



boomcycle  
DIGITAL MARKETING

# ULTIMATE GOOGLE MY BUSINESS CHECKLIST FOR 2021

**MAKE YOUR BUSINESS VISIBLE IN GOOGLE AND INCREASE CUSTOMER FLOW**

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# CONTENTS

- 3 Introduction to Google My Business
- 4 Start Here
- 13 Other GMB Ranking Factors
- 14 Summary
- 15 Need More Help?

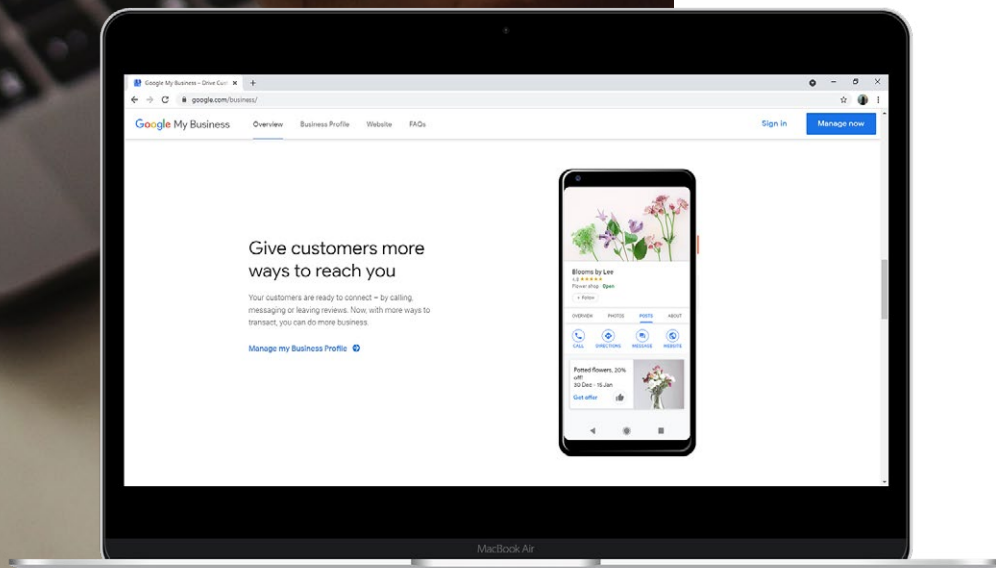
# INTRODUCTION TO GOOGLE MY BUSINESS

If your company focuses primarily on local clientele, you owe it to your business to create an optimized **Google My Business** (“GMB”) listing.

Having an optimized GMB listing will help your business be more visible, especially in the all-important Google “Map Pack”. The most recent estimation of the importance of your GMB listing is 25%(!) of your organic search ranking factor. The website with the optimized GMB will blow away the website with a GMB listing that is ignored.

This handy checklist will help you to manage the most important GMB factors. Filling these out as completely as possible will put you ahead of 98% of your competition.

So let’s get started!



## BUSINESS PROFILE



**Search for your business on Google** - search on the exact name of your business, followed by your city and state (EX: ace plumbing san ramon ca). Look for your businesses' "Knowledge panel" listing on the right-hand side of the search listings.



If you find your listing, click "Own this business?", follow the instructions.

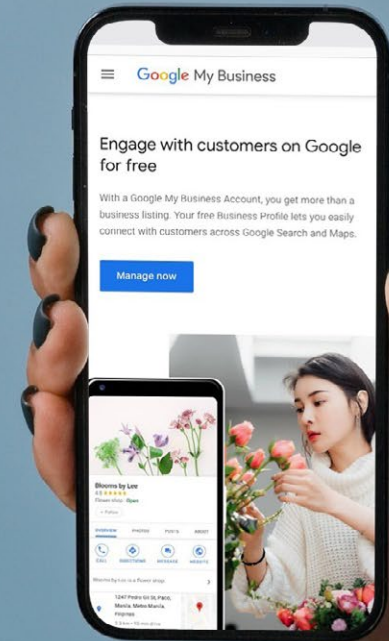


Otherwise, create your GMB listing [here](#).

- » If you have a physical location where you see customers (hardware store, auto dealership, restaurant, etc.), enter your **physical address** and **confirm with this tool** or
- » Check "I deliver goods and services to my customers"  
- Consider this carefully, as your business won't rank as high.

**IMPORTANT:** If your physical address is a PO Box or UPS Store location, your listing can be suspended by Google. Typically this only happens when a competitor tells Google about it, but naturally it can happen.

