

Google Business Profile Optimization Checklist

FOR BOUTIQUE FITNESS STUDIOS

*connie
holen

* Before You Begin

- ☐ Make sure you can login to your GBP account. Do it from google search or business.google.com (if you have multiple listings)
- ☐ Prep photos:
 - ☐ Must be smaller than 5MB in size, should be at least 720x720 px
 - ☐ Name them with this formatting:
business-name-location-service-description.jpg
 - ☐ Logo
 - ☐ Main (best) cover image
 - ☐ 1+ external street view
 - ☐ 1+ of team
 - ☐ 1+ of working environment showing services
- ☐ Gather from business owner
 - ☐ Current business attributes Google is asking for
 - ☐ FAQ page url
 - ☐ Class / Service description page url
 - ☐ Booking page url

* Profile Optimization

- ☐ Business Information
 - ☐ Basic info / category / address or service area / Hours
 - ☐ This should match website. Change address on website to match
 - ☐ Business description (use keywords, but write for humans)
 - ☐ Business attributes / More (these change from time to time)
- ☐ Products - skip unless business sells retail products also
- ☐ Services
 - ☐ List most popular offer only (if there are a lot)
 - ☐ Add a description for each service (pull from website if available)
 - ☐ Use "starting at" price for classes based on lowest listed pricing (drop-in or intro)
- ☐ Booking
 - ☐ Links to your online booking tools (link to schedule page on website)
- ☐ Photos (do not delete photos that are already there, just add) To better manage, may need to view via business.google.com
- ☐ FAQ section
 - ☐ From the business owner's account, find the business profile and click the "ask a question" button. Submit questions (refer to website FAQ if available)
 - ☐ Then answer the questions

* Then what?

Citations, Review Velocity & User Engagement (trust factors):

- ☐ Look for local / industry directories you can have your business listed and make sure your info matches your GBP exactly
- ☐ Use [this database](#) to get started
- ☐ <https://www.brightlocal.com/local-citation-builder/> to outsource this (will also show errors / current listings with incorrect data that need correcting)
- ☐ Put a system in place to get steady reviews
 - ☐ Email / text requests after x visits
 - ☐ Generate direct link to leave a review [here](#)
 - ☐ Add that link to your booking thank you page
 - ☐ DO NOT pay for reviews, offer incentives to clients for reviews (these are against google's T&C's even though people do do it)
- ☐ Other engagement ideas
 - ☐ Ask friends / family to ask questions (then answer them)
 - ☐ GBP posts– recommended 2+/week
 - ☐ Sales / promos
 - ☐ Motivational
 - ☐ Showcase reviews
 - ☐ Content / blog