



RIGHT RUDDER  
MARKETING

# GBP OPTIMIZATION CHECKLIST

[rightruddermarketing.com](http://rightruddermarketing.com)

# INITIAL OPTIMIZATION

## NOTE:

Ensure your business name, address, and phone number (NAP) are the same across all online platforms.

- ✓ **Business Name:** Ensure it's the exact legal/business name.
- ✓ **Profile Picture:** Add your logo.
- ✓ **Cover Photo:** Design a cover photo using content & imagery that are relevant to your Service Focus.
- ✓ **Categories:**
  - ✓ **Primary Category:** Use your Primary Service (Flight School).
  - ✓ **Secondary Categories:** Select other relevant Secondary categories based on your Service List (Aviation Training Institute)
  - ✓ **Note:** After selecting Categories, choose from the Service Options under each Category.
- ✓ **Services:** Manually add additional services that were not captured during Category selection. These include private pilot training, instrument rating training, etc.
- ✓ **Use Your Business Address:** Businesses rank in roughly a 15 mile radius based on where the address is located.

- ✓ **Short Name:** Create a short name that matches the business name.
- ✓ **Phone Numbers:** Add your business phone number.
- ✓ **Website:** Ensure the link is to your website, even if it's not live yet.
- ✓ **Business Description:** Describe your services, unique selling points, and your commitment to customer satisfaction. Use keywords relevant to your services and service areas but avoid keyword stuffing.
- ✓ **Operating Hours:** Add business hours (don't do 24/7).
- ✓ **Add Photos:** Upload photos of your employees, aircraft, office, hangar, pictures of you flying, students after a checkride or solo, etc.
- ✓ **Questions & Answers:** Create roughly 10 FAQs related to your primary services and service areas.
- ✓ **Add Service Areas:** Add all Cities & Zip Codes that you service.
- ✓ **Booking Button:** Send to website contact page or other appointment link.
- ✓ **Products:** Add services again here with a picture and brief description. Add a link to relevant webpages.
- ✓ **Social Links:** Link your business' social profiles.
- ✓ **Update the "More" Section:**
  - ✓ From the business
  - ✓ Service options
  - ✓ Turn on messaging.

# RECURRING MAINTENANCE

- ✓ **Google Review Acquisition - IMPORTANT:** Ask your Customers for a Google Review, you can find the Link on your GBP. Reviews are the currency that Google uses to understand your work activity and local authority. They boost all of your Google platforms including Google Ads!
- ✓ **GBP Messages:** Ensure that messages to your GBP are being monitored and can be responded to FAST.
- ✓ **Review Responses:** Respond to all reviews, especially the bad ones. Use it as an opportunity to showcase your professionalism to potential customers.
- ✓ **Frequently Add Images & Create Posts!** Update your profile at least once per month.
- ✓ **Check your Insights:** See how your efforts are impacting your local online presence.

# VIDEO VERIFICATION GUIDE

This guide tells you how to pass video verified using our process which has a 95% Success Rate! One of the most challenging parts to getting your GBP optimized is the verification process. ESPECIALLY when you update your business address to a more ideal location!

This will for certain trigger a verification process with Google, so let's prepare first. 😊

## VERIFICATION PREP

### STANDARD PROCESS (VIDEO SUBMISSION):

Typically, you start here and get verified after submitting your Video. Here's what you will need to prepare.

- ✓ **A Canvas/Sign for your "Office Door" - CRUCIAL**
- ✓ **Business Cards**
- ✓ **Vehicle Branding**
- ✓ **Branded Shirt & Hat** (Optional but helps)

You can Design on Canva or Fiverr and print on VistaPrint.

## **BUSINESS IDENTITY VERIFICATION (DOCUMENT SUBMISSION):**

If your Video Verification fails, it will be escalated to Business Identity Verification. We recommend getting these items now just in case you get to this stage!

### **✓ Gather Images:**

- ✓ Vehicles/equipment
- ✓ Outside of location
- ✓ Street sign

### **✓ Business Documentation WITH THE ADDRESS ON IT.**

- ✓ Business registration
- ✓ Insurance
- ✓ Licensing
- ✓ Utility bill

Once everything is ready, update your profile and go through Verification.

## **VIDEO VERIFICATION STEPS**

**This requires attention to detail and will result in further delay if not done properly.**

Begin by going to your Google Business Profile, and click "Get Verified". Read the instructions and be attentive to whatever recording restrictions they give you.



## FIRST STEPS

- ✓ Start outside.
- ✓ Introduce yourself and **claim ownership of the business.**
- ✓ Wear your **Shirt** and/or **Hat** with company **Logo**.
- ✓ Show **Business Card** and **Vehicle Branding, Wrap/ Lettering/Magnet** etc...
- ✓ Show **Equipment** in the **Vehicle** or **Shop**.
- ✓ Show the **outside** of your **Building**:
  - ✓ Building
  - ✓ Street
  - ✓ Surrounding buildings
  - ✓ Street sign or other signage if applicable
- ✓ Go **Inside**
- ✓ Open "**Public Office**" and say "***This is where customers conduct business***"
- ✓ Open "**Private Office**" and say "***This is where customers cannot enter***"

## END STEPS

### IMPORTANT NOTES:

1. **PUBLIC OFFICE:** Google wants to see where you conduct/talk business with clients. So use a sign on a door and open the "Public Office" to showcase the room very briefly. A reception area or front desk with business cards / brochures and a computer station with a receptionist is ideal.
2. **PRIVATE OFFICE:** Google also wants to see a place that Clients can NOT access. Open a "Private Office" door and showcase it briefly. We have had a flight school open a closet before and it worked. Just somewhere that the students can't go without access.
3. **ANSWERS TO POTENTIAL QUESTIONS:**
  - a. Customers **CAN & DO** Visit Your Location.
  - b. You're **NOT** a Service Area Business, you have a **Physical Location**.
  - c. This is **NOT** a Virtual Office Location.

## REJECTION

- ✓ **First Rejection:** On your mobile device with a camera and internet, submit a ticket via Google support and request a live video call with a Google representative, which will be the same process just live.
- ✓ **Second Rejection:** Submit another ticket with your documentation you prepared earlier. Also ask for an Appeal Form and complete that as well.



# REINSTATEMENT GUIDE

**If for some reason your profile has been suspended and requires proof of business identity follow the steps below.**

Submit the reinstatement form and use documentation mentioned earlier in the "Business Identity Verification (Document Submission)" section.

If rejected, request an appeal form and follow up in the same thread. Continue to send them chat messages and emails to push your case forward.

Typically reinstatement takes about 3-5 business days. Follow up with Google support daily.

**FOR FURTHER GUIDANCE PLEASE EMAIL US DIRECTLY AT**

[info@rightruddermarketing.com](mailto:info@rightruddermarketing.com)



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