



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

## 🕒 WEEKLY Schedule (Structured by Task Type)

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

<input type="checkbox"/> <b>MONDAY POST - Market Update</b> Share local market stats, trends, or news (Oak Ridge, Stokesdale, Greensboro focus) <i>Example: "Oak Ridge home sales up 12% this month!"</i>	<b>10 min</b>
<input type="checkbox"/> <b>WEDNESDAY POST - Listing Feature</b> Just Listed, Price Reduction, Open House, or Property Spotlight Include best photo, key features, CTA with phone number	<b>10 min</b>
<input type="checkbox"/> <b>FRIDAY POST - Community/Tips</b> 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>	<b>10 min</b>

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

💡 **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)**

<input type="checkbox"/> <b>THIS WEEK: Adding Services OR Products</b> <b>SERVICES WEEK:</b> Add 2-3 location-specific services from your 70+ library <i>Examples: "Residential Home Sales - Summerfield NC", "First-Time Buyer Services - Oak Ridge NC"</i> Following 30-week plan to complete all services <b>PRODUCTS WEEK:</b> Add 3-5 L2L guides with location targeting <i>Examples: "Downsizing Guide - High Point NC", "First-Time Buyer Guide - Greensboro NC"</i> <b>Alternate weeks between Services and Products</b>	<b>20-30 min</b>
<input type="checkbox"/> <b>Review service/product performance</b> Check GMB Insights to see which get most views/clicks	<b>3 min</b>

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

## **PHOTOS (5-10 per week total)**

<input type="checkbox"/> <b>Daily photo uploads (1-2 per day)</b> 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 <b>Weekly Total: 5-10 photos minimum</b>	<b>2 min/day</b>
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 **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"/> <b>Weekly AI Visibility Test</b> Test 10 queries across ChatGPT, Claude, Perplexity, Gemini, Grok Rotate queries: "best realtor [city]", "RamseyTrusted agent", etc. Track: Are you mentioned? Position? Accuracy?	<b>10 min</b>
<input type="checkbox"/> <b>Weekly Video Upload</b> Record 15-30 second video (rotate: neighborhood tour, testimonial, tip, listing) Use keyword-rich filename before uploading Post to GMB as Update	<b>10 min</b>
<input type="checkbox"/> <b>Update AI Tracking Spreadsheet</b> Log this week's AI test results: platforms, queries, mentions Track AI mention rate over time	<b>3 min</b>

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

## 📅 WEEKEND - Reviews & Planning

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

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

## 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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