

GOOGLE MY BUSINESS

Checklist

Step-By-Step Guide

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- Search for your salon on Google to see if your business already have a Google My Business (GMB) listing. If you already have a listing but haven't claimed it, click "Claim this business" or "Own this business".
- Verify your GMB listing: Log into GMB at <https://business.google.com> and follow the steps to verify that it is your business. Important: If your business has more than one listing, remove the duplicate or old business listing from Google.
- Add your business name: make sure it is spelled exactly as on your signage, logo, and stationary
- Add links to your website: You can add a link to your homepage as well as a link to your booking page
- Add your phone number: Make sure that you use the same business phone number as is on your website and social media profile. Add your hours (don't leave this part out, even if your hours are variable.) Add your correct address: Make sure that it's spelled and formatted exactly the same as on your website.
- Choose a single primary category that is specific to your business (e.g. "facial spa" instead of "beauty salon")
- Choose up to 8 other categories that describe your business
- Write a short, attractive business description up to 750 characters. Make the first 250 characters of your description contain your neighborhood/city name and a few keywords in a flowing sentence. Make sure there are no promos or links in your description.
- Add at least 5 high quality photos that are bright and clear. Include photos of inside, outside, your staff, services, clients etc. Optimize the filenames of your photos to be descriptive.
- Add a video tour of your salon if possible
- Add a link to your booking page on your website OR Add a list of your services under "menu" OR Link your GMB listing to your booking opp so that they are integrated (if you use a supported booking opp).
- Add Google My Business posts weekly to generate interest (sales, promos, events, news).
- Respond to every single review that comes in, GOOD or BAD. Your reputation management is critical to how you show up online.



Book A Strategy Session!

Are There Areas You See That You Need Improvement In?

If you know you need help in your business, schedule a free strategy session with one of our Empowering You Consultants and get the support you need to grow.

READY TO TAKE ACTION?

Scan the QR code or click above to set up a strategy session with one of our coaches today!

