

# Google Business Profile optimization checklist

Elevate your digital marketing by completing your Google Business Profile. Help prospects quickly discover and learn about your community using this easy-to-follow checklist.



Community: \_\_\_\_\_

## Let's get you set up

ACTIVITY	DATE COMPLETED
<b>Claim your profile</b> Visit <a href="https://google.com/business">google.com/business</a> to search for and claim your listing.	
<b>Delete duplicates</b> Check for duplicate listings and request deletions as needed.	
<b>Get verified</b> Verify your profile via call, text, email or video. Google will notify you once the verification is complete.	
<b>Set your business name</b> Make it consistent with your website, storefront and other branding. Avoid abbreviations and taglines.	
<b>Check your address</b> Ensure your address matches what's on your website and directory listings.	
<b>Add a phone number</b> Use the same phone number that appears on your website and other resources.	
<b>Include business hours</b> Display accurate hours. Include holiday and special hours as needed.	

# Tell your story

ACTIVITY	DATE COMPLETED
<b>Select your primary business category</b> Pick the category that best represents your community. The first category you select is your primary business category.	
<b>Choose subcategories</b> Select additional categories that accurately describe your community and services.	
<b>Define your service area</b> Call out any areas you serve beyond your local area, if applicable.	
<b>Link your website</b> Make sure to link the correct website, especially if you manage multiple locations.	
<b>Add a booking link</b> Include a booking URL so prospects can easily schedule tours and appointments.	
<b>Write a business description</b> Draft a clear, informative description that explains what your community offers. Include language prospects would use to find you.	
<b>Include relevant attributes</b> Highlight applicable business attributes, such as accessibility options and amenities.	



## Add photos & media

ACTIVITY	DATE COMPLETED
<b>Upload high-quality photos</b> Use professional photos to show off your community and attract prospects. Add new photos regularly.	
<b>Select a profile and cover photo</b> Choose photos that accurately represent your community. These photos show up with your profile in search results.	
<b>Share a virtual tour</b> Add a walk-through, 360° virtual tour, plus street-view imagery, to help prospects explore your business before visiting.	

**TourBuilder Pro tours and photos automatically upload to your Google Business Profile to save you time and maximize visibility.**

## Connect with customers

ACTIVITY	DATE COMPLETED
<b>Generate real reviews</b> Encourage residents to leave positive reviews. Don't offer incentives in exchange.	
<b>Respond to reviews</b> Engage with both positive and negative reviews. This builds trust with prospects.	
<b>Set up messaging workflows</b> Make it easy for prospects to message you via text or WhatsApp.	
<b>Monitor questions</b> Add common questions and answers proactively. Respond to questions regularly.	

# Keep it fresh

## ACTIVITY

## DATE COMPLETED

### Create posts

Start posting community updates and announcements. Share local news, upcoming events and more.

### Track insights

Watch how prospects find and interact with your profile. Monitor photo views, calls, website clicks and direction requests.

### Check for gaps

Ensure all available sections are complete and accurate.

## Great work!

Your community will now be easier to find in search results. Get ready to reach, engage and win more prospects.

Want additional help elevating your marketing?

Contact us to see what's possible.

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