



## Checklist 8 - Monitoring And Maintaining Your GMB Listing

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Signing up for a GMB page and maintaining it is a strategic approach towards expanding your brand awareness and digital presence. However, merely creating a GMB profile does not guarantee you direct high ranking in local searches and increased customer engagement. As such, it is important to take additional steps in identifying features and factors that are bound to boost SEO and traffic to your site. Monitor what visitors are doing on your website, as well as what they do after visiting your website. Leverage tools and insights from Google to help you maintain and monitor the performance of your GMB listing in addition to determining the ideal metrics and performance statistics to measure and track. Further, optimize Google my Business reporting and statistics to measure performance and determine appropriate strategies for your profile. Here are factors you should consider when monitoring your GMB listing.*

### Part 1 – Monitoring your GMB Listing

- 1 Monitor webpage views and traffic.
  
- 2 Implement UTM parameters on your website.

Notes



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- 3 Monitor customer actions on your page.
  
- 4 Consider monitoring how customers search for your products.
  
- 5 Determine whether customers are searching you on maps or through listing searches.
  
- 6 Use GMB insights to evaluate the nature of customer searches (direct vs. discovery searches).
  
- 7 Determine how the GMB statistics relate to your goals.
  
- 8 Use GMB insights and analytics to determine what is working for your business.
  
- 9 Leverage customized reports to measure performance.

*Notes*



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- 10 Monitor how customers are finding you (Are they searching for your name, address, or specific products?)
- 11 Track the number of calls from your customers and the time of calls.
- 12 Use GMB insights to determine how often your photos are viewed.
- 13 Use insight reports on competitor photos to determine what works.
- 14 Monitor the trends by phone calls at different time frames.
- 15 Identify the common spots from where customers request for directions to your business (mostly for brick and mortar).

### Part 2 – Maintaining your GMB Listing

*Notes*



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- 16 Keep updating and improving your profile on a regular basis.
  
- 17 Make it easy for customers to contact you.
  
- 18 Constantly ask for reviews to know what is working for your clients.
  
- 19 Actively engage with your customers.
  
- 20 Respond to negative feedback from your customers in a positive and respectful manner.
  
- 21 Flag inappropriate comments and reviews on your GMB listing.

**Notes:**

<i>Notes</i>
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- *GMB insights and reports provide a comparison of customer views on your photo with that of your competitors.*
- *Use this insight to determine the type and quality of images that are working for your competitors.*

*Notes*