

Google My Business Set Up Checklist

Here is a quick checklist that you can reference as you set up, optimize and manage your Google My Business Listing.

Set Up Your Google My Business Account

1. Set up Google Account at <https://accounts.google.com>. Skip this step if you have a Gmail account already for your business.
2. Log in to your GMB account: https://www.google.com/intl/en_ca/business/
3. Search for your business listing if you have an established business. You will need to CLAIM the listing if it comes up. If you are new or don't exist in Google, you will need to add your business to Google.
4. Select your business name.
5. Select relevant business category. You are able add an additional 5 categories later on.
6. Add a location if you have a physical business.
7. Determine your target locations or regions where you would like your GMB listing to show up.
8. Add your contact details (phone, website URL).
9. Select YES to receiving Google update so you can stay apprised of new changes to GMB.
10. Complete the GMB listing.
11. Add you mailing address to get receive your verification code in the mail.

12. Add business hours. If you are a virtual business with no set hours, then select 24 hours.

13. Add business messaging to be able to communicate with potential customers through your GMB listing.

14. Add relevant, keyword-targeted business description.

15. Add relevant and engaging business photos.

Optimize Your GMB Profile

1. Add logo (high resolution image under 2mb).

2. Add Photo Cover (prime piece of real-estate in your GMB listing).

3. Add engaging video to promote your business products and services.

4. Add relevant products and/or services.

5. Add COVID-19 information and updates where appropriate.

6. Review and optimize your GMB dashboard.

Manage Your GMB Profile

1. Add content updates (offers, promotions, news).

2. Respond to messages within 24 hours if possible.

3. Solicit and respond to Google Reviews.

- Share link with happy customers
- Send email to customer list
- Include Google Reviews badge on website
- Use QR code at physical location and marketing materials to drive more reviews
 - Check out: www.the-qrcode-generator.com

4. Create Google Ad Campaigns

- Use your free \$100 credit and be careful to learn Google Ads before you start spending money as it can be expensive quickly!