

# TODO LIST

## Verified |Unclaimed/Ghost Listings ^

Surpass Ghost/Unclaimed listings on the local 3 pack by creating a strategy that adds value to your content and geo-mentions that will increase your relevance metrics. Leverage GMB posts to mirror existing pages for current service or product information with an eye towards boosting behavioral metrics. [Visit our resource section](#) for insights into both organic SEO practices.

## Categories ^

Analyze the main and additional categories used by your competitors, as well as the ranked order of these categories. Then consider optimizing your listing based on the GMB Crush competitor's category analysis.

We suggest including the following primary and additional categories to your listing:



## Business Attributes ^

Improve the ranking of your listing by implementing the attributes that other top-ranking competitors already have. Check out how this small change can make a big difference in rankings!

## Zip Code analysis ^

Consider adding the Zip Code difficulty score into your strategy if you or your client is aiming to rank higher under a specific Zip Code Area.

The lower the Zip Code difficulty score is, the less similar businesses are scoring high in terms of visibility on Google Maps.

Create a strategic plan that aims to gain more visibility starting from the closest geo-radius to your Zip Code Area, expanding visibility further to all your services areas or close proximities of interest.

## Post count ^

Figure out the total number of postings made by the top three listings. Strategize to double down on the GMB post count and/or increase the amount of GMB publishing simply by posting more frequently and more often.

## Reviews ^

If your number of reviews and your average rating is higher than your competitors, keep collecting clients' reviews to stay ahead of the game.

If your number of reviews and your average rating is lower than your competitors, encourage clients to leave more reviews more often. For more details, explore our resource section.

Your business is on top of the competitors. Keep collecting client's reviews to stay ahead of the game!

## Place Topics ^

Google relies on reviews to help find keywords that describe your business. They use this data in two ways: first, they highlight words mentioned across the review and second they link these highlighted words to Google Maps to find relevant results nearby. Place topics keywords should be monitored closely as they will let potential clients understand exactly what type of experience they'll have before deciding whether or not to visit.

## GMB Title & Description ^

Don't stuff keywords in your business Title.

Any modification can lead to a manual verification from Google. So, be sure that the new title you plan on using for your listing aligns with the company it actually belongs to.

## GMB description ^

In your GMB description consider using power words and add a strong CTA. This will result in a higher CTR and stronger engagement metrics.

Don't add sales pitches, offers, misleading information, links or URLs in your GMB description.

## GMB description length ^

Create a compelling description that sets you apart from the competition and describes why potential customers should choose you over the other companies, highlight your business features, your business history, and high-value keywords.

## GMB Sitelink Analysis ^

The homepage speed tab defines how fast the loading time of your homepage is in comparison to the homepages on your competitor's websites.

The indexed pages tab defines how many pages your website has indexed on Google versus your competitors' listings.

The domain authority metrics are analyzing the number and quality of links to a site to roughly estimate the importance of a website. Here is how to analyze this:

- o Look at the length of the content Google rewarded with a top 3 spot and compare it with your own.
- o Look at all the relevant keywords ratios Google rewarded with a top 3 spots and compare it to your own.
- o Look how geo-relevant content mentions are being included by the competitors and compare it to your own.
- o Create and/or optimize the linked page from your Google my business considering all the points mentioned above.

If you are not sure of making changes to the content on the page, run an A/B test and see how the rankings improve, thus linking your GMB property to a well-optimized piece of content following the above points.

## Brand Rating Analysis ^

Aim for higher ratings and more reviews. Both are crucial factors for boosting your GMB Conversion Rate.

Add more pages/content on your website providing relevant and comprehensive information relating to the specific SERP, and search intent behind each query. Fix all your technical errors and offer fast loading times.

Improve your content by providing valuable information to the readers at any point in the customer journey and provide them with all the information they need to convert from just readers to paying customers.

## Opening Hours ^

It's important to know what your competitors are doing. Reviewing their opening hours will give you insight on how they operate and the strategies that have been successful for them so far, which can help inform decisions about when it is best to open up in order to be competitive.