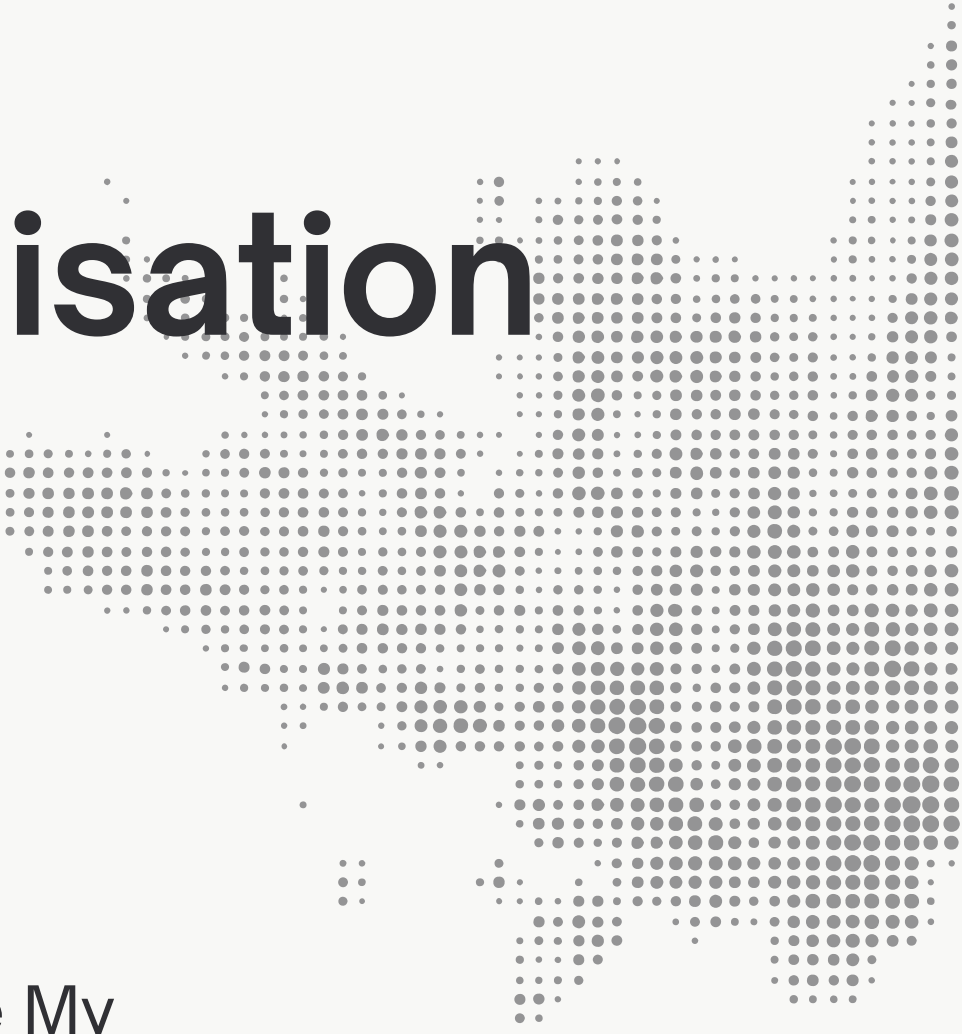


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# **GBP Optimisation Plan**



Year 1 - Google My  
Business (GBP)  
Optimisation Plan +  
Roadmap

# Month 1

## Setup & Audit

**Objective: Establish a strong foundation.**

- Audit current GMB profile: NAP (Name, Address, Phone) consistency, categories, and completeness.
- Claim and verify the listing (if not done).
- Update business info: business hours, services, website, appointment link, description, and attributes.
- Add primary & secondary categories (research competitors for best fit).
- Upload logo, cover photo, and brand-aligned images.
- Set up UTM tracking in website URLs for measuring traffic from GBP.
- Create a keyword research sheet (local + service/location keywords).

# Month 2

## Content & Visual Optimization

**Objective: Make the listing visually appealing & keyword-optimized.**

- Optimize business description with local keywords naturally.
- Upload 10–15 high-quality photos (interior, exterior, team, products/services).
- Start with a video intro (30–60 seconds about brand/services).
- Create geo-tagged images and upload them.
- Create a 3-month content calendar for Google Posts (updates, events, offers).
- Benchmark competitors (look at top 3 local packs for target keywords).