## START HERE





**Verify your listing** - Wait for Google's postcard, enter code from postcard. This verification step can be aggravating, as you wait for your postcard to arrive. However, verifying your listing unlocks a lot of the GMB functionality, so it's best to wait until you get the code from Google.



**Setup Users** with appropriate access to your GMB listing.



Enter your **100% consistent** (always use same punctuation) **business information:**

- » **Name** - This should include the main category in the name, if possible.
- » **Address** - If you say "Suite" here, never use "Ste." anywhere else.
- » **Phone** - If you use 888.888.8888 here, never use "(888) 888-8888" anywhere else.
- » **Hours** - Listed hours must be 100% consistent with your website, Facebook, etc.

## BUSINESS PROFILE



### Choose your **Categories**

- » Select a **Primary Category** for your business. The best way to decide is to look at which category the top 3 competitors are using. Select the most generic, “parent” description from the available categories. They’re rarely spot-on.
- » **Subcategories** - Add additional subcategories, no matter how lame they sound, as long as they’re 100% accurate.
- » Don’t add Subcategories that might confuse Google. For example, if you’re a wedding photographer, don’t also say you’re a musician.





## GOOGLE MY BUSINESS MEDIA



**Add Photos, videos** and virtual tours.

- » Use a **filename** for each photo or video that features your category, keywords and city/region name.
- » Include a **logo watermark**, and a **title** on the photo itself. The title should echo your ideal keywords (“financial planner”, “roof repair”, “family law attorney”, etc.)
- » **360 degree photos** are great, when Google’s **Street View** app is working. You can also hire a **Google Trusted 360 Photographer**. Google attaches some rank significance to having one of these folks take photos of your business.
- » Videos must be **75 MB** or smaller. This is super-tiny, so keep videos to between 60-75 seconds max, and use the lowest quality setting on your video editing software.



## YOUR PRODUCTS AND SERVICES

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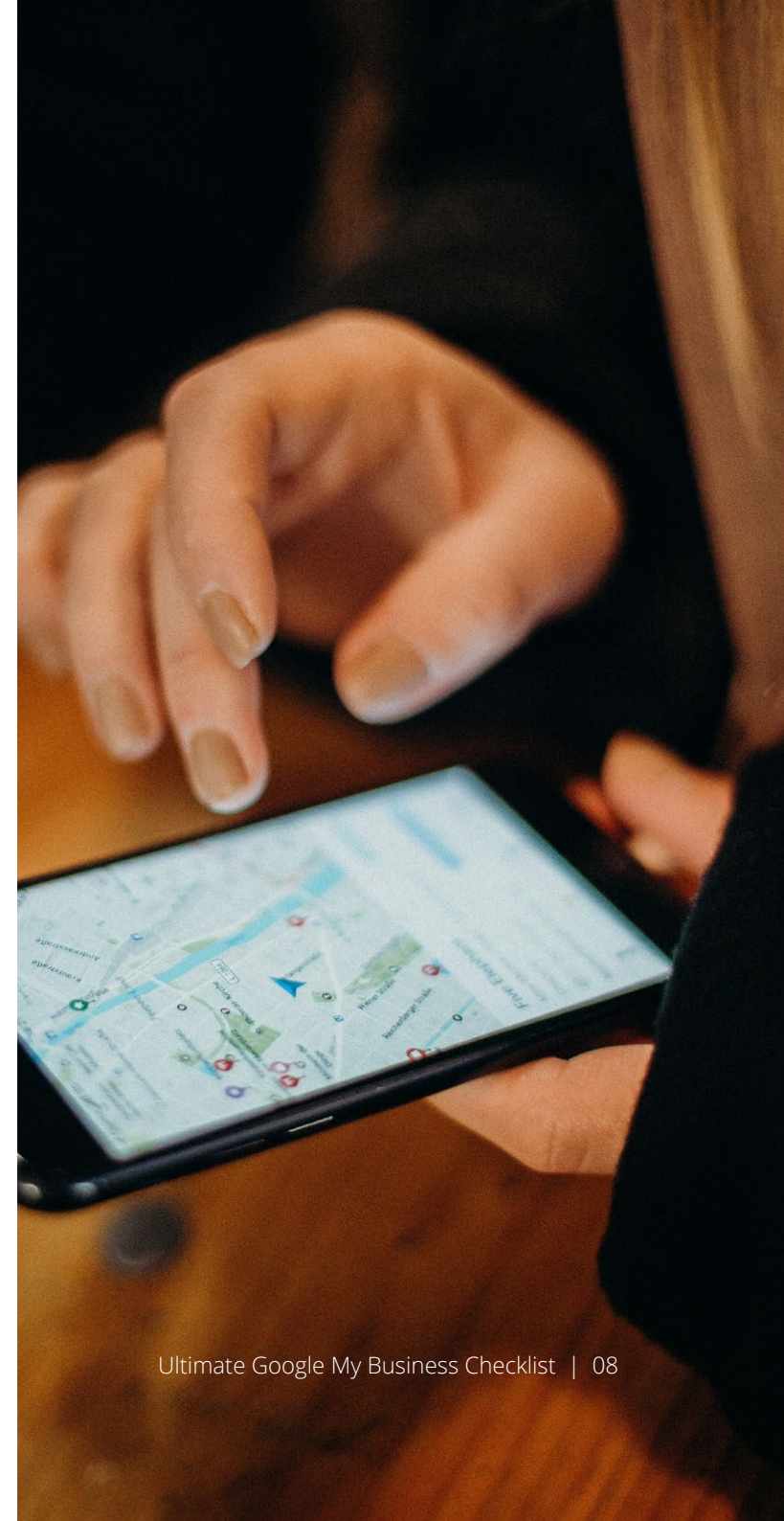


