

Google Business Profile Optimization Checklist

- ☐ Claim or Create your Google Business Profile
- ☐ Ensure NAP (Name, Address, Phone Number) consistency across all platforms
- ☐ Select the correct Primary Category and relevant Secondary Categories
- ☐ Write a keyword-rich business description (avoid keyword stuffing)
- ☐ Upload high-quality photos and videos with embedded metadata
- ☐ Add your business hours and keep them updated
- ☐ Post weekly updates (Offers, Events, Services)
- ☐ Respond promptly to customer reviews (positive and negative)
- ☐ Seed and manage the Q&A section with helpful, keyword-focused content
- ☐ Add business attributes (e.g., Women-led, Veteran-owned, etc.)
- ☐ Use a booking link or call-to-action if available
- ☐ Ensure your GBP is 100% complete
- ☐ Add schema markup (JSON-LD) for your website's NAP
- ☐ Include a site-wide footer with your complete business address
- ☐ Build citations on top directories (Foursquare, Infogroup, Neustar, etc.)
- ☐ Monitor GBP Insights monthly for performance metrics
- ☐ Remove or merge duplicate listings if found
- ☐ Create backlinks to your GBP listing and location-specific pages
- ☐ Track and improve local keyword rankings
- ☐ Re-optimize periodically based on analytics