

Attract local shoppers to your stores

Sign up for free to Google My Business to take control of how your listings appear on Maps and Search.

Download or print off this checklist and use it as a tool to help you take action.

01

Claim your listing

- Look up your stores on Google Maps and Search
(Have you claimed them yet? Do they positively reflect your business?)
- Claim each listing
(If you haven't already done so)
- Verify your identity
(This prevents others from claiming your listing)

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02

Entice Customers

- Make sure details are up-to-date
(Review opening hours, contact numbers and website details)
- Answer common questions
(Why do customers call your stores? Can you make it easier for them by providing this information on Maps and Search?)
- Review your photos
(Choose pictures that make your stores look attractive)
- Enhance your listing
(Add new photos if necessary to make your listing stand out from the competition)

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03

Build trust

- Review your ratings
(How do customers rate your stores?)
- Encourage reviews
(Ask customers, put up posters, add a review link to emails and online orders)
- Take action
(Use customer feedback to improve your stores and reply to comments to show you care)

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04

Find new ways to connect

- Publish posts
(Posts let you draw attention to key information, like new stock or in-store discounts)
- Advertise events
(Add dates to your posts)
- Add to your Questions & Answers
(Customers can ask questions that will appear on your listing in Search. Make sure to answer these to make sure they have the right information)

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05

Review and repeat

Insights from Google My Business can help you judge whether your updates are having an impact.