

Google Business Profile (GBP) Optimization Report for "Century 21 Golden West Realty"

No.	Subject	Details	Note	Add-Ons
1	Duplicate Google Business Profile Check	I have checked If there are any duplicate listings or not. And no duplication is found which is great.		
2	Actions taken against your GBP	Checked your GBP but nothing was found against your GBP. You got a few citations that aren't showing your exact NAP & this should be fixed ASAP.	Remember, Great Citation Profile is very important to rank higher on Google Search or Map Search. The most important thing is consistency. You need to make sure that you have ENOUGH citations and all of them are placed correctly. If you need any more help regarding your citation profile, just let me know.	
3	Business Name	The current name is "Andy Verleger Real Estate Agent Century 21 Golden West Realty" which looks a bit spammy. This should be changed to something like this "Century 21 Golden West Realty". This is just an idea based on Google's policy.		
4	Business Address	In the address, the Suite number should be added to the 2nd line. I have added "Suite 120" to the 2nd line as per google recommendation.		
5	Business Phone Number	You have only one Phone number which is good but if you have a secondary number, you should add this to your GBP. And if you use any number for "call tracking" then make that number "Primary".		
6	Primary Category	Real Estate Agency is the primary category which looks perfect as per your competition.		
7	Secodary Category	We have added the following secondary category to the GMB profile: <ol style="list-style-type: none"> 1. Real estate agent 2. Real estate consultant 3. Property management company 4. Commercial real estate agency 5. Real estate rental agency 6. Apartment rental agency 7. Condominium rental agency 8. Industrial real estate agency 9. Real estate school We have added these secondary categories based on competitor analysis. These secondary categories has little competition but could bring a lot more potential customers.	Secondary Categories will help you get more organic traffic when someone searches using keywords which are less relevant to your primary category and more relevant to any of the secondary categories.	
8	Website Link	The website URL is placed properly but a few more contents should be added on the homepage based on the primary category & the skills.		
9	Review	Your reviews are great but missing lots of opportunities there. You should reply to all the reviews & if possible then try to put some of your keywords in them. Google loves it when user puts keywords in the reviews. And also you should look for more reviews & make it easier for the user to leave reviews. Just reach out to the customers & give them the URL: https://g.page/r/CdwWhR-1s67eEBM/review By using the URL, your customers will get the option to review. And remember, when a customer leaves a review, always respond even if it's a NEGATIVE review.	Pro Tip: Optimizing your reviews in a proper way might help you greatly to rank higher on Organic Search. Having some keyword research and using them in the customer review or review reply is a great way to improve your ranking. Remember, this is a continuous process. So, you might do it for now but forget it in the future. To get this thing done for a long period of time, I can help you thoroughly. Just let me know.	We can give you an email template to send over to your customers. If you need that, just contact me.

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10	Business Hours	<p>Your business hours look good as your business is open every day. You can specify your "Holiday Opening Hours" If you have any changes in business hours during holidays. Also, you can see there are two more options to add like "more hours" & "Special Hours". So, try to list more hours specified your products/services.</p> <p>If possible then Add the Business Hours to your website also. It is recommended.</p>		
11	Appointment Link	<p>I have added this URL (https://www.realestateingolden.com/member/contact/) as your appointment link. This is okay but not the best practice.</p> <p>To, make a professional appointment link, you can use a service like https://calendly.com/</p>		
12	Service Area	Added all your service areas properly which wasn't in a correct format previously.		
13	Years in Business	It's added manually. Setting this up is really important because it shows TRUST to your customers.		
14	Business Attributes	<p>No attributes are added. As I don't know which ones are available, please fill this out by yourself. It's pretty easy, just check this screenshot: https://prnt.sc/hD9UGGy01m1z</p>	<p>Most of the Industry Genius believe that adding LGBTQ+ as an attribute to your GBP create a god impression to Google. So, you might consider to add it in your GBP. I can do that for you, but I need your permission.</p>	
15	Question & Answers	<p>I have added all the Questions you gave me in the FAQ section & turned on the notifications of the Q&A so that you can get notified when someone posts a question.</p> <p>Now your duty is to answer the questions as early as possible. Also, there are a few questions I have added which aren't been answered yet, so take your time & answer them properly.</p> <p>In my opinion, this question (Is it hard to purchase a home in Golden?) is the most valuable to you now because your business is recommended with the answer. So, this should be at the top of all the questions. And for that, I will add 3-5 likes on that questions & the question will appear at the top.</p>		
16	Logo & Cover Photos	Your company cover photo & logo is added with the correct dimensions. I chose the cover image based on my knowledge, so If you don't like the image or don't think it's suitable for the cover, let me know & I will replace it.		
17	Other Photos	I have updated all the interior & exterior photos you have given. Although I did it with a bit of confusion. Because there are two locations photos (office & Andy's place maybe). Images were in HEIC format, that's why I had to convert all of them and then upload them to your GBP.		
18	Products & Services	All your services are added. I have added those services as Products because products show much better than services. And there is no harm in doing that.		
19	Google Posts	There are three kinds of posts (Update, Offer, Event) you can share on your GBP. It's recommended to publish 1 post per week at least.		
20	Chat Button	Turned on the Chat Button feature. Now your customers can directly message you. Also, this button will be shown in all your Google posts.		
1	Google Ads	You have \$500 FREE advertising credit from Google. You can claim it anytime as per your plan.		
2	Website Audit	Here is the AUDIT: https://drive.google.com/file/d/1F6vnpuOrSsZME3Qi8QR4w5z19R44iefh/view?usp=sharing		
3	Citations Audit	Here is the SEMrush Citations Report: https://drive.google.com/file/d/1kgzA1KxuqFHxUhuRged6Mh3IXEUBjaTc/view?usp=sharing		

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	Special Note:	In general, a complete Website Audit usually costs \$500-\$1800 depending on the reputaion of the company or service provider. Because it requires some expensive tools to get it done. But as I'm already subscribed to those tools, I thought it might be a good idea to give you a Complete Audit Report for FREE. Because, for me, business is not about making money. It's about building relationship and helping each other to get things done. Also, a Proper Citation Audit usually costs \$100-\$500, which I'm giving you for FREE. And remember, these are totally out of my promised services.		