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

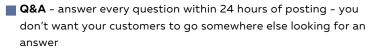


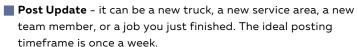
- Logo Use the same logo on all profiles: Google Business profile, website, Social Media profiles, etc.
- Cover Photo your cover photo should represent your company put your truck, team, or office on it. It should show that you are a legit moving company

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.

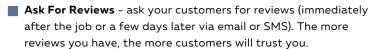
Be Active On Google Business Profile





- 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



■ 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







