

# LOCAL SEARCH CHECKLIST

from Approved Senior Network® Marketing

Performing these optimization tasks consistently will drive more conversions and increase Google Maps ranking for your listings. These are ongoing, regular tasks. Need help? Want it Done-For-You? Visit us here: [ASNMarketingPlan.com/gem](http://ASNMarketingPlan.com/gem)

## Set Up

- |   |                          |
|---|--------------------------|
| Business Name                           | <input type="checkbox"/> |
| Choose Proper Categories (Up to 10)     | <input type="checkbox"/> |
| Set Service areas (if SAB)              | <input type="checkbox"/> |
| Hours (+ Special Hours/Holidays)        | <input type="checkbox"/> |
| Phone Numbers (with tracking)           | <input type="checkbox"/> |
| Profile Short Name                      | <input type="checkbox"/> |
| Main website URL                        | <input type="checkbox"/> |
| Contact website URL                     | <input type="checkbox"/> |
| Products                                | <input type="checkbox"/> |
| Services                                | <input type="checkbox"/> |
| Highlights (attributes)                 | <input type="checkbox"/> |
| Business Description                    | <input type="checkbox"/> |
| Opening Date                            | <input type="checkbox"/> |
| Initial Photos/Videos                   | <input type="checkbox"/> |
| Review/Add Users                        | <input type="checkbox"/> |
| Create GMB Q&A                          | <input type="checkbox"/> |
| Submit to directory aggregators         | <input type="checkbox"/> |
| Submit to industry specific directories | <input type="checkbox"/> |

Checklist Continued



# LOCAL SEARCH CHECKLIST

## AS SUBMITTED

Respond to new questions

Respond to new reviews

## WEEKLY

GMB Posts X2 PLUS BLOG TO GMB

Add more photos

Send out review requests from customers

## MONTHLY

Check for spam listings

Review data and rankings for the past month

## WEBSITE

Location and keyword are in page Title

Meta Description has keyword/category and has call to action

Main GMB categories are in page

Images have alt tags with keywords

Create specific page for each service/product offered

## ANNUALLY

Duplicate Suppression

Data Aggregators

Do you need help managing your Google My Business listings? Contact us!

[Go to ASNMarketingPlan.com](https://www.asnmarketingplan.com)