

Google Maps Optimization Checklist

Boost your local search visibility in Colorado Springs

Based on [Colorado Springs Google Maps Optimization](#) by Casey's SEO

1. Google Business Profile Foundation

Ensure your core profile information is accurate and complete.

- Verify all basic business information (name, address, phone number) is correct.
- Select the most relevant primary category for your business.
- Add secondary categories that accurately describe your services.
- Ensure your business hours are up-to-date and accurate.
- Confirm your service area is correctly defined if you serve customers at their location.

2. Services and Attributes

Detail the services you offer and any special attributes.

- List all specific services your business provides.
- Add attributes that highlight unique selling points (e.g., 'women-led', 'free Wi-Fi').
- Ensure service descriptions are clear and keyword-rich.

3. Visual Optimization

Use high-quality photos and videos to showcase your business.

- Upload high-resolution photos of your business exterior.
- Add photos of your business interior.
- Include photos of your products or services in action.
- Upload a short video introducing your business or services.
- Regularly add new photos to signal an active profile.

4. Engagement and Activity

Regularly interact with your profile to show Google you're active.

- Publish regular Google Business Profile posts (offers, updates, events).
- Respond promptly to all customer reviews (positive and negative).
- Ask satisfied customers to leave reviews.
- Utilize the Q&A feature by asking and answering common questions.

5. Website Integration

Connect your Google Business Profile to your website effectively.

- Ensure your website's NAP (Name, Address, Phone) matches your GBP exactly.
- Embed a Google Map of your location on your website's contact page.

- Link to your Google Business Profile from your website.

6. Local SEO Best Practices

Implement strategies to improve your local search ranking.

- Research and incorporate relevant local keywords into your GBP description and posts.
- Ensure your website content is optimized for local search terms.
- Build local citations on relevant directories.
- Monitor your Google Maps ranking and adjust strategy as needed.

Resources & Further Reading

Use these pages while working through the checklist:

■ Find Your Local Results

<https://caseysseo.com/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ About Casey's SEO

<https://caseysseo.com/about/>

■ Contact Casey's SEO

<https://caseysseo.com/contact/>

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Optimize your Google Business Profile to rank higher in local searches.