

GOOGLE BUSINESS PROFILE GUIDE

Initial Setup

- Verify business name, address, phone number, and website URL.
- Select a primary category and relevant secondary categories.
- List up to 20 service areas, prioritizing specific neighborhoods and zip codes.
- Confirm standard hours, holiday hours, and business opening date.
- Add a direct appointment booking or "Request a Quote" link.

Profile Optimization

- Write a unique 750-character business description with brand value.
- List all services under each category, adding custom services for niche offerings.
- Draft 300-character service descriptions using long-tail keywords.
- Implement UTM tracking parameters to identify GBP traffic in analytics.
- Publish and optimize the native GBP business site for added authority.
- Add applicable attributes, highlights, and product listings.

On-Going Management

- Post regular updates (images, video, offers) using localized keywords.
- Respond to all reviews while naturally referencing keywords and location.
- Upload geo-tagged and optimized photos and video content.
- Seed and answer Q&As using keywords and geo-identifiers.
- Activate and monitor GBP messaging for real-time lead capture.

WE KNOW  **!**

To learn more about our ranking services call 410-449-0034

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