

## BUSINESS NAME

**Expert tip:** The name should be consistent with what is on your website.

## ADDRESS

**Expert tip:** Check your map pin wasn't moved. Users can suggest a change and many times Google will accept it.

## PHONE NUMBER

**Expert tip:** Add a trackable phone number through CallRail to gain clarity in your phone call attribution.

## WEBSITE

**Expert tip:** Add a tracking link to better understand how much traffic is coming to your website from your GMB profiles. Use Google's Campaign URL Builder to get your started.

- "utm\_source=google"
- "utm\_medium=gmb\_profile"
- "utm\_campaign=[insert\_location]"

## DESCRIPTION

While you can only select from a designated list of categories, you can use your description to better explain what you do, add target keywords (think new homes location-based terms, and demonstrate your authority and trustworthiness by highlighting key awards or achievements and stating your differentiators that make you stand out from the competition.

## BUSINESS HOURS:

Add all special hours in advance so you don't forget about being closed on holidays, all-day works events/meetings, etc.

## BUSINESS CATEGORY

**Expert tip:** Add a primary and as many secondary categories that are relevant.

- Categories to consider: Home builder, real estate developer, construction company, housing development

## PRODUCTS AND SERVICES

**Expert tip:** You can add floorplans to this section which can be helpful for users.

## OTHER ATTRIBUTES

Review and add as many as are relevant. Opening date is a good example.

## ADD PHOTOS, COVER PHOTO AND YOUR LOGO.

**Expert tip:** Video is also a great way to engage your audience. If you have videos showcasing your homes or your communities, make sure to add them.

## REVIEWS

Take stock of your current reviews and work to respond to all – good and bad. Responding to every review shows you care about each customer's experience.

## MONITOR AND ANSWER QUESTIONS PROMPTLY

**Expert tip:** Prime your Q&A section with questions your team gets asked frequently and provide the answers.

## LINK TO YOUR OTHER SOCIAL PROFILES

Then scan here to read "The Ins & Outs of Google My Business Profiles" →

