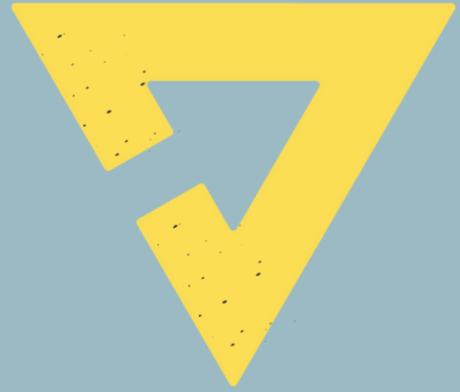


# *Optimising* Your Google Business Listing



A complete checklist of ways to optimise your Google Business Listing to improve local SEO and business visibility



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Your Google Business Listing is a free tool within Google Search and Maps. It is a way to connect with potential clients, post updates, list services, display opening times, gain insights and build trust by gaining reviews.

Social proof and being visual is key to conversion. Ensure your Google Business Listing (GBL) is claimed and managed by you and tick off the below to optimise your listing so you show up in more searches:

If you have any questions or need some guidance reach out to us on the details in the footer

- Check there are no multiples of your **business listings**.
- Check all suburbs of your **business service area/s** are listed.
- Business name, address** and **phone number** must be consistent across the web. You can do a full search of the internet to see where you are listed on <https://loganix.com/> or ask us to do one for you
- Include **keywords** in business name. e.g. The Arrow Agency - Digital Marketing
- Business Category:** Try to keep it simple, at least 2, keep it as specific as possible. It is a good idea to check what categories your competitors are displaying themselves under.
- Description:** Incorporate **keywords** in business description. e.g. The Arrow Agency is a **digital marketing agency** specialising in growing **service-based businesses** through high-quality **lead generation** and sales automation. Based on the **Sunshine Coast** and servicing clients nationwide, the team are committed to being transparent, strategic and reliable."
- Opening date:** The opening date of your business is really important to add. *You can get a google verified badge that says 10+ years in business.*
- Add links to all business **social profiles**. Facebook, and Instagram at a minimum
- Embed a map** on the contact page on your website, use a google maps widget. This is something you can ask your webdev to do and will help your SEO tremendously.
- Opening hours** must be consistent on website and Google Business Listing, ensure your opening hours are listed on your contact page and in the footer of your website.
- Reviews:** respond to ALL reviews. They are the second biggest ranking factor.



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- Request Reviews** from all positive transactions. You can automate this if you have a CRM.
- Create a QR code** that links to your reviews page 'request link' so you can share this easily with customers. A good free QR code generator is <https://www.qrcodechimp.com/>
- Take Photos** on premises, within the office and the front of the building with signage clearly shown. The Meta data from the photos includes a location and google loves if it matches your listed address. *Note: Faces are good, do not use stock photos. Ensure you are not photographing private/confidential information.*
- Check regularly that **competitors** haven't changed your business name or any other details. *Anyone on google can edit your business profile*

Note: if information on your GBL is incorrect ensure you have updated accurately as google may ask you to verify your information with business documentation. It is advisable to make changes gradually, particularly with location changes, as google might flag you and request documentation if you make too many changes at once.

Got questions? We want to hear them. Head to [thearrowagency.com.au](https://thearrowagency.com.au) and get in touch with our team for a free, no obligation chat.



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