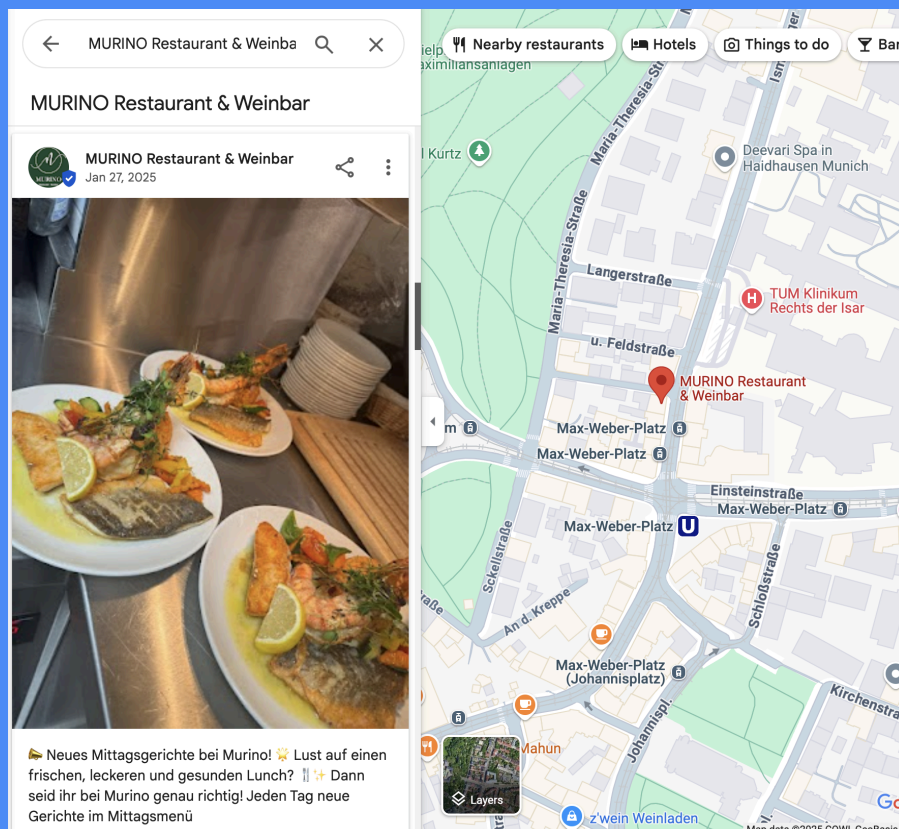


Google My Business Checklist

Step 1: Optimize Your Google Business Profile

- **Complete Every Section:** Fill out your business name, address, phone number, website, hours, and category accurately.
- **Add Photos:** Upload high-quality images of your business, products, or services (at least 5-10). Profiles with 100+ photos get ranked higher and therefore make it easier for people to discover you. User generated photos are really important and get weighted more than your own uploads.
- **Use Keywords:** Include relevant local keywords (e.g., “plumber in [city]”) in your business description. You should also use them in updates and on your website.
- **Post Updates:** Share regular updates, offers, or events to keep your profile active. Google’s ranking algorithm even takes into account if you log in to your account often or not. Being active pays off!



Step 2: Get More 5-Star Reviews ★

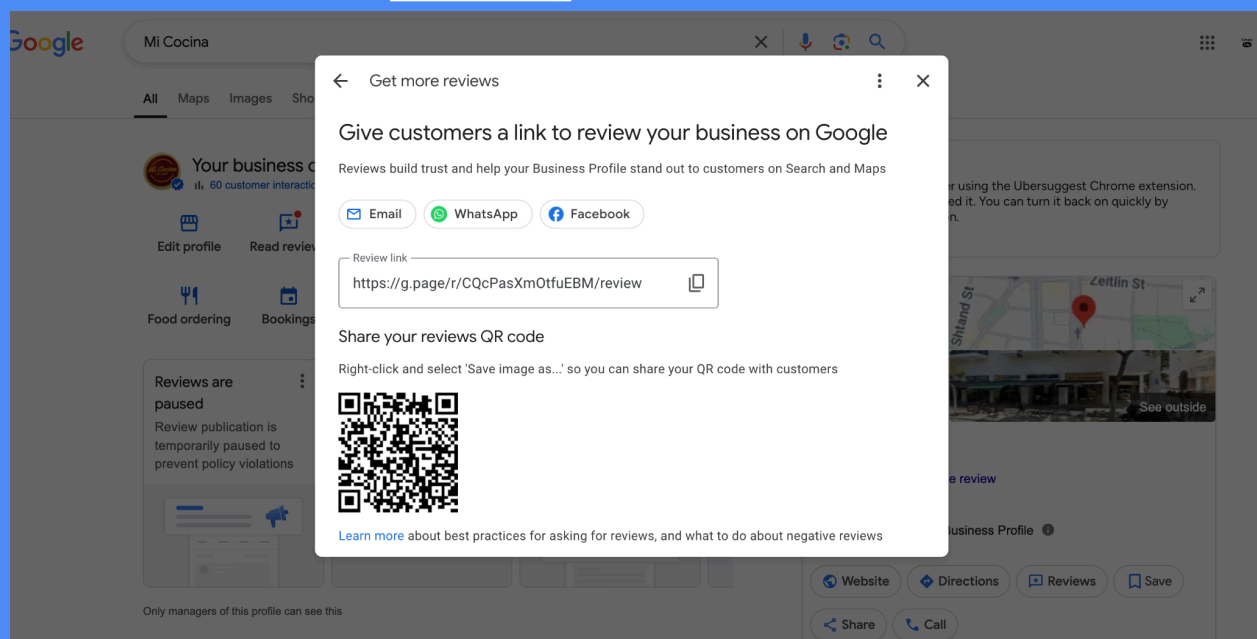
The Simple Trick: After a sale or service, send a friendly follow-up message with a direct link to your Google review page. Example:

