

GOOGLE MY BUSINESS

OPTIMISATION CHECKLIST

- Check your business name is correct
make sure there are no added keywords at the end
- Is the category the most relevant for your business
search for your competitors names on gogole and look which category they are using if you are not sure
- Is your Business address consistent with how it's listed on your website and other places online?
if it's a hidden address you can ignore this question.
- Check the opening hours are correct?
do these need updating for covid-19?
- Have you set-up the Profile Short Name?
once this is set-up you can find a link to send others a link to review you. The link is on the home page of GMB
- Have you added Products if appropriate
- Have you filled out the Services section with the key pages from your business
you can also add a description for each service.
- Have you used up all of the space in the description (750 characters)
- Have you found the review link on the home page of your Google My Business profile.
once you have set-up your profile short name up?
- Have you added at least one Google Post?
remember Google Posts are for covid-19 updates, events, offers, news and products.



ADDITIONAL TIPS

To get the most out of Google My Business I would recommend that you download the Google My Business App on your mobile device.

Make sure your account login for Google My Business is an email address you check regularly.

RESOURCES

Google My Business sign-up page
<https://business.google.com>

Add your business to local business directories, known as local citations
<https://www.karendauncey.com/top-ten-sites-for-local-citations-in-australia/>

Get Found Online Facebook Group
<https://www.facebook.com/groups/getfoundonlinetoday/>

One on one Advisory on offer through The Business Station
<https://www.bluecherry.com.au/asbas>

Free SEO Audit
<https://www.bluecherry.com.au/seo/free-seo-audit>

Be first to get found out when The SEO School is launching
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