

# THE ULTIMATE GOOGLE BUSINESS PROFILE OPTIMIZATION CHECKLIST FOR MOVING COMPANIES

## Update Google Business Profile

- **Business Name** - your Google Business account name has to match your official name without keywords, such as the city or the service you provide, or Google can ban you
- **Business Category** - your primary category should be "mover". Go beyond the primary category.
- **Add More Service Category** - list services you provide but can't find on Google's list. For example, long-distance, local, apartments, household, commercial, safe, piano, etc.
- **Description** - introduce your company. Write which services you provide, your work area, your strengths, etc.
- **Opening Date** - your clients will see how long you have been in business, and it will build additional trust



## Contact Information

- **Phone Number** - add a local phone number so your clients can easily reach you. Avoid toll-free numbers (800, 888, etc.)
- **Website** - link your website to your Google Business profile. This way, you are connecting profiles, and Google appreciates that and rewards with push up a SERP ladder



## Location And Service Area

- **Location** - write your exact physical address on the Google Business profile. Use the same format (street and number, zip code, city, state) everywhere you leave your address - website, Social Media profiles, directories, etc. This helps Google connect all your different profiles, resulting in better authority
- **Service Area** - make a list of all areas you provide your service so your potential customers can see whether you are operating in their neighborhood



## Update Your Working Hours

- **Operating Hours** - include working hours and hours of operation. Operating hours mean you can take calls although you aren't on the job
- **Holiday Schedule** - update holiday hours a year in advance. That will show Google you are keeping your profile updated and it will help customers plan their move



## Logo & Cover Photo



- **Logo** - Use the same logo on all profiles: Google Business profile, website, Social Media profiles, etc.
- **Cover Photo** - your cover photo should represent your company - put your truck, team, or office on it. It should show that you are a legit moving company

## Add Products



- **Products** - list all products you have in your offer with their descriptions, average prices, authentic pictures, and links to matching pages on your website, for example long-distance, local, apartments, household, commercial, appliance, furniture, safe, piano, etc.
- **Categories** - separate them into categories for better organization, for example heavy items, full moving service, other moving service, etc.

## Be Active On Google Business Profile



- **Q&A** - answer every question within 24 hours of posting - you don't want your customers to go somewhere else looking for an answer
- **Post Update** - it can be a new truck, a new service area, a new team member, or a job you just finished. The ideal posting timeframe is once a week.
- **Add Photo** - add your photos and videos of your last moving jobs every week
- **Reply To Every Review** - reply to every new review with a personal message within 24 hours. Add extra juice by mentioning the moving service and area

## Get More Customer Reviews



- **Ask For Reviews** - ask your customers for reviews (immediately after the job or a few days later via email or SMS). The more reviews you have, the more customers will trust you.
- **Use Reviews As Leverage** - Google will give an advantage to moving companies that constantly receive positive reviews because this brand will keep its users satisfied. So, Google will recommend only such brands