

Google My Business Checklist



By adding a few key elements, you will increase the likelihood that google will show your business in search results and help you get found by your ideal client.

Business Name

- Use the same business name as on your signs, business cards and legal documents
- Do NOT spam your business name with cities, search terms, tag lines or anything else. It is against Google's terms of service and could lead to listing problems or suspension in the future.

Business Categories

- Make sure the primary category best represents your business. It is the only one that people see on your business listing.
- Take advantage of additional categories and add as many as apply to your business.
- Do NOT use categories if they do not directly apply to your business.

Business Location

- Only enter a physical address if customers actually visit your place of business.
- Use a free tool like Smarty Street to make sure your address is properly formatted.
- Put the physical street address in the first line and put the site numbers in the second line.

Service Area

- Only enter this if you serve customers at their location (service area businesses). Some businesses serve customers both at their place of business and at their customer's location.
- Enter the cities, postal codes or regions that you service. Note that no matter how big a service area you set, it is still unlikely to appear in a search result greater than 20 miles away.

Business Hours

- Enter regular hours of operation when customers can actually do business with you.
- Add special hours for holidays, special closures, or other times when your business is not open.
- If you are a seasonal business, remove all operating hours when closed, and re-enter them when you open again.

Photos and Videos

- Upload videos and photos you have the represent your space accurately

Business Descriptions

The business description is an open text area that you can use to tell potential customers more about your business. It appears in both desktop and mobile web search, but does not appear on the Google maps app.

Step 1. Go to your listing in Google My Business

Step 2. Click “Info” and then click “Description”

Recommendations for business descriptions:

- You can write a description of up to 750 characters, however, only the first 244 characters will display on your Google listing unless the visitor clicks “More”.
- When writing it, pretend they know nothing about you. Think about what you’d want your customers to know most about your business.
- Use the most important terms that potential customers might be looking for, but do not keyword stuff.
- Don’t use all-caps, emoji’s or other “gimmicky character use”.
- Do not focus on promotions, prices or sales. Tell people about your business instead.
- Do not use any URLs.