SEM-CONSULTANTS.CO.UK

GOOGLE BUSINESS LISTING ESSENTIALS

CHECKLIST

STEP 1

Claim

Claim your business profile on Google

STEP 2

Details

Ensure your correct name, address & contact details appear across the web

STEP 3

Images

Clear, brand-focussed images (could be of office space, shopfront, products etc)

STEP 4

Category

Set the correct business category on your listing

STEP 5

Hours

Fill in the correct opening hours/hours of operation

STEP 6

Business Bio

Create an informative, quick bio in your brand's tone giving clear business details including keywords

STEP 7

Reviews

Gather Google reviews & respond to reviews left on your profile professionally

STEP 8

CTA

Use CTA buttons such as Book, Call Now, Learn More etc to prompt viewers to action

STEP 9

Social

Add links to your social media accounts to get potential customers to engage

STEP 10

Posts

Create posts on your profile to showcase what you do, these could be related to recent blogs, products or business events.

STEP 11

FAQs

Add FAQs to your profile to kickstart the conversation on key points

SEM Together, we've got this!

Want to Turbo Charge Your SEO?

Contact our SEO team:

sem-consultants.co.uk

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