Add **Products, Services** or menu:

- » **Services** - Don't be satisfied with the funny, clunky business categories that GMB provides. Create your own custom services with the **precise names of the services** from your website. Include a "Learn more" at the end with a hyperlink to your site.
- » **Products** - If you are an ecommerce business that sells physical goods, enter some of your best-selling products here. If you are primarily a Service-based business, you can still enter "productized" services here. Include a photo, description and price.



Add **Questions & Answers** - Add your own questions, and answer them. This is totally legit, according to Google's Terms of Service. Of course, you should also answer questions posted by actual people! The trouble is, few know about it or avail themselves of it, so it's best to prime the pump with your own curated Q&A.





## ENGAGE WITH CUSTOMERS



Encourage, monitor and respond to **Reviews**. Share your review form to make it easy:

- » Go to “Home” on left-hand side and find section labeled “Get more reviews”
- » Click “Share review form”
- » Copy the review link and paste into emails or texts.



## KEEP YOUR CUSTOMERS UP-TO-DATE



Create **short** (150-300 characters) updates about your business using **Google Posts** regularly. You can use the “What’s New” post type for general posts, but there are also other types:

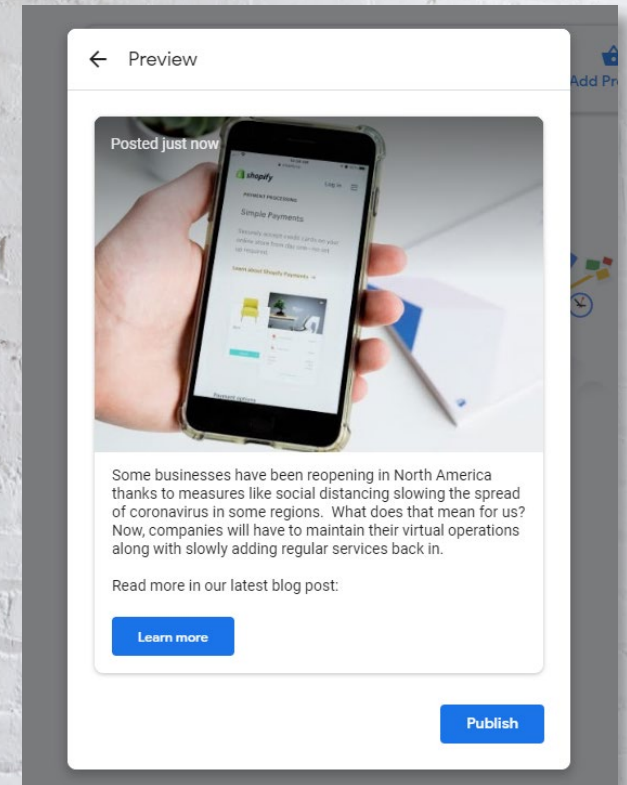
- » **Offer** - Best for limited-time promotions, from a single day, up to a year in length.
- » **Events** - Good for upcoming and current events.
- » **Product** - Good for demoing new products in your store.

