

SHOW UP IN YOUR LOCAL PACK

# Perfecting Your GMB Profile

A practical checklist for evaluating your site's SEO at a high level, so you can uncover gaps, prioritize improvements, and drive stronger performance.



TMG MARKETING PARTNERS



**TMG** MARKETING PARTNERS

- Confirm Business Information Accuracy
- Choose the Right Primary & Secondary Categories
- Write a Keyword-Rich Business Description
- Upload High-Quality, Branded Photos
- Add Products or Services (with Descriptions)
- Enable Messaging & Respond Promptly
- Collect & Respond to Reviews Consistently
- Post Regular Google Updates with Local Keywords
- Add Questions & Answers Proactively
- Check Attributes & Business Details
- Update Holiday Hours
- Track Insights & Adjust Monthly

**Questions about your Google Business Profile or not sure what to tackle next?  
We're happy to help, just reach out and we'll take a look.**