

Rank N Bank: Client Services Checklist

NOTE: The following is provided for your guidance. It is recommended that you use white label agencies or service providers to do the work, especially if you are new at this.

Google Profile Optimization

- ☐ Claim the business profile
- ☐ Complete **all** sections of the business profile
- ☐ Add accurate business details
- ☐ Select primary and secondary business categories
- ☐ Fill out profile attributes
- ☐ Write a complete & detailed business description
- ☐ Add quality photography of business, products, staff
- ☐ Reply to reviews and public inquires/complaints
- ☐ Enable messaging
- ☐ Add website URL (Website should be Google/SEO Optimized for maximum benefit)

Submitting for Google Guarantee

- ☐ Check eligibility (<https://ads.google.com/localservices/signup/eligibility>)
- ☐ Submit for background check
- ☐ Submit for license and insurance certification
- ☐ Near 100% Optimized Google profile
- ☐ Client has positive reviews posted on profile
- ☐ Set Billing and Budget

Setup Local Service Ads

- ☐ Available once preliminary approval has been received from Google
- ☐ Access local services account (<http://google.com/homeservices/inbox>)
- ☐ No ad creative is necessary (created from business information)
- ☐ Select budget and campaign settings

Routine Monthly Maintenance

- ☐ Make routine Google Posts (1 per week minimum)
- ☐ Respond to questions, reviews, and complaints
- ☐ Add new photos regularly (monthly)
- ☐ Add new content to website
- ☐ Publish at least one promotion per month