Keep the most important information in the first words of your post, and use the **“Preview”** function to see what it will look like to a searcher.

Link appropriately to your website (i.e., not always simply your home page, but a specific page based on your post).



Enable **Messaging** from the GMB app on your phone (you can’t do it from the desktop GMB dashboard). Messaging is an easy way for customers to reach you, and naturally, another user (ranking) signal.



## RESERVE WITH GOOGLE

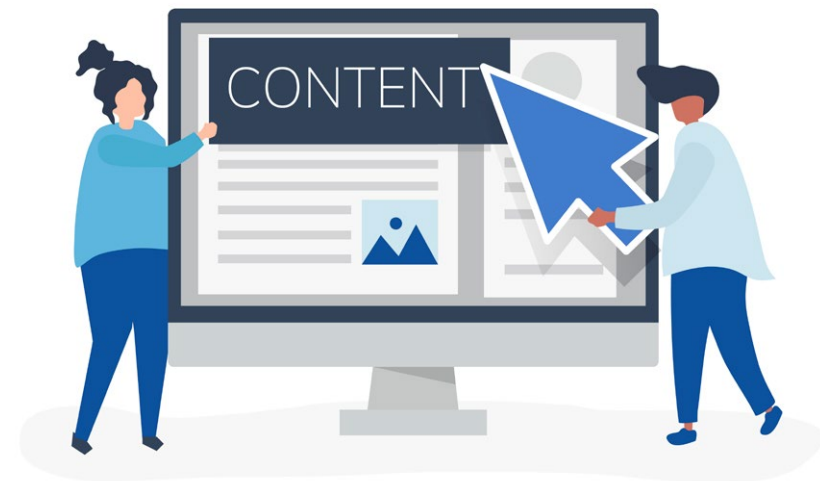


Consider enabling **Reserve with Google** if appropriate.



Create a GMB Website (or as I call it, “Silly Site”) as another citation for your business.

- » Click on **“Website”** on the left.
- » Select a **theme**. Most layout elements will pre-populate, saving time.
- » Add a **Summary** article of at least 1000 words. This should be for your most prized ranking terms.



**IMPORTANT:** Be sure to set the “Website” setting on your main GMB listing back to your **real website**, as creating this “Silly Site” will automatically select it as your default website (yikes!)



Setup a **Welcome Offer**. Currently, Welcome Offers can only be **set up using the GMB app** on your mobile device.



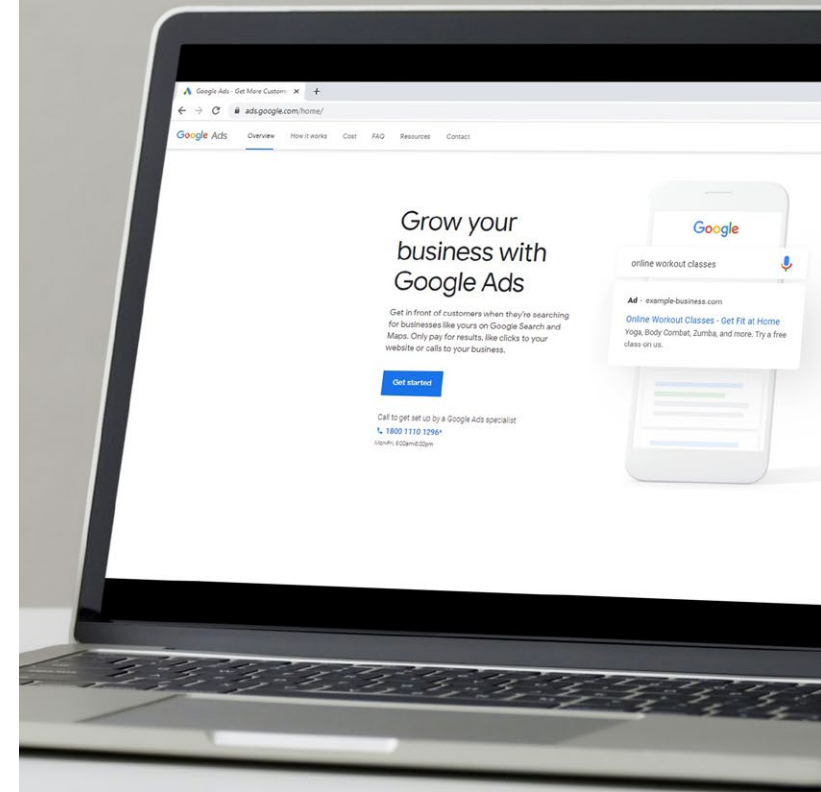
Link your GMB listing to **Google Ads** and/or **Google Merchant Center**.

