



COMPLETE GOOGLE 3-PACK CHECKLIST

This checklist is designed to help small local businesses optimize for Google's local 3-pack results.

- Create (or claim) your business listing
- Update your business name
- Select the appropriate category for your business or service
- Update your business description
- Add product & service descriptions
- Include business hours
- Add contact information - website and phone number
- Verify your physical address
- Add photos of your business
- Add posts and Q&A options
- Ask customers for reviews

Bonus Tip:

When updating the content on your Google My Business listings...remember to use keyword rich phrases that help match your business listing to local searches.