CallRail

The Google My Business Checklist for Success

Take advantage of Google My Business (GMB) features with our checklist. It provides a complete and relevant profile that will help your ranking in Google's local search results.

Check off each box once you've submitted the data in GMB.

☐ **Business name**

☐ **Primary category**
You must choose from Google's existing categories. Describe your business as a whole, but be specific. Category-specific features exist for Hotel, Restaurant, Services, Health, and Beauty types of businesses.

☐ **Additional categories**
Describes secondary categories for your business. List distinct service offerings or use the below "services" section. Be sure to add more categories for better visibility. Be complete, but use as few as possible.

☐ **Address**
Your featured address should be consistent and formatted the same as it is on your website and other listings.

☐ **Service area**
If you service specific areas, add these here. Specified by city, postal code, or other area(s).

☐ **Hours** and **Special Hours (Holidays & etc.)**
Sunday - Saturday regular hours that are customizable by day. Also, let people know when you are closed on any special days.

☐ **Primary phone**
List your main phone line, or use a call tracking number for GMB here if your main line is listed in additional phone.

☐ **Additional phone**
A secondary phone line you use. Place your main line number here (for NAP consistency) if you are using a tracking number as your primary.

Profile short name

Create this for quick access to your GMB profile with a short url: g.page/<shortname>.
Use your business name, keep it short, and add a location identifier if needed. Use it when asking for reviews on GMB or sharing directions.

Website

Use your business homepage

Products

Take advantage of this new feature to show people product offerings in your GMB listing. All fields must be complete per product. Start with a few of your best products to test:
Name, Photo, Category, Price, Description, and CTA.

Services

A fairly new field where you can list services. Google may populate suggestions based on primary category.

Highlights

These attributes are dependent on business type. (Ex: Veteran-led, Women-led)

Business description

750 characters max. Be careful and don't be misleading or inappropriate. Don't use this space to sell, don't use links, distracting characters, nor gibberish. Follow the rules.

Opening date

Only the year and month of your opening date are required. You can enter a date up to one year in the future, but it won't show on Google until 90 days before the date.

Photos

Cover, Logo, 360, Video, Interior, Exterior, At work, Team, Food & Drink (restaurants)

Reviews

Remind your customers to leave reviews, but don't offer incentives. Reply to reviews to build trust. Don't blame customers, acknowledge issues and provide helpful solutions. Flag inappropriate reviews for removal.

Settings

Here you can sign up for email and app notifications