



Google My Business CHECKLIST

Instructions: Print this worksheet so that you can keep track of your progress and ensure you don't miss anything. You can also use it as a reminder to keep your profile up-to-date.

Registration

- Create / Verify Google Account
- Start / Claim Your Business Process
- Verify Business Ownership

Business Details

- Confirm / Correct Business Name
- Confirm Business Category
- Add Services Areas
- Add Standard Hours
- Add Special Hours
- Add More Hours (if applicable)
- Add / Confirm Phone Numbers
- Add Website
- Configure Appointments
- Add Products or Equivalent
- Configure Services Offered
- Confirm Business Attributes
- Write Business Description
- Enter Your Opening Date

Photos

- Upload Cover Photo
- Upload Logo
- Upload Several Exterior Photos
- Upload Several Interior Photos
- Create and Upload 360 Photos
- Upload Team At Work Photos
- Set a reminder to upload two photos each week

Reviews

- Find and Save Your Review Link
- Create Script to Ask for Reviews
- Respond to any Existing Reviews
- Set a reminder in phone to follow up on reviews every two weeks

Posts

- Review Types of Posts
- Create an Offer Post
- Create a What's New Post
- Create Posts of Two top reviews
- Set a reminder to create a post every two weeks

Messaging

- Enable messaging on your profile
- Install Google My Business App on your phone

Analytics

- Find insights section in Profile
- Set a reminder to review analytics every two weeks

Website Builder

- Review / Design Website
- If you move forward, map your domain to it
- Publish your new site

Marketing Materials

- Create and download postcards
- Create and download business cards
- Create and download posters if needed.
- Use social media shares of reviews to share to Facebook / Instagram / Posts
- Create window stickers.
- Create a custom video and share to post

Ongoing Tasks

- _____
- _____
- _____
- _____