



GMB Setup & Optimization Checklist

GET YOUR ONLINE MARKETING DONE RIGHT!

- Claim or create your listing:**
 - Go to <https://www.google.com/business/> for a step-by-step guide
 - Answer all prompts, completing the information as much as you're able:
 - Enter your company name (don't include extra keywords)
 - Add your website address
 - Upload photos of your team and your location (upload a video if you have one)
 - List your hours of operation and the services offered

- Make sure your contact info meticulously matches your website (Name, address, phone: listed and spelled exactly the same as it is on your website)**

- Select primary and secondary categories (these are limited to what Google allows)**

- Write a complete "business" description. This is where you can add your primary keywords within the beginning of your description. I.e. "We are functional medicine doctors in Columbus, OH specializing in hormone replacement...."**

- Publish posts weekly utilizing keywords related to your products or services**

- Upload geo-tagged photos weekly (take photos at or near your location with your phone with locations services turned on)**

- Turn on messaging for GMB (under "Messages") and answer questions that come in quickly**

- Respond to all reviews (always grateful and polite, ask negative ones to contact you directly to resolve)**

- Add your products and/ or services - Go back to your "Services" section and fill out as much detail as you'd like. This is a great place to hit all those keywords. Add products and product photos if you have them.**

- Update and maintain your listing weekly**

To schedule your Online Marketing Strategy Session call us at 719-659-0891 or go to www.functionalmedmarketing.com/strategy-session