

Claim and Optimize your Google Maps Listing

How to Claim Your Google My Business Listing:

1. Visit [Google.com/business](https://www.google.com/business) to claim your business Listing
2. Verify your business by phone, text, or post card.
3. Fill out the business information required
4. Optimize your listing (see Below)
5. If you need video walk through:
<https://support.google.com/business/answer/2911778?hl=en>

Optimize Your Google My Business Listing for Higher Rankings and More Traffic:

1. **NAP** - Name, Address, Phone Number - Ensure that these three pieces of information appear exactly the same across all web properties (including your Google Page, Social Pages, Citation Pages, and Websites)
2. Include a Business **Name** - Do not use keywords, categories, or description words in your business Name. Just list the name as it appears on your front door.
3. **Upload several photos** to your profile
 - a. Choose the top 3 best pictures of your location as “**Profile Photos.**” These will show up on mobile phones as customers near your location.
 - b. **Photos to add:** (at minimum)
 - i. 3 Interior Pictures
 - ii. 3 Team Pictures
 - iii. 3 Floor Plan Pictures (at least)
 - iv. Customers with staff or owner pictures
4. Get as many Positive **Online Reviews** as possible - This will greatly enhance your Google My Business Page AND your website ranking.
 - a. Make sure your reviews answer common buying objections
5. List **Business Hours** Correctly
 - a. Don't forget to add closing hours
 - b. Customers using Mobile Phones will see cues such as “Closing Soon”, “Opening Soon”, etc.
6. Get good Citations with backlinks to your Google My Business Page
 - a. Make sure this includes the exact info shown on your GMB page.
 - b. EG: Yellowpages, Local Chamber of Commerce, etc.
7. Pick **10 relevant Category Keywords** that describe what your business does
 - a. Use all 10 category spaces
8. Add a great **Description** of your business

- a. Remember to discuss your Unique Community features
 - b. Ask yourself, “What’s in it for them?”
 - c. **Add all category keywords into your description** - make sure they are exact matches from the category section. (EG: If your category is “Apartment Home” your description could state: “Our Apartment Home has provided a fun, community focused environment for Houston residents since 1981.” (Apartment Home Category term matches the phrase used in the example description exactly.)
 - d. Add a **Call to Action** with your Description. Eg:
 - i. “Call us at 800-568-5213 to schedule your personal tour of our Apartment home”
 - ii. Visit www.houstonapartment.com/floorplans to see if your favorite floor plan is ready for your move in.
 - e. In your description, **link back to relevant parts of your website**:
 - i. If you’re discussing your great staff, link to your website team page
 - ii. If you’re discussing floor plans, link to your floor plan page
 - iii. If you mention your great reputation, link to your website testimonial page
9. It generally **takes up to 90 days before Google bots register new Citation pages.**