

Google Profile Optimization

Action Item	Reason for Importance
1. Complete Business Profile	Ensures all business details (address, hours, services) are accurate for trust and better search ranking.
2. Add High-Quality Photos	Visuals attract more clicks and help showcase your products/services, building credibility.
3. Respond to Reviews	Engaging with customers shows attentiveness, helping to build a positive reputation.
4. Encourage Customers to Leave Reviews	Reviews influence decisions; more reviews can improve rankings and social proof.
5. Utilize Google Posts for Promotions/Updates	Keeps content fresh and informs users of current offers, boosting engagement.
6. Add a Booking Link (if applicable)	Makes it easier for users to book services directly from the listing, reducing friction in the process.
7. Optimize Business Description with Keywords	Helps improve local SEO by matching search queries with relevant terms describing your services.
8. List All Services Clearly	Ensures customers understand what is offered, potentially increasing inquiries and conversions.
9. Enable Messaging	Allows customers to contact you directly from the listing, increasing lead opportunities.
10. Update Business Hours for Holidays	Avoids confusion and ensures customers know exactly when you're available, reducing negative experiences.