



# Google My Business Checklist

## 01 Are you eligible to get Google

### MY BUSINESS PROFILE

- Service area business
- Storefront business
- Hybrid?



## 02 Claim and verify YOUR BUSINESS

Request ownership, claim and verify your business.

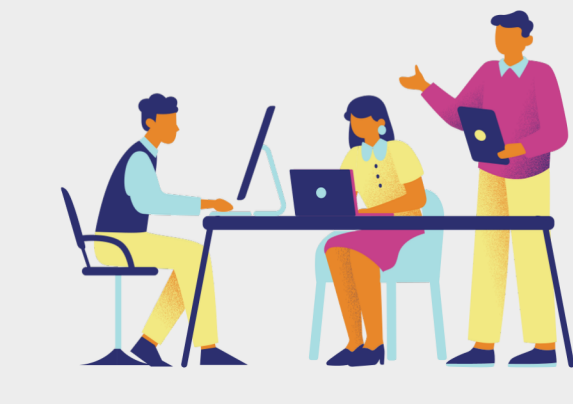
## 03

### Business Name

Use Your Real Business Name



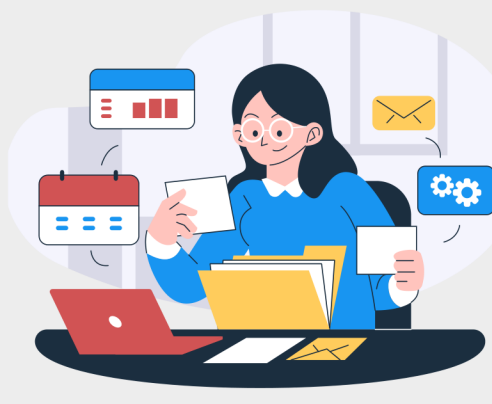
## 04



### Categories

Add 1 primary category and appropriate secondary categories that are relevant to your business.

## 05



### Business Location

Either choose your storefront business location or leave it blank if you run a service area business.

## 06

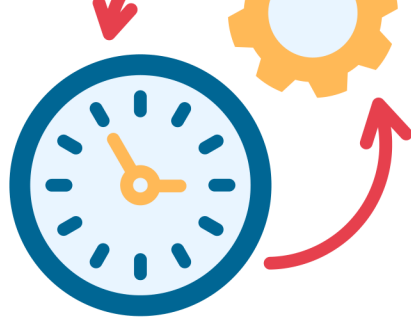
### Service Areas

Choose your best service area(s).

**Note:** This is not a ranking factor but increases user experience.



## 07



### Business Hours

Add hours, special hours, and additional hours

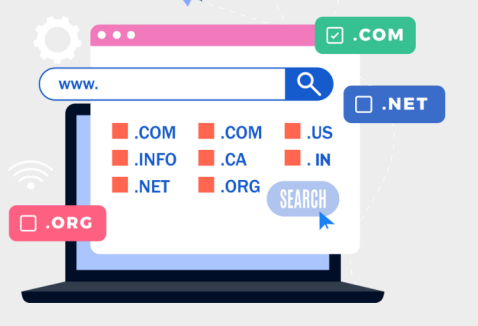
## 08



### Phone Number

Use real local phone number

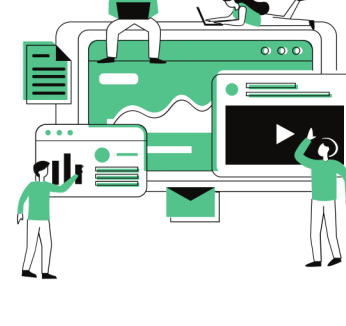
## 09



### Website URL

Add your real business website to the info section

## 10



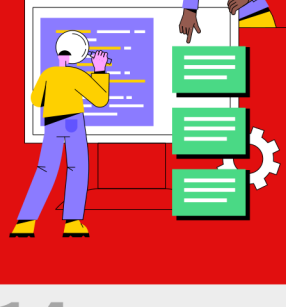
### Appointment URL

Use an URL where customers can either contact you or set up appointments with you.

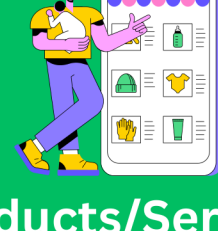
## 11

### Business Description

Add an appropriate description telling your customers who you are, where you can serve them and what you do by using around 700-750 characters.



## 12



### Products/Services

Add all relevant products and services to this section and use proper descriptions and images.

## 13



### Highlights/Attributes

Choose from Google's recommendations to keep your business information as relevant as possible.

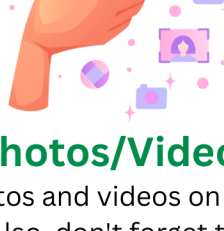
## 14



### Menu/Bookings

Depending on your business type you're allowed to add a menu and booking information to your listing.

## 15



### Photos/Videos

Add photos and videos on a regular basis. Also, don't forget to add a cover image and a logo. Use relevant tags to cover all image sections.

## 16

### Messaging

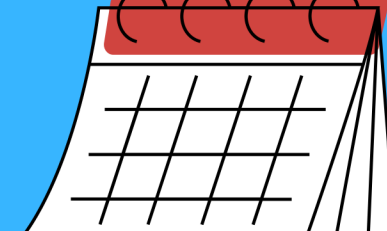
Activate the messaging feature to be able to receive customer requests on GMB.



## 19

### Opening Date

Add an opening date so that your customers can see how long you've been in business



## 17

### Reviews

Try to reply to all reviews within the first 24 hours.



## 20

### Google Business Site

Publish Google's business site under "website" in the left sidebar. Add a link, pointing to your real business website.



Source: <https://www.northstardesign.studio>