

- Create a NAP (Name, Address, Phone) Document in plain text format
- Create a unique gmail address for each location
- Proofread NAP document carefully for accuracy
- Choose keywords and Categories
- Claim or create a GMB listing if one doesn't exist
- If GMB page is claimed and no one has the login info, request ownership
- Submit for a new verification PIN and enter it when the postcard arrives
- After listing is claimed, verify that all NAP information is correct and consistent
- Make any correcting to NAP info following the NAP document exactly
- Add anyone who will manage the page as managers, don't share password
- Add correct hours of operation
- Add a link to the business website using UTM linking (See link in notes)
- Add the logo, cover image, and inside and outside images of the building
- Add employee images, product/service images, and any other available images
- Geo-tag all images using a geo-tagger (See link in notes)
- Choose the most applicable business category and set it as the main business
- Choose any other applicable categories and add them as additional categories
- Do not select categories that do not apply to the business
- Include local keywords in the business description
- If the business is a service business, add all cities and counties it serves. Do not add areas the business does not service.
- Create a short name for your business, which will generate a short, sharable link to your listing
- Download the Google My Business app to continuously monitor your listing
- Add links to your GMB profile on directory listings and social media pages, where applicable
- Update your GMB listing with any special holiday hours when your hours change
- Regularly update your GMB listing with posts, using information regarding pricing specials, special events, new product offerings, info articles, and other useful information