

CARPET CLEANER GOOGLE SERVICE

Use this checklist along with the main training to help you stay organized as you service clients.

1. SERVICE REQUISITES

- ☐ Payment For Services Received
- ☐ Google Account Created <https://support.google.com/business/answer/6337431>
- ☐ GmBiz Profile Accessed / Created <https://www.google.com/business/>

2. GOOGLE PROFILE

- ☐ Verify The Business Profile <https://support.google.com/business/answer/7107242>
- ☐ Add/Update All Business Information
- ☐ Add/Update Images
- ☐ Add/Update Business Description
- ☐ Add/Update Website (Link to Appointment Page)
- ☐ Catalog Current Reviews & Provide A Report to Client
- ☐ Enable Messaging on Profile ***CRITICAL***
- ☐ Create Google Biz Shortlink: <https://support.google.com/business/answer/9273900>

3. CLIENT WEBSITE

- ☐ Test & Fix Page Speed: <https://developers.google.com/speed/pagespeed/insights/>
- ☐ Test & Fix Broken Links: <https://www.deadlinkchecker.com/>
- ☐ Test For Mobile Features: <https://search.google.com/test/mobile-friendly>
- ☐ Add/Update Google Analytics: <https://analytics.google.com/analytics/web/>
- ☐ Add Appointment Features (Use Theme, Plugin, or Third-Party Provider – Square*)
- ☐ Add Lead Capture / Free Quote Form Features (Plugin or Third-Party Provider)
- ☐ Update Business Information (Ensure Telephone Is Present & Clickable)
- ☐ Refresh Content / Images If Necessary

4. PROMPTING REVIEWS

- ☐ Include signage or postcard at point of sale that prompts reviews to Google (use shortlink)
- ☐ Include verbiage on point of sales materials that prompts reviews (use shortlink)
- ☐ Add a "leave review" button to the website (use shortlink)

5. UPSELLING

- ☐ Complete the initial project you were hired to do (profile)
- ☐ Determine intentions to continue and expand services
- ☐ Offer Google Posts
- ☐ Offer Paid SEO For Lead Generation
- ☐ Offer Paid Advertising [Facebook, Google, Other Home Service Platforms]
- ☐ Offer Reputation Management / Review Stewardship
- ☐ Offer Email Marketing & List Building

Record Keeping:

Client Name:	_____
Campaign:	_____
Website URL:	_____
GmB Shortlink URL:	_____
Google Account:	_____
Date:	_____