

Google My Business Checklist For Success

GMB One-Time Checklist

We've created this quick checklist to help you boost your Google My Business (GMB) profile ranking. It should only take 20-25 minutes of your time.

In this checklist, we focus on the key factors that make the biggest impact on your ranking—consider this the 20% of actions that deliver 80% of the results.

1. Basic Details

In this section, we cover the fundamental details that form the foundation of your GMB profile.

1.1 Have you claimed your GMB?

- Yes
- No

If you haven't claimed your business yet, be sure to do so. [Instructions to claim your business](#)

1.2 Have you selected the best name for your business?

- Yes
- No

Your business name should reflect its real-world name. If you're considering altering the name to include keywords, proceed with caution, as this can trigger a suspension. [Full criteria for business names](#)

1.3 Have you decided whether your business is a Service Area Business (SAB) or location-based?

- **Yes**
- **No**

Having a visible address can offer a ranking advantage. However, changing this setting may require re-verification, so proceed cautiously. [Guidelines for SAB vs. location-based business](#)

1.4 Have you added these key details to your GMB profile?

Check the ones you've added:

- Description
- Business Hours
- Business Photos
- Phone Number
- Website
- Attributes
- Opening Date
- Menu (if applicable)
- Booking Link (if applicable)

These details don't directly affect ranking but help provide a better customer experience.

[Instructions for adding these details](#)

2. Categories and Services

Selecting the right categories is crucial for improving your ranking. You can select 1 primary and up to 9 secondary categories.

2.1 Have you selected the most appropriate Primary Category?

- **Yes**
- **No**

Your primary category should reflect your business's main service or product.

[Category Finder Tool for selecting the best categories](#)

Watch this video for help on finding competitor categories: [GMB Everywhere Video](#)

2.2 Have you selected the best Secondary Categories?

- **Yes**
- **No**

Maximize your visibility by using all 9 available secondary categories, where applicable.

You can use the [Category Finder Tool](#) or check competitors' categories using the [GMB Everywhere tool](#).

2.3 If your account allows, have you added relevant Services?

- **Yes**
- **No**
- **Not applicable**

Adding services helps your business rank for related service keywords. [Guide to adding/editing services](#)

2.4 If applicable, have you added all relevant Products?

- **Yes**
- **No**
- **Not applicable**

Products can also help drive relevant traffic and boost rankings. [Learn more about adding Products](#)

3. Reviews

Reviews play a significant role in improving your GMB ranking.

3.1 Do you actively request reviews from your customers?

- **Yes**
- **No**

Requesting reviews from satisfied customers can dramatically improve your ranking and influence potential customers. [Learn more about requesting reviews](#)

Watch how to get a direct review link:

[YouTube Guide](#)

Check out competitors' strategies here:

[GMB Everywhere Review Strategy](#)

3.2 Are you responding to all reviews, including negative ones?

- **Yes**
- **No**

Responding to reviews shows your business cares about customer feedback, whether positive or negative. It also enhances trustworthiness. Make sure to engage with all reviews professionally.

By following this GMB checklist, you're taking essential steps to improve your business's online presence and boost your Google My Business profile ranking. Remember, consistency is key—keeping your profile up-to-date, actively seeking reviews, and engaging with customers can make all the difference. These small efforts will help increase your visibility, attract more customers, and build a stronger reputation for your business.