

# LOCAL SEARCH CHECKLIST

Performing these optimization tasks consistently will drive more conversions and increase Google Maps ranking for your listings.

## Set Up

- Business name
- Choose Proper Categories (Up to 10)
- Set Service areas (if SAB)
- Hours (+ Special Hours/Holidays)
- Phone Numbers (with tracking)
- Profile Short Name
- Main website URL (with UTM tracking parameters) Contact website URL (with UTM tracking parameters) Products
- Services
- Highlights (attributes)
- Business Description
- Opening Date
- Initial Photos/Videos
- Review/Add Users
- Create GMB Q&A
- Submit to directory aggregators
- Submit to industry specific directories
  
- **AS SUBMITTED**
  - Respond to new questions \_
  - Respond to new reviews\_
  
- **WEEKLY**
  - GMB Posts\_
  - Add more photos\_
  - Send out review requests from customers\_



# LOCAL SEARCH CHECKLIST

- **MONTHLY**

Check for spam listings\_

Review data and rankings for the past month\_

- **WEBSITE**

Location and keyword are in page Title\_

Meta Description has keyword/category and has call to action\_

Main GMB categories are in page\_

Images have alt tags with keywords\_

Create specific page for each service/product offered\_

- **ANNUALLY**

Duplicate Suppression\_

Data Aggregators\_

Do you need help managing your Google My Business listings?

Contact Real Wisconsin Website Design at (920) 785-1219 eMail: [jm@realwis.com](mailto:jm@realwis.com)

NOTES:

