

# 2018 GMB Checklist

## Key GMB Knowledge:

**Keyword searches:** Give brands far more potential exposure in search than branded searches, though they also create more competition, since many brands may show up in a search for the same keyword.

**Listings accuracy:** Mobile searchers, in particular, have high intent to transact at your location. Be ready by ensuring name, address, and phone accuracy. Given the various platforms available to marketers for NAP accuracy, reaching 100% accuracy should be attainable, manageable, and demanded.

**Approach GMB with your business vertical in mind:** Focus on actions your customers are making (or not). Don't wait to find a published study; you can examine your analytics directly from your dashboard!

**Use Google's new features:** Google local search is a highly competitive space; brands who use Attributes, Posts, Messaging, or Menus will stand out. Google is leveraging crowdsourced attribution data for locations to power related voice search responses.

## Foundation:

### ADDRESS STANDARDIZATION

- Match address format to USPS standards.
- Find a tool to automate data cleansing and matching.

### GEOCODE PRECISION

- Verify GMB is generating accurate geocodes by taking random samples. While you are at it, ensure your 'proximity to search' is accurate.
- Identify if geocodes are consistent with top search directories. Automating this is most efficient.

### ENHANCE LOCATION DATA

- Verify you have chosen categories that are as specific as possible. Drilling down one level deeper makes a difference.
- Review management, have this covered? Maybe you don't have sufficient reviews and it's time to establish your strategy.

### IMAGES, IMAGES, IMAGES

- There is no doubt that customers are doing their research; images are the most impactful way a customer can validate their choice to buy.
- Ensure your images are brand appropriate and authentic!

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## Top 2018 Checklist Items

### POSTS

- Assess your company's campaign calendar/s and identify event, product, or service discoverability opportunities.
- Understand conversion rates from Posts to your website by utilizing [UTM parameters](#).
- Ensure your copy tells readers what you want them to know in the first 100 characters - this is the displayed snippet.
- If you are an enterprise, finding a partner who connects to GMB via API with post functionality will relieve you from many manual efforts.

### MESSAGING

- Establish a clear operations strategy: who (person or team) will be responsible for responding to incoming inquiries.
- Decide if this is a feature that will only be turned on during hours of operation or 24/7. It will have to be manually turned on and off.

### MENUS\*

- Identify your strategy: Get potential customers to book an appointment, view your restaurant menu, service menu or product.
- Identify if structured menus are best for you. If you are a multi-location business, updating via API through a partner, like Brandify, is most efficient.

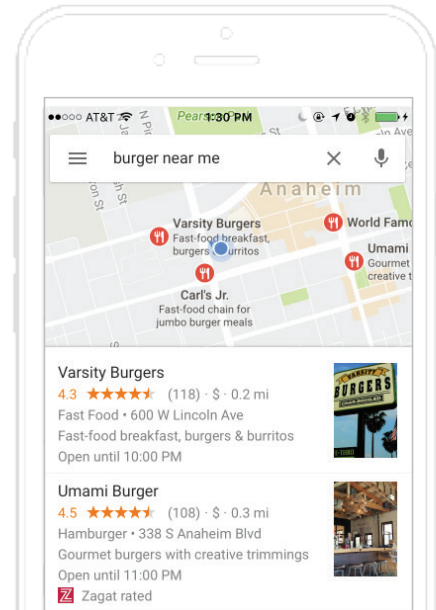
\*Menus are for many types of businesses. Use it in a way that makes the most sense for your brand.

### ATTRIBUTES

- Identify amenities or special in-store/location features to associate with GMB listings.

# Google My Business Implementation

Over 70% of online searches happen through Google. Manage visibility and SERP authority on Google My Business (GMB)-powered properties natively within the Brandify dashboard.

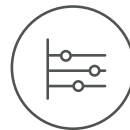


## Benefits



### Multi-Location Roll Up

Analyze GMB performance for one location or across all brand locations.



### Dashboard Configuration

Adjust analytic views to access the most valuable data.



### Real-Time Data Refresh

Access real-time location data performance for all branded properties powered by GMB.



### Historical Data Export

View, customize and download historical and current data into sharable Excel or PNG files.

## Get Started with GMB

Leverage data and enhance location visibility from a single dashboard.



### API Connection

Enterprises can provide data to local searchers more seamlessly using the Google My Business API. Brandify has supported the API since its initial rollout in December 2015 to verify locations, take ownership of listings and pull insights of GMB-powered locations.



### Insights Integration

GMB Insights is available for enterprises who leverage location data management and grant GMB access to Brandify. Whether you currently power GMB listings with Brandify or another provider, GMB Insights can be integrated seamlessly.

[Get GMB for Enterprise](#)



Brandify GMB gives enterprise marketers the ability to measure, optimize and benchmark location-based marketing efforts using custom configuration location reports and Brandscore.