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the **xcite**  **group**

GOOGLE MY BUSINESS CHECKLIST

**INCREASE YOUR VISIBILITY
ACROSS GOOGLE SERVICES.**

CHECKLIST



Claim



Verify



Customize

- Website
- Category
- Business Hours
- Description



Optimize

- Add real images and videos of your business
- Keep your business information up to date
- Add special features and attributes
- Add your products or menus
- Booking



Connect

- Posts
- Messaging
- Q&A
- Reviews



CLAIM

Google Business Profile allows you to provide details and photos of your business, including your location, services, and products.

Creating this free profile is a great way to increase your visibility across Google services. Information from your Google Business Profile may appear in Google Search, Google Maps, and Google Shopping.

1. Create or sign in to your Google Account.
2. Go to google.com/business
3. Click "Manage Now"
4. Enter your business name.
5. Enter the street address of your business and hit next.
6. If you have a service-based business check the box for I deliver goods.
7. and services to my customers (it's not a store) Only show region - click next.
8. Select a delivery area option and hit next.
9. Add a business category using the search field.
10. Enter a phone number for your business.
11. Click Continue



VERIFY

Enter your real physical address, not a post office box.. You'll be offered the applicable options for verifying your account. Physical businesses will need to get a postcard by mail to verify their location.

Verify By Postcard

1. On the postcard request screen make sure your business address is entered correctly.
2. Click Send Postcard. It should arrive within 14 days.
3. When your postcard arrives, log onto Google My Business and select the location you want to verify.
4. Click the Verify Now button.
5. Enter the 5-digit verification code for your business. Click submit.

Some businesses are eligible to verify their business listing in another way.

- Verify By Phone
- Verify By Email
- Instant Verification (If you've verified a business before)
- Bulk Verification (For 10+ locations)



CUSTOMIZE

Customers are 2.7 times more likely to consider your business if you have a complete Google Business Profile. They're also 70% more likely to actually visit your location.

Google specifically says that "businesses with complete and accurate information are easier to match with the right searches." This improves your score for relevance. The key here is to tell Google visitors "what you do, where you are, and when they can visit."

Add Your Website

1. Select Info from the menu.
2. Click URLs
3. Add in your URL. If you have a Local Page use that URL.

Select Secondary Categories

*Businesses can add up to 9 additional categories.

1. Select the pencil icon next to your primary category.
2. Click Add Another Category and select the categories you would like to add. Be as specific as possible and only use categories that relate to your business.



Define Business Hours

1. Select Info from the menu.
2. Click the hours' section.
3. Choose a day of the week then use the toggle to indicate your business is open.
4. Click the arrow and select "Opens at" then set a time. Do the same for closing by selecting "Closes at".
5. Finish setting your weekly hours then hit apply.

Add a Business Description

1. Select Info from the menu.
2. Click Add Business Description.
3. Write your business descriptions and select apply.

OPTIMIZE

Business listings that contain photos receive 42% more driving directions. Your Google Business Profile includes a logo and cover photo. Use images consistent with those on your social profiles to make it easier for people to recognize your brand.



It is important to update this information whenever it changes to keep your GMB listing accurate and your users happy with the online experience.

Add Photos and Videos

1. From the menu click Photos.
2. Chose the type of photo or video you would like to add.
3. Upload the photo or video.

Set Attributes

Let your customers know what to expect when they visit your business. Attributes are things like wi-fi, outdoor seating, or family-friendly.

1. Click Info
2. Click the pencil next to the Attributes section. You can search or scroll to find the attributes you want to add.
3. When finished click Apply.

Add a Menu or Services

Depending on your primary category, some businesses may be eligible to add a menu or list of services to their listing.



1. Click Info
2. Select Menu or Services.
3. Name the menu section.
4. Add a title, description, and price for each item. There is also an option to use a third-party source to display your menu.

CONNECT

Google Posts

One of the best ways to optimize your Google Listing is by adding Google Posts.

1. Go to your Google My Business Dashboard.
2. Select the location you would like to manage.
3. Click Create Post.
4. Select the post type.
5. Add your photo or video, text, offer, and button.
6. Click Preview to see the post before you publish it.
7. Hit Publish in the top right corner of the
8. preview page if you are happy with your post.

Turn on Messaging

Turning on messaging is a great way to connect with your customers



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4. Add a title, description, and price for each item. There is also an option to use a third-party source to display your menu.

Answer Questions From The Community

Anyone can ask and answer questions about your business in the GMB Q&A section. Control the conversation by answering questions before misinformation about your business spreads.

1. Your GMB account will notify you of new questions.
2. Next to the question click Answer.
3. To edit or delete your answer click the 3 dots and select an option.

Reviews

Once your listing is completely set up you can start asking customers to leave a review.

1. Remind your customers to leave reviews.
2. You can do this in person or create and share a link asking them to leave a review on your listing.
 - a. Search for your business on your computer.
 - b. Find your business and click Write A Review.
 - c. Copy and paste the URL you see in your address bar.



Responding to Reviews

Businesses that respond to reviews not only rank higher but create more returning and new customers.

1. Click Reviews from the menu.
2. Click Respond to reply to a customer review.
3. Write a response and click Submit.

ARE YOU READY TO TAKE CONTROL OF YOUR LOCAL RANKINGS?

At Xcite, our professional local listing management team to manage your listing information and optimization for you. Each year, an estimated \$10.3 billion are lost due to inaccurate online business listings. With The Xcite Group, you can be sure your listings are always clean, up-to-date, and duplicate-free.

