

GBP OPTIMIZATION CHECKLIST

2026 EDITION

 **YOUR GUIDE TO RANK
TOP 3 ON GOOGLE MAPS!**
(EVEN WITHOUT AN ADDRESS)



LAWN & LAND
MARKETING

INITIAL OPTIMIZATION



IMPORTANT

Ensure your **Business Name, Address, and Phone Number (NAP)** are the same across all Online Platforms.

- ✓ **Business Name:** Ensure it's the exact legal/business name.
- ✓ **Profile Picture:** Simplify your logo into a square. Either crop a main part of your logo and center it with plenty of negative space or use your full logo with plenty of negative space.
- ✓ **Cover Photo:** This should be your best image with no graphics, showcasing your work performed or your team. **Note** - Trucks and trailers with phone numbers will not be accepted by Google.
- ✓ **Categories -**
 - ✓ **Primary Category:** Use your Primary Service. **Choose carefully**, as this is one of the most important factors when ranking.
 - ✓ **Secondary Categories:** Select other relevant Secondary categories based on your Service List.
- ✓ **Services:** Manually add additional services that were not captured during Category selection.
- ✓ **Business Address:** Physical public addresses rank faster than hidden addresses, but if you would prefer to hide your address (ex. if your business is registered to your residence) you'll be just fine.
- ✓ **Phone Number(s):** List your business phone number. **Pro Tip** - This number should match the number on your website.
- ✓ **Website:** Ensure the link is to the homepage of your website, even if it's not live yet.

INITIAL OPTIMIZATION



NOTE

Don't overextend or lie about your services or service areas. The more precise you are, the better you'll do.

- ✓ **Business Description:** Describe your services, unique selling points, your commitment to customer satisfaction, and your general service area (no need to list all areas, just top 3 + 'surrounding areas').
Pro Tip - You can write just the most important parts and then use the built in Google AI generator to complete it for you.
- ✓ **Operating Hours:** Select your Business Hours (**Don't do 24/7**). Make sure these hours are when you're picking up your phone. **Pro Tip** - Unanswered phone calls hurt your rankings!
- ✓ **Add Photos:** Upload at least 10 photos of your work, employees, equipment, etc. **Pro Tip** - Ongoing photo additions are very important so do use all your photos upfront.
- ✓ **Questions & Answers:** Create roughly 10 FAQs related to your primary services and service areas.
- ✓ **Add Service Areas:** Add all Cities & Zip Codes that you service.
Pro Tip - Try to avoid using counties even if you service entire counties.
- ✓ **Booking Button:** Link to your website's Contact Page or Other Appointment Link.
- ✓ **Products:** This section is where you want to highlight your core services. Use images, describe the service, and then link it to a specific service page on your website.
- ✓ **Social Links:** Link your Business' Social Profiles.

RECURRING MAINTENANCE



✓ **Reviews - THIS IS VERY IMPORTANT**

✓ **Get More** - Ask for reviews in-person, text, and email after a job is complete. Encourage satisfied customers to leave a review by providing them with direct links (found when logged into your GBP listing) and making the process as easy as possible. Create a great, generic message to you can automated this process for you and you team. Volume is important since not everyone leaves reviews.

✓ **Respond To ALL Reviews -**

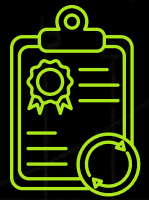
✓ **Good** - Always thank the customer for their positive feedback. Highlight any specific details they mentioned and thank them by first name. This is preferred by Google and helpful for readers.

✓ **Bad** - Address the customer's concerns promptly and professionally. You don't always have to apologize if you feel it's a misunderstanding, but always publicly offer to discuss the issue further offline. **Pro Tip** - Google strongly monitors how you respond to negative reviews, **so don't lash out.**

✓ **Create Posts** - Post weekly or more. Share updates and information about your services, promotions, completed projects, or industry tips. Use high-quality images and relevant keywords to enhance visibility. Always add either a link to your website or a 'Call Now' button.

✓ **Stay Up-To-Date** - Ensure your business information is always accurate and up-to-date. Regularly review and update your profile to reflect any changes or new offerings.

ADVANCED TIPS



- ✓ **Add To Your Website** - When viewing your Google Map listing, click 'Share' > 'Embed a map' and then copy and paste the embed code into your website in a viewable and non-invasive format. Creating outside connections to your GBP (like on your website) helps further connect and verify your business to Google.
- ✓ **Include in Backlink Profile Building** - When building your backlinks, be sure to occasionally link your backlinks to your GBP map listing and GBP posts. The backlink benefits will help further increase your overall trust with Google and often results in better rankings.
- ✓ **Monitor Rankings With Heatmaps** - Use a third party tool like 'Local Falcon' to see what you're ranking is in nearby areas for certain keywords. Keep track of your competitors rankings and use that data to help better position yourself and make your business more competitive in the over map rankings.
- ✓ **Add Satellite Locations** - If you're main location is far away from parts of your existing service area, it may be best to get a satellite location with a virtual office or co-working space. Once established, you can set-up your new GBP with your new location, but optimize it with it's own unique content and regular management.
- ⚠ **Hire An Industry Specific Agency** - An agency that specializes in the **green industry** should be able to do all of the above (AND MORE). Let the online professionals take care of all of this, while you focus on growing your business.

Contact success@lawnandlandmarketing.com for more

