

Google My Business Checklist for Nagpur Businesses

This checklist is designed to help Nagpur businesses set up and optimize their Google My Business (GMB) profile for better local visibility and website ranking. Follow these steps to ensure your listing is complete and effective.

Checklist:

- Create or claim your Google My Business profile at <https://www.google.com/business>.
- Enter your business name exactly as it appears on your signboard.
- Choose the most relevant business category (e.g., Restaurant, Coaching Class, Retail Store).
- Add your complete address, active phone number, and website URL.
- Set accurate business hours, including lunch breaks or seasonal changes.
- Verify your business via postcard, phone, or email.
- Upload at least 10–15 high-quality photos (products, storefront, interiors, staff).
- Add a detailed business description including local keywords naturally.
- Turn on Messaging and enable booking or enquiry options if relevant.
- Post regular updates (offers, events, announcements) at least once a week.
- Encourage customers to leave genuine reviews and respond to all feedback.
- Monitor insights (views, clicks, calls) in the GMB dashboard to track performance.
- Keep Name, Address, Phone (NAP) consistent across website and social platforms.
- Flag fake reviews politely and maintain a professional response tone.
- Review and update your profile every month to keep it active and relevant.

A well-maintained Google My Business profile is like having a signboard on Nagpur's busiest street. Consistency, regular updates, and customer engagement are the keys to standing out. For professional help in setup and optimization, contact TMS Media Solutions.