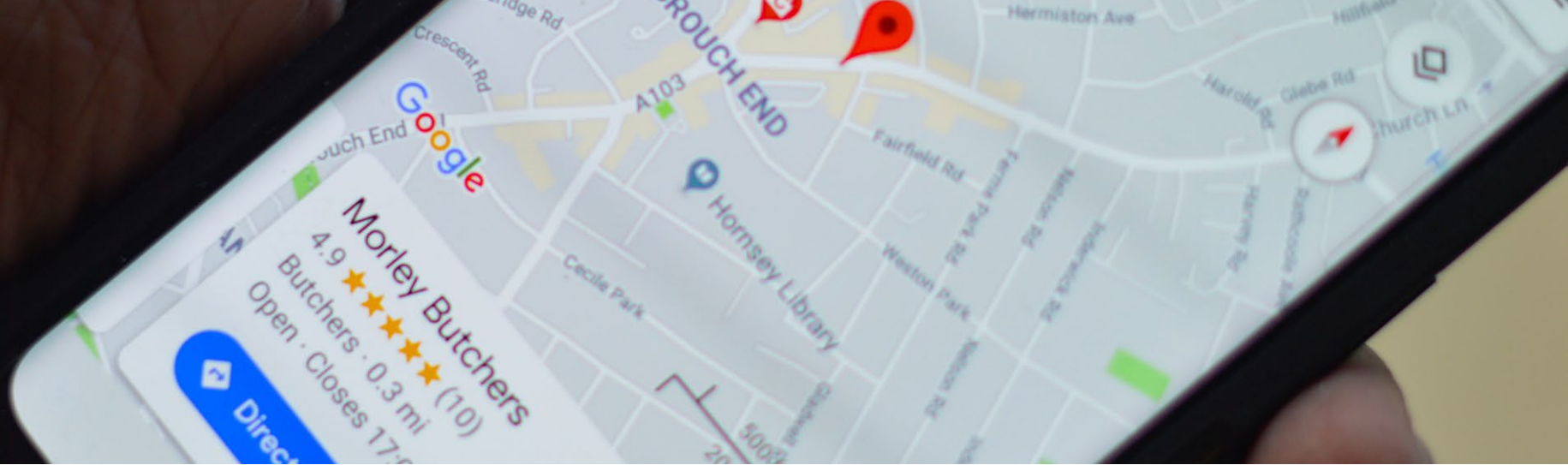


Create a recurring **calendar** appointment to check/update your GMB listing regularly.



**Get help for GMB questions, problems or suspensions.**





## OTHER GMB RANKING FACTORS

There are a variety of other factors which help your GMB listing rank as highly as possible. Some of these factors include:

**City Pages** - These are pages on your website that you create to highlight your business within certain localities. These can include location geo-tagged photos, **directions**, an embedded map, links to the official website of the city, etc. These pages should have a standard layout, but unique (as much as possible) content, even if you discuss the same products or services.

**Citations** - These sound complex, but they are mostly drudgery: “mentioning” your company name online in directories like Yelp, BBB or Yellowbook, or in social media like Facebook, Instagram, LinkedIn, etc.

These **citations must remain 100% consistent** on every listing. Don't say “Suite” one place and “Ste.” in another! TIP: Use a Google Keep or standard plain-text note with your exact business name, address and phone. It'll keep you honest!

**Backlinks** - These are just hyperlinks from other websites. Ideally, these are on highly-ranked websites, which helps your ranking. Getting backlinks from crappy, spammy websites are a waste of time in 2020.



# SUMMARY

It can be overwhelming to try to run your business, and keep up with your digital marketing duties, but if your businesses' primary lead source in 2020 is Google, you must do your utmost to maintain a solid and optimized GMB presence.



## NEED MORE HELP?

If you need help with your GMB listing or overall online presence, I offer a limited number of complimentary, one hour consultations each month.

Together on a Google Meet or Zoom, we can walk through your website, and I am happy to answer your content-related, technical or digital marketing questions and offer suggestions for improvement.

If you're interested in taking your online presence to the next level and beating your competitors, book your complimentary consultation [here](#).

