



Checklist 17 - GMB Booking System And A Customer Service Channel

Project
Name: _____

Date: _____

Yes No

Setting up a GMB booking system and a customer service channel ensures your customers have a direct link to your business without necessarily being redirected to your website. A GMB booking system links your customers to preferred actions such as making reservations, booking appointments, making online orders, or searching for specific products in your listing. As such a booking system serves the same purpose as a CTA in terms of boosting conversions through increased engagement. Further, a properly designed and strategized booking system fosters customer acquisition in that in addition to attracting searchers to your listing, it further drives leads and subsequent conversions. In order to boost the potential of your booking system, it is imperative to add relevant information to paint a perfect picture of your listing to enable Google to better match your listing with search questions on searches and maps. Here is a how-to guide for setting up your GMB booking system and customer service.

Part 1 – Setting up a GMB Booking System/Business Appointment URL

1

Check that you are using Google's eligible booking partners.

☐ ☐

2

Log into your GMB account.

☐ ☐

Notes



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- 3 Select the business listing to be edited. ☐ ☐
- 4 Select the URLs from third party sites and apply. ☐ ☐
- 5 Use the 'Reserve with Google' service to create a local business URL depending on your business. ☐ ☐

Part 2 – Enhancing the Performance of the Booking System

- 6 Include a detailed description of your business. ☐ ☐
- 7 Check that your listing is properly categorized. ☐ ☐
- 8 Add photos to make it more attractive and relevant. ☐ ☐

Notes



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9

Verify your locations and ensure your business hours are accurate.

☐ ☐

Part 3 – Optimizing the Booking System

10

Check that the booking process is simple and streamlined.

☐ ☐

11

Insert UTM parameters to track clicks on the booking URL.

☐ ☐

12

Measure customer engagement on your booking page.

☐ ☐

13

Enhance On-page signals in the booking URL.

☐ ☐

14

Personalize the booking system/process to fit your customers' preferences and needs.

☐ ☐

Notes



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Part 4 – Customer Service Channel

- 15 Put in place a reliable customer service channel for your customers. ☐ ☐
- 16 Consider optimizing Google voice assistant. ☐ ☐
- 17 Address customers' questions through the customer service channel when applicable. ☐ ☐

Notes:

- The 'Reserve with Google' service is applicable to businesses such as restaurants, fitness, centers, event providers.
- Tools such as Apptoto are handy when it comes to streamlining the booking process.
- Use tools such as Hotjar, Optimizely, and Full Story to track and measure engagement.
- On-page signals include keywords in titles and Domain authority.

Notes