



Google My Business Optimization Checklist for Reviews

Are your Google reviews working as hard as they should? In today's local-first digital world, an unoptimized Google My Business profile and neglected reviews cost you customers, credibility, and local search visibility without you even realizing it.

This checklist gives you the exact blueprint top local businesses use to make unforgettable first

impressions, encourage positive feedback, effectively manage all reviews, and maintain a polished, professional, and highly trustworthy local presence.

How to Use These Checklists:

1. Go through each item systematically.
2. Mark “[]” if the point is done or applies to your current situation.

3. Mark “[]” if the point is not done or needs attention.
4. For “[]” answers, note down specific issues and potential solutions.
5. Prioritize areas for improvement based on their potential impact on your goals.
6. Regularly revisit and update these checklists as your business and strategies evolve.

I. GMB Profile Fundamentals

Claim & Verify Profile:

[] Has the Google My Business (GMB) profile been claimed and verified?

Accurate NAP:

[] Is the business Name, Address, and Phone number (NAP) consistent across the GMB profile and all other online directories?

Categories:

☐ Are the primary and secondary business categories accurate and specific?

Business Hours:

☐ Are accurate and up-to-date business hours listed, including special hours for holidays?

Website Link:

☐ Is the correct website URL linked?

Photos & Videos:

☐ Are high-quality photos (logo, cover photo, interior, exterior, team, products/services) uploaded?

☐ Are videos included if relevant?

Services/Products:

☐ Are services or products listed with descriptions and pricing (if applicable)?

Business Description:

☐ Is a compelling and keyword-rich business description provided?

Attributes:

☐ Are relevant attributes selected (e.g., “Wheelchair accessible,” “Free Wi-Fi”)?

II. Encouraging & Managing Reviews

Review Request Strategy:

☐ Is a clear strategy in place for politely asking happy

customers for reviews (e.g., after service, email follow-up)?

☐ Are staff trained on how and when to ask for reviews?

Direct Review Link:

☐ Is the direct GMB review link easily accessible and shareable?

In-person Prompts:

☐ Are subtle prompts (e.g., signs, QR codes) used in

the physical location to encourage reviews?

Review Monitoring:

☐ Is the GMB profile regularly monitored for new reviews?

Responding to Reviews:

☐ Is every review, positive or negative, responded to promptly and professionally?

☐ Are positive reviews thanked and personalized?

☐ Are negative reviews

acknowledged, addressed empathetically, and offered an offline resolution if needed?

Keywords in Responses:
[] Are relevant keywords naturally incorporated into review responses where appropriate?

Addressing Fake Reviews:
[] Is there a process for flagging and reporting

fake or spammy reviews to Google?

III. Post-Review Optimization & Engagement

Q&A Section:

[] Is the Q&A section monitored for new questions and answered promptly?

[] Are common questions proactively added and answered?

Posts:

☐ Are GMB Posts used regularly to share updates, offers, events, or news?

Messaging:

☐ Is the messaging feature enabled for direct communication with customers?

Performance Insights:

☐ Are GMB insights reviewed to understand how customers

are finding the business and interacting with the profile (e.g., calls, website clicks, direction requests)?

Consistency Check:

[] Is consistency maintained in NAP information across all online platforms to build local SEO authority?

At Brand Shop, we provide strategic guidance and hands-on support in developing and implementing comprehensive growth marketing strategies.

What We Offer

Growth Strategy and Planning:

- Comprehensive business and marketing audits
- Goal setting and KPIs
- Target audience analysis and segmentation
- Tailored Growth Strategies and Roadmaps

Digital Marketing Expertise:

- Google Search Engine Optimisation (SEO)
- Paid advertising (PPC, Social Ads)
- Content marketing strategy and execution
- Social media growth
- Email marketing automation
- Conversion Rate Optimisation (CRO)

Marketing Technology and Automation:

- Marketing software assessment and recommendations
- Implementation and optimisation of marketing automation
- Data and analytics setup (e.g., Google Analytics, CRM integration)
- Performance reporting and insights generation

1:1 Coaching and Workshops:

- Personalised guidance on growth marketing principles
- Training on specific marketing channels and tools
- Team workshops to foster a growth-oriented mindset

Consulting Services:

- Objective analysis and strategic recommendations
- Implementation support and project management
- Performance monitoring and iteration
- Long-term partnership for sustainable growth

Additional Areas of Expertise:

- Customer acquisition and retention strategies
- Marketing analytics and reporting
- Funnel optimisation

**If you're ready to move
beyond fragmented efforts
and build a strategic,
data-driven engine for
sustainable growth—
we'd love to connect.**



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