



Google My Business Listing Checklist

- ✓ **Business Name** - It should be exactly as on your website. Don't add any extra keywords
- ✓ **Category**
- ✓ **Service Areas** – Enter all locations you deliver to
- ✓ **Hours**
- ✓ **Phone Number** – Make sure it's the same as on your website
- ✓ **Website** – Closely look at your website URL. Does it have a www or not? Copy it exactly as on your website. Google treats www.businessname.com and businessname.com as 2 different websites
- ✓ **Brief Description** – Write a unique description with search keywords relevant to your business. Don't copy paste from your website
- ✓ **Photos**
 1. Identity - Logo and Cover – should match your business logo
 2. At work – Here you can post behind the scene images or even images of signs you have installed
 3. Team – Customers would like to know you. Post your pictures (professional only) if you like
- ✓ **Products** – here you can add each sign with the link to the product page on your website or contact page if you using the learn more
- ✓ **Posts** – Here you can periodically add posts like your blog posts. Make sure you add this post a few days after publishing it on your website



Tips for Reviews on your GMB

Reviews help establish trust with your future customers so its important to get them

1. Ask your customers explicitly to leave reviews in a text, email or postcard depending upon how you are communicating with your customers
2. Make it easier. Share the link to post review. Here is how to get the link for your GMB <https://support.google.com/business/answer/7035772?hl=en>
3. Show off your Reviews on your website posts or social posts
4. Always to reply to your reviews. If its positive, thank them. If its negative, be polite and professional. Here are a few tips - <https://survicate.com/customer-satisfaction/negative-feedback/>