

How to **Optimize Google My Business**



**Follow this Google My Business optimization process
to improve your local search presence**

1 Make sure your business name, address, and phone number (NAP) are accurate and up to date

2 Create a short name for your Business Profile to make it easier for customers to find you. Your short name will look like this: `g.page/{yourname}`

3 Write a business description. It can be up to 750 characters

4 Choose an appropriate category and subcategory to improve your local search ranking

5 Upload a variety of images (not professional or stock photos) to give people a real feel for your business

6 Monitor and respond to online reviews

7 Use Google Posts to increase local search visibility and brand awareness

8 Use Google Q&As to provide additional information about your business

9 Add social media profiles to your listing

10 Monitor your performance using GMB Insights