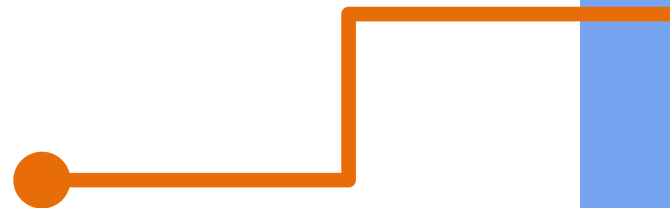


# Google My Business

The Complete Checklist  
For Claiming & Optimizing  
Your Business Listings



**CHATMETER**  
LOCAL BRAND MANAGEMENT

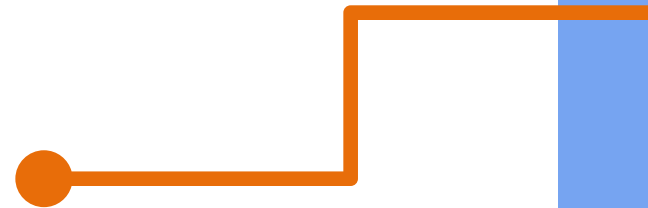
# The Checklist

## The Basics

- Claim
- Verify
- Website
- Category
- Business Hours
- Description

## Optimization

- Photos
- Attributes
- Menu or Services
- Booking
- Posts
- Messaging
- Q&A
- Reviews



# Claim Your Listing

1. Go to [google.com/business](https://google.com/business)
2. Create or sign in to your Google Account.
3. Enter your business name and select next.
4. Enter the street address of your business and hit next.
  - 4a. If you have a service-based business check the box for *I deliver goods and services to my customers (it's not a store) only show region* - click next.
  - 4b. Select a delivery area option and hit next.
5. Add a business category using the search field.
6. Enter a phone number for your business.
7. Click Continue

# Verify Your Listing

## Verify By Postcard

1. On the postcard request screen make sure your business address is entered correctly.
2. Click *Send Postcard*. It should arrive within 14 days.
3. When your postcard arrives log into Google My Business and select the location you want to verify.
4. Click the *Verify Now* button.
5. Enter the 5-digit verification code for your business. Click submit.

Some businesses are eligible to verify their business listing in another way.  
(Click the verification process to learn more)

## Verify By Phone

## Verify By Email

**Instant Verification** (If you've verified a business before)

**Bulk Verification** (For 10+ locations)

# Add Details To Your Listing

## Add Your Website

1. Select *Info* from the menu.
2. Click *URLs*
3. Add in your URL. If you have a **Local Page** use that URL.

## Select Secondary Categories

Businesses can add up to 9 additional categories

1. Select the pencil icon next to your primary category.
2. Click *Add Another Category* and select the categories you would like to add. Be as specific as possible and only use categories that relate to your business.

## Define Business Hours

1. Select *Info* from the menu.
2. Click the *hours* section.
3. Choose a day of the week then use the toggle to indicate your business is open.
4. Click the arrow and select *Opens at* then set a time. Do the same for closing by selecting *Closes at*.
5. Finish setting your weekly hours then hit apply.

## Add a Business Description

1. Select *Info* from the menu.
2. Click *Add Business Description*.
3. Write your business descriptions and select apply.

\* Some categories do not allow for the business to add a description.

\*\* Google has specific guidelines for descriptions [review them here](#).

From the business

Write a brief description of your business. [Learn more](#)

0 / 750

CANCEL APPLY

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

# Optimize Your Listing

## Add Photos

Businesses listings with photos receive 42% more driving directions.

1. From the menu click *Photos*.
2. Chose the type of photo or video you would like to add.
3. Upload the photo or video.

## Set Attributes

Let your customers know what to expect when they visit your business. Attributes are things like wi-fi, outdoor seating, or LGBTQ friendly.

1. Click *Info*
2. Click the *pencil* next to the Attributes section.  
You can search or scroll to find the attributes you want to add.
3. When finished click *Apply*.

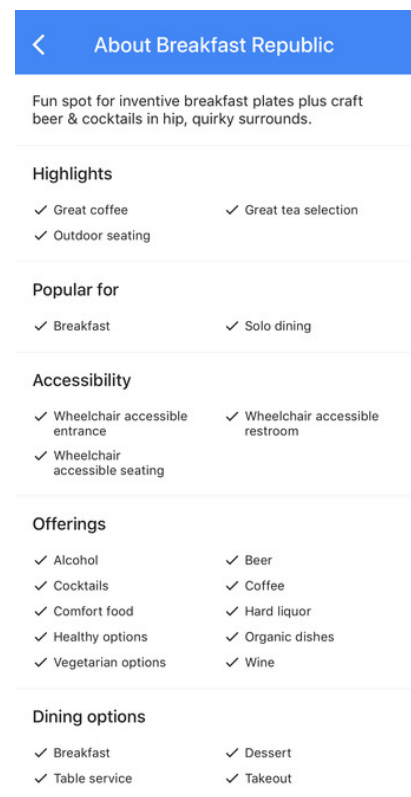
## Add a Menu or Services

Depending on your primary category, some businesses may be eligible to add a menu or list of services to their listing.

