

For realtors who are setting up or optimizing their GMB profile for the first time.

GOOGLE MY BUSINESS

Step 1: Claim & Verify Your Business

- ☐ I have claimed my GMB listing at Google My Business.
- ☐ I have verified my business (via postcard, phone, or email).

Step 2: Optimize My Business Information

- ☐ Business name follows this format: [Full Name], Realtor – [Brokerage]
- ☐ Business category is set to Real Estate Agent or Real Estate Agency.
- ☐ My office address and service areas (cities/neighborhoods) are listed.
- ☐ My phone number and website link are correct.
- ☐ My business hours are set and updated for holidays.

Step 3: Upload High-Quality Photos & Videos

- ☐ Profile Picture (Professional headshot)
- ☐ Cover Photo (Branded image or local property)
- ☐ At least 5 property photos showcasing listings
- ☐ At least 1 video introducing myself or showing a home

Step 4: Add a Business Description & Services

- ☐ I have written a compelling business description (Who I am, what I offer, and why I stand out).
- ☐ I have listed my key real estate services (buying, selling, investment properties, etc.).

Step 5: Enable Messaging & Contact Options

- ☐ Messaging is turned ON so potential clients can contact me directly.
- ☐ My phone number is clickable on my profile.

Step 6: Create an Initial Google Post

- ☐ I have posted at least one update (a new listing, market update, or introduction post).

Step 7: Get My First Reviews

- ☐ I have sent review requests to at least 5 past clients.
- ☐ I have responded to all existing reviews professionally.

Step 8: Double-Check for Accuracy

- ☐ I have reviewed my profile for any typos or missing information.
- ☐ I have previewed my listing in Google Search & Google Maps.

Google My Business

WORKSHEET!

Stay Active with Weekly Posts – USE STRATEGY 1 TO PLAN OUT YOUR CONTENT!

Plan Your Google Posts

Consistency is key to keeping your Google My Business page active and ranking higher in local search results. Use this section to plan your posts for the month.

Posting Goal: How many times per week will I post?

Content Categories I Will Focus On This Month: (e.g., New Listings, Open Houses, Market Updates, Client Testimonials, Buyer/Seller Tips)

Topics for This Month's Posts:

Which types of posts have performed well for me in the past?

What new post format or strategy will I experiment with this month?

Engage with Potential Clients

Monitor and Answer Questions

Your GMB Q&A section is a direct way to engage potential buyers and sellers. Regularly updating this section builds credibility and trust.

Common questions I have received from clients:

New FAQs I will add this month to address common client concerns:

How often will I check and respond to new questions? (Daily, Weekly, Bi-Weekly)

Track My Profile's Performance

Understanding how people interact with your GMB profile helps you refine your strategy and improve your visibility.

Number of searches where my business appeared last month: _____

Which posts and photos had the **most engagement**? _____

Number of **website clicks** from my GMB profile: _____

One insight I learned from my performance data: _____

Number of **calls** I received from my GMB listing: _____

Action Plan for Growth

One thing I will do this month to improve my GMB profile:

One way I will increase reviews this month:

One new type of post I will experiment with this month:
