Google My Business essentials checklist

Online marketing tips voor resultaten

Basic profile

The minimum requirements for a visible profile

- ❑ Name
- ❑ Location (or service area)
- ❑ Opening hours
- ❑ Company URL (or create a Google My Business website)
- ❑ Company category (one or more)
- ❑ Logo (250 x 250 pixels)

Pro tips

More technical, but definitely worth the effort

- ❑ Create a short name and URL for your profile. This easy to share link will look like g.page/[yourcustomname]
- ❑ Add UTM parameters to your website URL to see the ranking in Google Search Console and traffic in Google Analytics
- ❑ To display social media accounts in your profile, add them clearly visible to your website itself (if possible using sameAs URLs in your Schema.org organization snippet)

Profile extras

Use these features to outperform your competition

- ❑ Outside, inside and product pictures
  - → JPG or PNG
  - → Recommended 720p x720 pixels
- ❑ Videos
  - → Up to 30 sec. (for sure up to 100MB)
  - → 720p resolution
- ❑ Posts
  - → Updates, offers, products and events
- ❑ Appointment URL directly to the page on your website

What's next

Actively keep your profile up-to-date and monitor results

- ❑ Actively asks customers for a review on Google
- ❑ Respond to each review
- ❑ Install Google My Business messaging to directly communicate with customers (respond within 24 hours)
- ❑ Review pictures uploaded by customers and flag if undesirable
- ❑ Analyse photos, posts and performance of similar companies