <input type="checkbox"/> Monitor insights Quick glance at views, clicks, calls - note any unusual activity | 1 min |

⌚ WEEKLY Schedule (Structured by Task Type)

• GMB POSTS (3x per week - Mon/Wed/Fri)

| | |
|--|---------------|
| <input type="checkbox"/> MONDAY POST - Market Update Share local market stats, trends, or news (Oak Ridge, Stokesdale, Greensboro focus) <i>Example: "Oak Ridge home sales up 12% this month!"</i> | 10 min |
| <input type="checkbox"/> WEDNESDAY POST - Listing Feature Just Listed, Price Reduction, Open House, or Property Spotlight Include best photo, key features, CTA with phone number | 10 min |
| <input type="checkbox"/> FRIDAY POST - Community/Tips Home tips, local business spotlight, success story, or free resource <i>Example: "5 ways to boost curb appeal" or "Love this Oak Ridge coffee shop!"</i> | 10 min |

💡 **Post Tips:** Always include location (city + county) for local SEO. Use action buttons (Call Now, Learn More).

? Q&As (1-2 per week)

| | |
|---|------------------|
| <input type="checkbox"/> Add 1-2 new Q&As this week Post question + comprehensive answer from your 100+ Q&A library Include ALL credentials: CRS, SFR, E-Pro, RMC, Tate certs, Top 5%, etc. Week 1-8: Focus on city "best agent" questions Following 40-week plan to complete all Q&As | 10-20 min |
| <input type="checkbox"/> Review Q&A performance Check which Q&As get most views/engagement | 2 min |

💡 **Q&A Tips:** Answer your own questions to control narrative. Location-specific questions rank better in local search.

SERVICES (2-3 per week) OR PRODUCTS (3-5 per week)

THIS WEEK: Adding Services OR Products

SERVICES WEEK: Add 2-3 location-specific services from your 70+ library Examples: "Residential Home Sales - Summerfield NC", "First-Time Buyer Services - Oak Ridge NC" Following 30-week plan to complete all services

20-
30
min

PRODUCTS WEEK: Add 3-5 L2L guides with location targeting Examples: "Downsizing Guide - High Point NC", "First-Time Buyer Guide - Greensboro NC" **Alternate weeks between Services and Products**

Review service/product performance

Check GMB Insights to see which get most views/clicks

3
min

 **Services/Products Tips:** Use city names 2-3x in descriptions. Always test landing page links before publishing.

PHOTOS (5-10 per week total)

Daily photo uploads (1-2 per day)

Spread throughout the week to maintain consistent activity:

- New listing exterior/interior shots
- SOLD signs with you in photo
- Community/neighborhood photos
- You at work photos (at desk, showing homes, with clients)
- Success celebration photos

2
min/day

Weekly Total: 5-10 photos minimum

 **Photo Tips:** Batch prep during listing shoots - take 20-30 extra GMB-specific photos. Mix property + personal photos.

AI MONITORING & VIDEO (NEW 2025 - Weekly)

| | |
|--|---------------|
| <input type="checkbox"/> Weekly AI Visibility Test Test 10 queries across ChatGPT, Claude, Perplexity, Gemini, Grok Rotate queries: "best realtor [city]", "RamseyTrusted agent", etc. Track: Are you mentioned? Position? Accuracy? | 10 min |
| <input type="checkbox"/> Weekly Video Upload Record 15-30 second video (rotate: neighborhood tour, testimonial, tip, listing) Use keyword-rich filename before uploading Post to GMB as Update | 10 min |
| <input type="checkbox"/> Update AI Tracking Spreadsheet Log this week's AI test results: platforms, queries, mentions Track AI mention rate over time | 3 min |

 **AI Tips:** Test negative queries monthly ("worst realtors"). Update GMB if misrepresented.

WEEKEND - Reviews & Planning

| | |
|--|---------------|
| <input type="checkbox"/> Request reviews from this week's closings Send text + email to all closings within 48 hours Use templates with direct GMB review link | 10 min |
| <input type="checkbox"/> Batch create next week's content Write 3 GMB post drafts for Mon/Wed/Fri Prep photos, resize images, gather links | 20 min |
| <input type="checkbox"/> Review weekly performance Check GMB Insights: views, clicks, calls, direction requests Track progress on service/product/Q&A goals | 5 min |

📊 Weekly Time Investment

~35

Daily Tasks (5-10 min/day)

~50

Weekly Content Creation

85

Total Minutes Per Week

Less than 2 hours per week = Complete AI-optimized dominance across 22 cities!

⚡ Quick Reference Numbers

| Action | Weekly Target |
|----------------------|--|
| GMB Posts | 3 posts (Mon/Wed/Fri) |
| Q&As added | 1-2 per week (40-week plan) |
| Services added | 2-3 per week (30-week plan) - alternating weeks |
| Products (L2L) added | 3-5 per week - alternating with services weeks |
| Photos uploaded | 5-10 total (1-2 daily) |
| Review requests | Within 48 hours of every closing |
| Review responses | Within 24 hours of posting |

⚠️ Emergency Situations

Negative Review Posted

- **Take a breath** - Wait at least 2 hours before responding
- **Respond within 24 hours** - But not impulsively
- **Stay professional** - No defensive or sarcastic tone
- **Acknowledge concern** - Even if you disagree
- **Take offline** - "Please call me at (336) 643-2573 to discuss"
- **Flag if fake** - If not a real client, flag as inappropriate with evidence

Success Metrics to Track Monthly

- **Search Impressions:** Goal: +10-20% month-over-month
- **Profile Views:** Goal: 100+ per month in primary markets
- **Website Clicks:** Goal: 50+ per month
- **Phone Calls:** Goal: 10-20+ per month
- **Direction Requests:** Goal: 5-10+ per month
- **Review Growth:** Goal: 3-5 early on, 5-10 after 6 months
- **Average Rating:** Maintain 4.7+ stars

 **Remember: Consistency Wins!**

85 minutes per week = Complete domination of local search across 22 cities and 4 counties

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