

Google Business Profile Optimization Checklist

Basic Setup

1. **Claim & Verify Your Business**

- Ensure your business is claimed and verified on Google Business Profile.

2. **Name, Address, & Phone (NAP)**

- Keep your business name, address, and phone number consistent across all online platforms including your Google business profile.

3. **Accurate Location Pin**

- Mark your exact business location on Google Maps.

4. **Business Description**

- Write a clear, concise description that highlights your services and values.

5. **Business Hours**

- Add regular working hours and update for holidays or special occasions.

6. **Quality Photos**

- Upload high-quality images that represent your business (logo, signboard, storefront, store interior, team, products, etc.).

7. **Collect Reviews**

- Aim to have at least 10 positive reviews and respond to all reviews promptly.

8. **Business Category**

- Choose the main category and sub-categories that best describe your business.

↓ Proceed to **Advanced Optimizations** on the next page ↓

Advanced Optimization

1. **Quality Videos**
 - Upload short videos that showcase your business, products, or services.
2. **Consistent NAP**
 - Ensure NAP information is the same across your website and other local listings.
3. **Local Phone Number**
 - Use a local landline or mobile number to build trust with nearby customers.
4. **Q&A Section**
 - Regularly monitor and answer customer questions on your profile.
5. **Google Posts**
 - Use Google Posts to promote offers, events, or new products/services.
6. **Direct Messaging**
 - Enable messaging so customers can reach out directly from your profile.
7. **360° Virtual Tour**
 - Add a virtual tour to give customers an inside look at your business.
8. **Website Link & Appointment URL**
 - Include your website URL and appointment booking link, if applicable.
9. **Add Services & Products**
 - List all the services and products you offer with relevant descriptions.
10. **Special Hours**
 - Update special hours during holidays, events, or seasonal changes.

↓ Proceed to **Bonus and Pro Tips** on the next page ↓

Bonus Tips

- 1. Track Activity via the Google Business App**
 - Use the app to track profile views, updates, and messages.
- 2. Respond to Reviews & Questions**
 - Stay engaged by promptly responding to all customer interactions.
- 3. Enable Booking Feature**
 - If relevant, integrate Google's booking feature to allow customers to make appointments directly.
- 4. Regular Updates**
 - Keep your profile up to date with new posts, services, and offers to stay relevant in search results.

Pro Tips for Growth

Make use of analytics and search data to your advantage:

- 1. Use Google Insights**
 - Monitor customer engagement, searches, and actions taken on your profile.
- 2. Integrate Google Analytics**
 - Link your Google Business Profile with Google Analytics to track website traffic.

Get Professional Help with Your Google Business Listing and Local SEO

Ready to take your business to the next level? Don't leave your Google Business Profile and local SEO to chance! Let Aero Business Solutions (ABS) help you optimize your listing and achieve top 3 rankings in local search results. Our experts will ensure your business stands out in the local pack, boosting your visibility, lead generation, and overall growth.

Contact ABS today for a FREE consultation and start ranking higher in local search results! Let's work together to increase your traffic and generate more leads for your business.

[Schedule a Free Consultation](#)

Get in touch now:

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Optimize your Google Business Profile and see the results in your business today!