

## Google My Business Audit Checklist

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Search for your firm on Google Maps using your firm name: <https://maps.google.com/>

Search for your firm on Google using your firm name: <https://www.google.com/>

	1. Is your business listed in Google and Google Maps ?
	2. Did you claim your listing so you can update it?
	3. Are you OPEN? Or are your business hours modified?
	4. Does the NAP (Name, Address, Phone) on Google match your website info exactly?
	5. Is your business description optimized for search results (keywords)?
	6. Is your firm listed in the right business category with the right keywords! (I bet NOT)
	7. Do you have any special offers (free consultation) or promos for new prospects in your listing? You should!
	8. Are your Services listed packed with keywords including tax, accounting, tax debt services, IRS help, and more!
	9. Do you add fresh content (social posts) on your local listing on a regular basis to promote good will and educate consumers? For example, Common Tax Debt Strategies. This will pack keywords too!
	10. Can interested parties book an appointment online with you 24/7?
	11. Are your key Services promoted? Tax, accounting, Tax debt.
	12. Have you uploaded any photos?
	13. Do you have links back to your website? Does your website link to your Google listing?
	14. Are you adding Reviews on a regular basis? Do you have the special link secret to send to happy clients to add reviews?
	15. Can visitors' text message you with questions right from Google searches?
	16. Do you update your Google Business listing at least once per month?

We recommend you install the Google My Business app on your phone to make managing your listing even easier! This is also a good checklist for your business clients. Let me know if you need help.

Stay safe.

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PS – Same rules apply for Bing Map searches, Yahoo! Map Searches, and Apple Map searches.