"Loved working with us? Leave a quick review here: [link] – it takes 30 seconds!"

- **Make It Easy:** Provide clear instructions or a QR code for customers to leave reviews.
- **Respond to Reviews within 18h:** Thank customers for positive reviews and address negative ones professionally. Google's algorithm rewards profiles that respond to reviews within a reasonable timeframe. This is when it actually contributes to your ranking.

Get a QR code: Click on 'Get more reviews' on Google My Business to get a QR code and link to send to customers and show visitors the QR code.

Or use a free QR tool like [QR monkey](#)



Step 3: Avoid the #1 Ranking Killer

- **The Mistake:** Inconsistent NAP (Name, Address, Phone Number) across different listing sites.

Platform	Directory	Business Name	Address	Phone	Website
Google Maps	Google Maps	MURINO Restaurant & Weinbar	Ismaninger Straße 5, 81675 München, Germany	089 72719028	murino-restaurant.de
Bing	Bing	MURINO Restaurant & Weinbar	Ismaninger Str. 5, 81675 München, Germany	089 72719028	murino-restaurant.de
meinestadt.de	meinestadt.de	Murino Gastro GmbH	Ismaninger Str. 5, 81675 München, Germany	✗ Phone missing	✗ Website missing
Where To?	Where To?	MURINO Restaurant & Weinbar	Ismaninger Str. 5, 81675 München, Germany	#ERROR!	murino-restaurant.de
Waze	Waze	MURINO Restaurant & Weinbar	Ismaninger Straße 5, 81675 München, Germany	089 72719028	murino-restaurant.de
Google Assistant	Google Assistant	MURINO Restaurant & Weinbar	Ismaninger Straße 5, 81675 München, Germany	089 72719028	murino-restaurant.de
Facebook	Facebook	✗ Listing not found	–	–	–
auskunft.de	auskunft.de	✗ Listing not found	–	–	–
Cylex	Cylex	✗ Listing not found	–	–	–
Navmii	Navmii	✗ Listing not found	–	–	–
Tupalo	Tupalo	✗ Listing not found	–	–	–
golocal	golocal	✗ Listing not found	–	–	–
Öffnungszeitenbuch	Öffnungszeitenbuch	✗ Listing not found	–	–	–
wogibtswas.de	wogibtswas.de	✗ Listing not found	–	–	–
Hotfrog	Hotfrog	✗ Listing not found	–	–	–
Koomio	Koomio	✗ Listing not found	–	–	–
infoinfo	infoinfo	✗ Listing not found	–	–	–
Branchenbuch Deutschland	Branchenbuch Deutschland	✗ Listing not found	–	–	–
Marktplatz Mittelstand	Marktplatz Mittelstand	✗ Listing not found	–	–	–
GoYellow	GoYellow	✗ Listing not found	–	–	–
Find Open	Find Open	✗ Listing not found	–	–	–
de.enrollbusiness.com	Enrollbusiness	✗ Listing not found	–	–	–
golocal.de	GoLocal	✗ Listing not found	–	–	–
goyellow.de	GoYellow	✗ Listing not found	–	–	–

- **Why It Hurts:** Google gets confused if your business info differs on your website, social media, or directories like Yelp.
- **Fix It:** Audit your listings and ensure your NAP is identical everywhere. Simplicity is integrated with over 40 sites and can check if your data is up-to-date. Of course, you can do it yourself in a few hours.

Take Action Now!

Implement these steps today to boost your local rankings and attract more customers.

Need help? Contact us at hello@thesimplycity.net for expert support!

At SimplyCity, we're on a mission to bridge the gap between physical stores and the digital world through local marketing.

✓ Via Organic Reach and Reputation Management, we create:

- **More website clicks:** More traffic to your website
- **More calls to the business:** Increase direct communication with customers
- **More customers navigating to the store:** Drive foot traffic