

## Google Business Profile (checklist)

Use this checklist to ensure you have perfect optimization.

- Check for duplicate listings, claim all and delete all, but main listing.
- Select a main category and any other categories that make sense.
- Determine if your in a niche where business name is crucial.
- Get business profile to 100% by filling in all information.
- Create your free Google website and embed it in your main website.
- Create a post or an offer within the business profile.
- Gather reviews and get your client a review link.
- Create a link to your contact page and set as appointment link.
- Upload photos for each respective category Google gives you.
- Add any attributes that make sense for your listing.
- Respond to reviews and complete some questions & answers.
- Structure and optimize your website accordingly.
- Create schema mark-up for local business.
- Find any inconsistencies in citations and fix/create new ones.
- Find any missing backlinks your competitors have that you don't.
- Create a Google Drive entity stack.
- Disavow any spam backlinks you find.
- Run a geo-grid and create digital proximity content.
- Find new keywords in Google Search Console and create content.
- Derank any competitors not following guidelines.

If you've checked off each box on this cheatsheet, you should have a perfectly optimized Google Business Profile!