



Google My Business Checklist

Use this checklist to ensure your listing is fully optimized

- ☐ Add subcategories (i.e. Apartment Building, Apartment Complex)
- ☐ Make sure the address is complete and correct
- ☐ Insert correct office hours (don't forget to mention which holidays you're closed in the special hours' section)
- ☐ Set your profile short name
- ☐ Set your website URL with a UTM link
- ☐ Set an appointment link. If you don't have one, point visitors to your contact page on your website.
- ☐ Add products (your floor plans!)
- ☐ Write a detailed and keyword-rich description
- ☐ Make a Google Post
- ☐ Add photos for the following categories
 - ☐ Video
 - ☐ Interior & Exterior
 - ☐ At work (i.e. maintenance staff at work, leasing agent mid-tour)
 - ☐ Team (i.e. your on-site staff!)
 - ☐ Identity (i.e. photos of your residents or an open house)
- ☐ Respond to every single review
- ☐ Turn on messaging
- ☐ Share your review link with your customers!

