

Google Business Profile Best Practices Checklist

Google Business Profile (GBP) listings may look simple, but there is much more to them if you want to drive the absolute maximum return from local SEO. Your clients may consider their basic skeletal listings as good enough, but they will be losing out to their competition.

There is great value to your clients customers when they are able to view a robust listing—and a listing that is content-rich will always look more professional than one that is meager. Google's algorithm will also greatly favors content-rich listings: in the case of two near-identical businesses, it will favor the one with the more complete GBP profile. With value to both your clients customer experience and to their SEO, there is always value in improving your clients GBP listings.

Of course, there are challenges. The main reason for not curating your clients GBP listings is the large amount of resources needed to maintain their data. But be aware that data degrades rapidly. In fact, 60% of listing data goes out of date within two years. Your clients data also needs to be updated with the new features that Google rolls out month to month.

These issues only worsen the more locations your clients have. Luckily, we have put together this simple checklist to make sure any GBP listings you manage will have all the fundamental and auxiliary GBP features up to date. There are additional industry and marketing strategy specific features to consider but this guide will lay the groundwork for any GBP listings regardless of the type of business.

A step beyond this checklist is our **Maximizer** product that resides within our reporting dashboard. **Maximizer** automates the checklist process by scanning all of your clients GBP listings itself. If the brand you're reviewing contains a large number of locations, **Maximizer** will be the way to give these listings a once-over as efficiently as possible.

Data Cleansing

Making sure that all manageable listings are under your client's control, removing duplicate and obsolete listings, and assuring accurate information across managed pages.

Listing Management

Full optimization across managed listings for accuracy, visibility, and content. Assuring that all data that can be included is included. Uniform data syndicated to all relevant vendors.

Photos

Professional, new, and search engine optimizing photos uploaded to all listings. Store fronts, logos, brands, products, and the full breadth of image types represented to rank for every type of user query.

Listings URLs

Accurate and optimized website URLs to send users to individual location pages rather than general brand pages. UTM tracking to monitor user activity and a strong, quickly loading, user experience once directed to the URL proper.

Nested Locations

Inclusion in mall directories, indoor maps, and the "located within" feature. Ease of users to find the business when part of other buildings or to indicate when the service provided is a small kiosk within a larger establishment.

Google Q&A

Search engine optimization through pre-uploaded FAQs and real-time management of user questions and spam.

Reputation Management

Monitoring, analysis, and responses to reviews across all listings across all platforms. Improvement of rankings through high review response rates and star ranking increases from improved customer experiences. Insights gained through review aggregation on the location and brand-wide level.

Google Posts

Regular postings across all locations to improve SEO. Content rich and frequent posts to advertise products and services resulting in direct attributable leads.

Voice Search Optimization

Natural language descriptions of listings, robust FAQs, and content rich listings that voice search assistance can detect.