

Fast Track GBP Ranking Cheat Sheet and CheckList

Rank Your Google Business Profile Fast!



1. Nail the Category + Keyword Combo

- Primary category: "Your Primary Niche" - EX: 'Website Designer'.
- Secondary categories:- EX: 'Marketing Consultant', 'Graphic Designer', etc.
- Include your keyword in the business name if possible,
 - EX: ('Pixel Perfect Web Design | Highlands Ranch'.)

2. Fully Optimize GBP Description, Services & Products

- Mention services and location in the description naturally.
- Fill out Services (- EX:'WordPress Design', 'E-Commerce Design').
- Use the Products section for services with keyword-rich descriptions.

3. Build Citations (Fast & Consistent)

- Submit NAP to top directories: Yelp, Bing, LinkedIn, etc.
- Include - EX: web design-specific directories: DesignRush, Clutch, UpCity.
- Ensure NAP consistency across all listings.

4. Add Geo-Tagged Photos + Weekly Posts

- EX: Upload screenshots of client websites with geo-tags.
- Post weekly updates using city + keyword combos.
- Add photos of your workspace, team, or client projects.

5. Collect Reviews with Keywords + Location

- Ask real clients for reviews that mention service + city.
- Respond with replies that reinforce keywords and location.
- Aim for 5–10 solid reviews in the first 30 days.

6. Embed GBP Map + Build Local Authority Pages

- Embed your Google Map on the homepage and contact page.
- Create geo-targeted pages like - EX: '/web-designer-highlands-ranch/'.
- Include GBP embed, service details, and CTA to your GBP.

7. Engage with Real User Signals

- Ask people to search your business, click, call, or request directions.
- Use SMS, email, or social DMs to send them your GBP link.
- Real engagement tells Google your listing is valuable.

8. Fill out Products and Services

- Add products and services in the profile. Use category keywords in description.
- Add multiple if you have them. Again make sure to use the keywords.

9. Post Updates

- This is the blog of your Google Business Listing. Post updates frequently
- Max 1 per day, use relevant images, use the keywords in the descriptions.

10. Post Q&A

- Google lets you post your own questions and answer them.
- When you write a question, use the keyword where possible.
- Same goes for answering, use the keyword where possible. Do not keyword stuff.

The Fastest GBP Ranking Formula (Small Business Edition)

- ✓ Align category + keywords
- ✓ Optimize all GBP fields
- ✓ Build 10+ citations
- ✓ Collect 5+ reviews
- ✓ Add photos and post weekly
- ✓ Embed map + create location pages
- ✓ Simulate real engagement
- ✓ Add Products and Services
- ✓ Post Updates
- ✓ Post Q&A

Checklist

Optimize your profile:

- ☐ Business Category - Add all other categories that are relevant
- ☐ Description - At the very least write a small description and then use the AI option
- ☐ Opening Date - Yes include the opening date no matter what it is
- ☐ Contact Info - Phone number
- ☐ Website - Make sure to include a site even if it's just 1 page
- ☐ Social Profiles - Add Facebook and LinkedIn at the very least.
- ☐ Business location - Select between Service Area Business or add your address,
- ☐ Hours - Make sure to add your Hours - Do NOT use 24/7 if you are not that.
- ☐ Now go upload images
- ☐ Make sure to geo-tag them if possible
- ☐ Add your COVER image - Make sure it's representative of your business

SEO for your Google Business Profile::

- ☐ You need to get Citations for your business
- ☐ Make sure you use the exact NAP
- ☐ NAP - Name, Address, Phone number, Just copy directly from your profile.

Reviews for your Google Business Profile::

- ☐ Get Reviews regularly

Q & A for your Google Business Profile::

- ☐ Get people to ask questions on your profile that you can answer
- ☐ Ask your own questions on your profile and you can answer them

(Google Ranks Your Profile when there is traffic, activity, Clicks. Do things to make people click!)

- * Create Location Pages on your website that reference the geo areas you want to rank in.
- * Write blog posts about those areas and use the geo location in the verbiage.
- * Embed the GBP map in the blog and in the location pages.

Connect with Rob on Alignable:

<https://www.alignable.com/highlands-ranch-co/comxl-llc-web-design-and-seo>

Join My FREE Alignable Group for regular Events and Community.

<https://www.alignable.com/groups/small-business-marketing-tactics>

Book a 1-on-1 (GBP) Google Business Audit and Consultation

(I'm offering a 1-on-1 GBP Google Business Profile Consultation.

In this personalized session, we'll:

- ✓ Review your current Google Business Profile setup
- ✓ Identify what's helping and what's holding your ranking back
- ✓ Create a custom action plan to boost your visibility and bring in more leads

You'll walk away with a step-by-step plan that you can keep — or I can handle it for you.
(Only a handful of sessions are available so I can give each business the attention they deserve.)

To Your Success!

Rob De Leon



Rob De Leon III