

Google My Business

INITIAL SETUP

	Is your Google My Business page verified?
	Check NAP (Name, Address, Phone Number) Information
	Choose the correct categories
	Use the proper URL
	Add a business description
	Make sure your profile is complete
	Add photos
	Set up a review system

PROFILE

	<p>Contact Information: ensure it is filled out and matches exactly what is listed on your website</p> <ul style="list-style-type: none"> • Service location • Hours • Contact Information • Website • Services • Appointment Links • Other:
	<p>Business Description: less than 750 characters to grab attention and stand out</p>
	Photos
	<p>Messages/Chat Settings: turn on</p> <p>Send Read Receipts: turn on</p> <p>Welcome Message: when someone leaves a message and you don't answer immediately, they will receive the Welcome Message. Include a link to your appointment calendar or website.</p> <p>Add FAQs: a customer can ask a question and you already have the answer in your FAQs. This is an automated answer.</p>
	<p>Reviews: a glimpse inside your customer relationships</p>
	<p>Question and Answer: what are the most common questions people have about your service? Pose the questions then go back and reply to your own question, supply the answer.</p>

7 Social Media Audit Checklist

	<p>Posts: are there any offers, education, or insights you share as an expert? Keep customers informed about promotions, events, or new products/services by posting regularly. Add an image:</p> <p>Format: JPG or PNG.</p> <p>Size: Between 10 KB and 5 MB.</p> <p>Recommended resolution: 720 px tall, 540 px wide.</p>
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