1. Click *Info*
2. Select *Menu* or *Services*.
3. Name the menu section.
4. Add a title, description, and price for each item.  
There is also an option to use a third-party source to display your menu or services.

## Set Up Booking

1. In the bookings section select Choose A Booking Provider
2. Sign up with the **provider** of your choice.
3. Within one week your booking account will be linked to your listing.

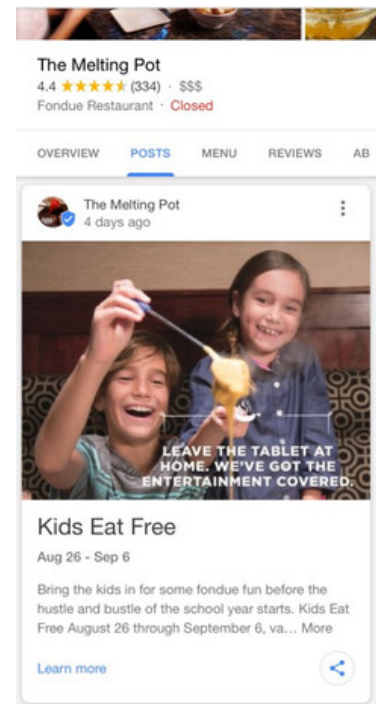


# Engage With The Community

## Google Posts

One of the best ways to optimize your Google Listing is by adding **Google Posts**.

1. Go to your Google My Business Dashboard.
2. Select the location you would like to manage.
3. Click *Create Post*.
4. Select the post type.
5. Add your photo or video, text, offer, and button.
6. Click *Preview* to see the post before you publish.
7. Hit *Publish* in the top right corner of the preview page if you are happy with your post.



## Turn on Messaging

Turning on messaging is a great way to connect with your customers.

1. Open the Google My Business App (Mobile only)
2. Select the location you would like to manage.
3. Tap *Customers*.
4. Tap *Messages*.
5. Tap *Turn On*.

## Answer Questions From The Community

Anyone can ask and answer questions about your business in the GMB Q&A section. Control the conversation by answering questions before misinformation about your business spreads.

1. Your GMB account will notify you of new questions.
2. Next to the question click *Answer*.
3. To edit or delete your answer click the 3 dots and select an option.

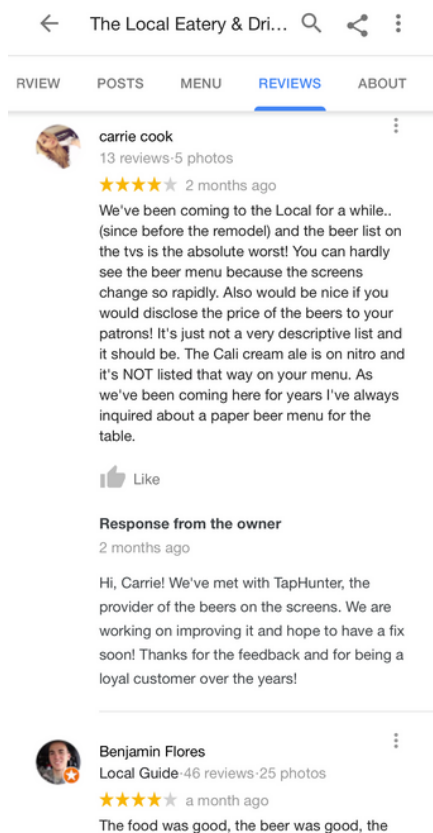
# Manage Your Reviews

## Getting Reviews

Once your listing is completely set up you can start asking customers to leave a review.

1. Remind your customers to leave reviews.
2. You can do this in person or create and share a link asking them to leave a review on your listing.
  - 2a. Search for your business on your computer.
  - 2b. Find your business and click *Write A Review*.
  - 2c. Copy and paste the URL you see in your address bar.

Remember: Don't gate negative reviews, if you ask people to leave you a Google review, it must be published to your public listing.



## Responding to Reviews

Businesses who respond to reviews not only rank higher but they create more returning and new customers.

1. Click *Reviews* from the menu. Click *Respond* to reply to a customer review. Write a response and click *Submit*.

# Multi-Location Listing Management



Need help maintaining your listings? Trust our professional local listing management team to manage your listing information and optimization for you. Each year, an estimated \$10.3 billion are lost due to inaccurate online business listings. With Chatmeter you can be sure your listings are always clean, up-to-date, and duplicate free.

**TAKE CONTROL OF YOUR LISTINGS.**  
**GET STARTED WITH A FREE BRAND AUDIT AT**  
**CHATMETER.COM**