

Google Business Profile Optimisation Checklist

Step 1: Basic Business Information Setup

- Add your business name**
 - **Tip:** Ensure your business name is exactly how it appears on your legal documents and does not include additional keywords.
 - **Example:** Smith Plumbing Services
 - Correctly set your business address**
 - **Tip:** Double-check your address to ensure accuracy (e.g., no PO boxes). This is critical for local SEO and ensures your business shows up on Google Maps.
 - **Example:** 123 Main Street, Busselton, WA 6280
 - Select service areas**
 - **Tip:** List the areas where you provide services (e.g., towns, neighbourhoods, cities).
 - **Example:** Busselton, Dunsborough, South West WA
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Step 2: Business Description Optimisation

- Write a compelling business description**
 - **Max characters:** 750
 - **Tip:** Place your most important keywords (like service type and location) in the first 250 characters for visibility.
 - **Example:** "We offer 24/7 emergency plumbing services across Busselton and South West WA, specialising in drain cleaning, pipe repairs, and leak detection."
 - Include secondary keywords naturally**
 - **Tip:** Avoid keyword stuffing. Use secondary keywords like additional services or surrounding locations naturally.
 - **Example:** "Our team also handles water heater installations, bathroom renovations, and general plumbing repairs throughout Dunsborough."
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Step 3: Choose Accurate Business Categories

- Select a primary category**
 - **Tip:** Choose the category that best describes your main business offering.
 - **Example:** Plumber
 - Choose secondary categories (if applicable)**
 - **Tip:** Add secondary categories to capture additional services your business offers.
 - **Examples:** Emergency Plumbing Service, Drain Cleaning Service, Water Heater Repair Service
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Step 4: Add Products and Services

- List all services you offer**
 - **Tip:** Include service-based keywords for each service. Be specific.
 - **Example:** "Drain Cleaning in Busselton"
 - Add product/service descriptions**
 - **Tip:** Write keyword-rich descriptions for each service or product, focusing on local benefits.
 - **Example:** "Our 24/7 emergency drain cleaning service ensures that homes and businesses in Busselton have reliable solutions for clogged drains."
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Bonus Tips

- **Stay Compliant:** Follow Google's guidelines for business names, categories, and attributes to avoid penalties or suspension of your profile.

Step 5: Business Hours and Attributes

- Update business hours**
 - **Tip:** Ensure hours are accurate and reflect any special operating times (e.g., holidays).
 - **Example:** Open 24/7
 - Select relevant attributes**
 - **Tip:** Choose additional attributes such as "Free Wi-Fi" or "Wheelchair accessible" to improve search visibility.
 - **Examples:** Online Appointments, Free Wi-Fi, Open 24 Hours
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Step 6: Add High-Quality Images

- Upload clear, high-quality images**
 - **Tip:** Use high-resolution images of your storefront, services, or products.
 - **Required Images:** Profile photo, cover photo, and at least three interior/exterior images
 - Ensure image size meets Google's requirements**
 - **Tip:** Use high-resolution images (1024x576 pixels or higher). Add alt text that describes the image and includes keywords.
 - **Example:** "Smith Plumbing van outside customer's home in Busselton"
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Step 7: Manage Reviews

- Encourage customers to leave reviews**
 - **Tip:** Follow up with customers to request reviews. Positive reviews boost your local SEO.
 - Respond to customer reviews**
 - **Tip:** Respond regularly to both positive and negative reviews to build trust and credibility.
 - **Example:** "Thank you for your feedback! We're happy to assist you with your plumbing needs."
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Step 8: Add Regular Updates with Google Posts

- Create a new post weekly**
 - **Tip:** Share updates, offers, or promotions. Include local keywords in your posts to improve visibility.
 - **Example:** "Get 10% off all drain cleaning services in Busselton this month!"
 - Use engaging CTAs in posts**
 - **Tip:** Include clear calls to action to encourage user engagement.
 - **Examples:** Book Now, Call Today, Learn More
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Step 9: Tracking Performance with Insights

- Check Google Business Insights**
 - **Tip:** Track how often your profile appears in searches and what actions users take (e.g., visits, calls).
 - **Metrics to track:** Profile views, customer actions (calls, website clicks), search queries
 - Review what keywords users are searching**
 - **Tip:** Analyse the most common search terms and adjust your keyword strategy.
 - **Example:** If users search for "24-hour plumbing Busselton," make sure this keyword is prominent in your profile.
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Bonus Tips

- **Keep Your Profile Active:** Regularly update content and engage with customers through reviews and posts to show Google your business is relevant.