



# CHECKLIST

## Google Business Profile Optimization

- Business name: accurate, legal name (do not add keywords or location)
- Select primary category (closest to your primary revenue stream)
- Select secondary categories (only things you do. Don't choose too many.)
- Street address (only if you have a physical location)
- Service areas - where you physically visit your customers
- Business hours - for each day of the week, closed on days you're closed. Also note for holidays.
- Phone numbers - local primary number, 800 or call tracking for secondary numbers
- Website URL - usually home page.
- Booking/appointment URL - if you have one.
- Add services, products, menu (restaurants only) - provide as much detail as you can.
- Business attributes - authentic & accurate
- Business description - use keywords that your customers use when searching for your services
- Add photos - add more regularly (fresh content)
- Get reviews - the more positive reviews the better