# Month 3

## Reviews & Engagement Kick-off

**Objective: Build social proof & customer engagement**

- Reach out to past clients/customers for reviews (minimum 10–15 this month).
- Create review request templates (email, WhatsApp, SMS).
- Respond to all existing reviews with personalized replies.
- Add FAQ section (pre-load with 8–10 FAQs based on customer queries).
- Post weekly Google Updates (special offers, blogs, events).

# Month 4

## Advanced Content Strategy

**Objective: Increase activity & engagement signals**

- Continue weekly posting (mix of offers, tips, and local news).
- Upload new seasonal photos (products/services).
- Add product/service menu (detailed, with prices if possible).
- Publish a case study/testimonial post (visual format).
- Create service area pages on the website aligned with GBP.
- Track CTR from UTM links in Google Analytics.

# Month 5

## Local SEO Integration

### **Objective: Strengthen local relevance**

- Create local landing pages (e.g., “[Service] in [City]”).
- Build local citations (Yelp, Yellow Pages, Justdial, etc.).
- Audit NAP consistency across directories.
- Optimize schema markup (Local Business schema + FAQ schema).
- Collect another 10–15 fresh reviews.
- Publish a Google Post featuring community involvement (CSR, events).

# Month 6

## Insights & Adjustment

**Objective: Refine strategy using data**

- Deep dive into GBP Insights (searches, calls, directions, website clicks).
- Identify high-performing keywords → adjust description & posts.
- Run competitor analysis again → note review counts, posting frequency, offers.
- Update old posts (refresh with new CTAs).
- Test Q&A section with long-tail queries (simulate customer questions & answer them).
- Add 360° virtual tour (if possible).

# Month 7

## Lead Conversion Focus

**Objective: Turn traffic into leads**

- Add “Book an Appointment” / “Request Quote” button (if applicable).
- Use GBP messaging feature (enable chat, with auto-response template).
- Track conversion actions (calls, messages, bookings).
- Post 2 offers/discounts this month.
- Create a "How-to" or “Behind the Scenes” short video.
- Push for 5-star review growth (target: +15 reviews).

# Month 8

## Content Diversification

**Objective: Build topical authority**

- Create industry-specific “mini blogs” on GBP posts.
- Add product highlights (with CTA buttons).
- Add seasonal promotions (festivals, local events).
- Share community/local event updates.
- Encourage customers to upload their own photos/reviews.
- Update FAQs with more location/service-specific queries.

# Month 9

## Expansion & Link Building

**Objective: Strengthen authority & reach**

- Acquire backlinks from local blogs, chambers of commerce, newspapers.
- Collaborate with nearby businesses for cross-promotion.
- Add secondary GBP profiles (if multi-location business).
- Add 5 new geo-tagged videos/photos.
- Post customer testimonials in video format.
- Collect another 20 reviews (focus on keywords in reviews).

# Month 10

## Technical Optimization

**Objective: Improve UX & technical setup**

- Check GBP load speed & optimize website mobile speed.
- Refresh GBP images (rotate outdated ones).
- Add new services/products (if any updates).
- Optimize for voice search queries (FAQs + conversational language).
- Track ranking improvements in Local 3-Pack using a tool like BrightLocal.
- Post Google Polls (questions for engagement).

# Month 11

## Engagement Campaign

**Objective: Push interaction to peak levels**

- Run a contest or giveaway via Google Posts.
- Launch seasonal/local offers.
- Encourage Q&A submissions (ask customers to post queries).
- Share employee highlights/stories.
- Test posting frequency → 3–4 posts per week.
- Collect another 10–15 new reviews (end-year push).

# Month 12

## Review & Scale

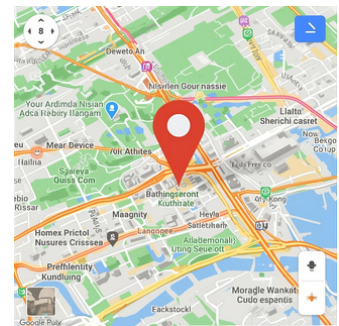
**Objective: Review results & prepare for next cycle**

- Compare Insights from Month 1 vs. Month 12 (traffic, calls, clicks, reviews).
- Identify top-performing post types & replicate for next year.
- Plan yearly seasonal campaigns (festivals, industry events).
- Refresh GBP categories if business expanded.
- Create “Best of Year” recap post.
- Document learnings & set next year’s KPI targets.

# Key KPIs to Track Throughout the Year

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- Total impressions in Google Search & Maps
- Calls, messages, website clicks, direction requests
- Growth in reviews (quantity + star rating)
- Local keyword rankings (3-pack positions)
- Engagement with posts (clicks, views)
- Conversion rate from GBP → lead/customer



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