

Google Business Profile Optimization Checklist



- a.** Competition audit
- b.** GBP reviews audit
- c.** GBP essentials audit
- d.** GBP post audit
- e.** GBP photos and videos audit
- f.** Business keyword audit
- g.** GBP Q & A audit

a. Competition audit

- 1** What categories are your competitors ranking for?
- 2** What sub-categories do competitors use?
- 3** Do competitions have more reviews?
- 4** Do competitions use media like photos & videos?
- 5** How frequently do competitions post?
- 6** What services do competitions cover?

b. GBP reviews audit

- 1** Does your review profile have local guide reviews? (more weightage)
- 2** Do you respond with main keywords and brand name?
- 3** Have you mentioned location in the responses for local relevance?
- 4** Do you ask customers to put business name, location, and category keywords in the review?
- 5** Are Google Business reviews embedded on the site?

c. GBP essentials audit

- 1** Is GBP description fully optimized for 750 characters?
- 2** Did you put a booking link?
- 3** Did you put the contact number?
- 4** Is GBP linking to your site?
- 5** Did you fully optimize name, address, phone number, & working hours?
- 6** Is NAP consistent on your site and GBP?

d. GBP post audit

- 1** Are you putting at least 2 fully optimized posts for the target keywords every week?
- 2** Are you interlinking GBP posts, putting social links, website links, as well as citation links in it?
- 3** Did you use relevant photos in the post?
- 4** Have you updated Covid-19 posts if the industry invites?

e. GBP photos and videos audit

- 1** Are you frequently posting photos?
- 2** Have you avoided stock photos?
- 3** Did you embed videos?

f. Business keyword audit



Are you stuffing the main keyword in the title? (It's risky, but rewarding)

g. GBP Q & A audit

- 1** Are answers optimized with keywords, location, and business name?
- 2** Do you add 3-4 questions a week?
- 3** Are you syndicating website questions on GBP & vice versa?

