**The Expert Google My Business Checklist**

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* Company name
* Business category
  + Primary category
  + Other categories (can be multiple, choose as many as possible)
* Set your business address
* Add service area – add the most popular places you service
* Add your days and hours – You will also need to update your listing with special hours for holidays
* Add a phone number
* Add your website
* Add attributes – This includes “Veteran-lead” or “women-lead”
* Include a short summary
* Add date you opened
* Enable Google Assistant calls
* Add business labels
* If you have Google Ads running, you can enter a special phone number to track in the “Google Ads location extensions phone”
* Add a cover photo – this is your main photo to represent your company
* Add a logo
* Add additional photos to represent your business
* Add videos to represent your business
* Add posts – Including updates, events, offers, and products
* Request reviews from your clients and customers for your Google My Business listing