

# Google My Business Action Plan — Set-up

**Instructions:** If you’ve received this checklist as a bonus for attending our free “Getting Started” Masterclass, we covered steps 1,3 and 4 during that course. We did not cover the other items, but you can still use this list to move forward. Each of the steps provides an explanation, and often you should be able to make a positive impact on your listing just from that explanation.

If you’d like to take it farther you can research each point on your own or you can sign up for our full course, which is regularly updated. When you buy the full course, it comes with a 12-month subscription to updates that will keep you current, as well as a constantly updated version of this Action Plan.

	Date Done	Task	Explanation	Module(s) to Review in “Google My Business Fundamentals, A to Z”
<b>1</b>		Claim Your Business (or create one if you can’t find a listing for yours)	Go to <a href="https://www.google.com/maps">https://www.google.com/maps</a> and search by your business name, address, or phone number. When you find your listing click on the “is this your business” and follow the prompts until you see your business information. You should be able to edit your information at this point, but your edits won’t appear until you complete verification (see below)	<i>Find Your Business Listing (6) or New Business Set Up (8) Claim Your Business Listing (7) Verify Your Listing (9)</i>
<b>2</b>		Check to see if duplicate listings exist for your business	Duplicate listings are bad. Sometimes you need to play detective to find them and then work to take care of them	<i>Dealing with the Problem of Duplicate Listings (34)</i>
<b>3</b>		Check that your business name is the “official” name of your business	Make sure your business name is the name as it would appear on a site like the Better Business Bureau, a business license, or some other official document. Don’t add slogans or keywords to your business name.	<i>Optimize Your Business Name (10)</i>
<b>4</b>		Pick the right business categories	Your business category (or categories) appears under your name. Make sure the first category is the primary one for your business. Double check by clicking on the pencil icon next to the category and typing	<i>Choosing the Right Business Category (11)</i>
<b>5</b>		Enter your “official” address	Your address must be a physical location, not a P.O. box. If it’s in the same building as another business (or	<i>The Importance of Location Settings (12)</i>

			businesses), make sure the suite number is unique to your business. The address should be one that is recognized by Google Maps if you search for it by itself.	
<b>6</b>		Verify the Map “push pin” is correct	After you make sure your address is correct, verify that the “push pin” that shows your location on Google Maps is positioned correctly by clicking on the pencil next to your address, which will call up an edit box with a map view. Change the push pin location as needed by dragging it.	<i>The Importance of Location Settings (12)</i>
<b>7</b>		Fill in your business hours	Even if you don’t have set business hours, make sure not to leave business hours empty. Fill in whatever best represents the time you do business. See if you can make use of “more hours” and “special hours”	<i>Hours and More Hours (13)</i>
<b>8</b>		Verify your phone number conforms to best practices	Make sure that there is a phone number for your listing and that the area code matches the area code for your address. Don’t rely on toll-free numbers or numbers outside the area code. This phone number should be the same as the phone number on your website (Change your website to match, if needed) and must be your primary business number.	<i>Phone Numbers, Short Names and Internet Links (14)</i>
<b>9</b>		Choose a “Short Name” and fill in Location Links	A short name will be extremely useful for getting reviews, and location links will help you connect more easily with prospects and clients and serve their needs.	<i>Phone Numbers, Short Names and Internet Links (14)</i>
<b>10</b>		Optimize your business description	Your description allows you both to describe your business and use keywords to create relevance, improving your visibility	<i>Optimizing Your Business Description with Keywords (17)</i>
<b>11</b>		Take advantage of business-specific options	Depending on your business, you might have access to additional features. Make sure you make use of every one you can.	<i>Promoting Menu Items (26) Managing and Promoting Services (27) Showcasing Product Offerings (28) What Bookings are and How they Work (29) What Location Links are and How they Can Help Your Business (30)</i>
<b>12</b>		Set up some common questions and answers	Google allows you to leverage the power of their questions and answers mechanism to set up your on Frequently Asked Questions (FAQs) section of your GMB listing	<i>Leveraging Q &amp; A Features (19)</i>
<b>13</b>		Add photos and visual assets	Have a selection of photos of your business, products, services and include your logo and a photo that can	<i>Making the Most of Photos and Videos (24)</i>

			function as your “cover” photo; for added impact geo-tag your images by writing EXIF tags into them	
<b>14</b>		Check your reviews	If there are reviews already pending, post your response, whether the review is favorable or negative. If negative, keep your response brief, professional, and try to take the discussion offline.	<i>Managing and Encouraging Reviews (21)</i>
<b>15</b>		Download the mobile app to your phone and set up SMS messaging	SMS messaging allows people who are text friendly (and telephone-shy) to connect with you. You need to set it up through the mobile GMB app and have that running on your phone to respond.	<i>Using the GMB Mobile App (22) Setting up SMS Messaging (23)</i>

# Google My Business Action Plan — Weekly

	Task	Explanation	Module(s) to Review
<b>1</b>	Check most recent reviews	Reviews should be responded to, whether favorable or unfavorable. It's especially important to be aware of, and respond to, negative reviews quickly	<i>Managing and Encouraging Reviews (21)</i>
<b>2</b>	Create a post	Posts create more visibility, beef up your listing, and demonstrate to Google that you are engaged with your listing and keeping it current; there are several types of posts, mix them up	<i>The Power of Posts (18)</i>
<b>3</b>	Check your insights	Are your visits up or down? Do you see new trends in terms of visibility, interaction, how you compare to other businesses like yours? Take actions as needed based on what you see.	<i>Understanding Insights and Analytics (20)</i>
<b>4</b>	Upload a couple more photos	Photos show as "updates" to your site and tend to encourage Google to show your listing more	<i>Making the Most of Photos and Videos! (24)</i>
<b>5</b>	Check your search results and see if anything surprises you	Perform searches as a logged-out user on your main keywords. Do you see spam? New competitors? Formatting or information that is inaccurate? Take action if needed.  Check to see if anyone has asked a question and respond to it.	<i>How to Fight Spam (36)</i> <i>Leveraging Q &amp; A Features (19)</i>
<b>6</b>	Check special hours	Make sure that your special holiday hours are added and updated to your listing; add new ones proactively	<i>Hours and More Hours (13)</i>
<b>7</b>	See if there are any "highlights" you can add to your listing	Google will make suggestions about attributes, categories, services and so forth. It's up to you to accept or reject what they propose.	<i>Highlights &amp; Attributes (15)</i>

