

Google Business Profile & Reputation Setup and Optimization Scope of Work

K Madison is to provide the Client with the following products / services (the “Services”):

Review Management and Assessment

- Initial Audit and Review of Client’s Google Business Profile
- Audit and Review of Client’s Google Business Profile (Every 4 Months)
- Initial Review and Audit of Client’s Website (if any)
- Audit and Review of Client’s Website (as needed)
- Review / Audit Client’s process of obtaining reviews

Initial Setup (GBP) Google Business Profile

- Research GBP Listings (i.e. Search for Duplicate Listing)
- Claim / Create GBP Listing
- Verify GBP Listing (if necessary)
- Initial Setup of GBP Listing

Google Business Profile (GBP) Optimization

- Research Competitors’ GBP Listings
- Complete/Update all information
- Monitor GBP for any edits
- Upload 4 Photos / Month (Supplied by Client)
- Research GBP Performance and Search Breakdown
- Add/Update Categories and Services on a monthly basis
- Create Products (as necessary)

Create/Implement Review/Reputation Management System

- Analyze Client’s review process and discuss with Client
- Implement Review Process / System (with Pro360.io if available)
- Create/Setup QR Code (if necessary)
- Print out QR Code for Client’s use (if necessary)
- Create 1 testimonial photo image (per month) to be uploaded to GBP and also to social media (provided Client has enough testimonials)