

# Google My Business (GMB) Optimization

**Client Name:** Alpha

**Business Type:** IT Services

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**Services Charged:** 25k

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## Overview

This report outlines the optimization work performed on your four Google Business Profiles, targeting the following regions:

-  United States
-  Europe (Specify country: e.g., Germany)
-  Saudi Arabia
-  Pakistan

The objective is to improve local visibility, increase engagement, and ensure brand consistency across all locations.

## Services Provided

### 1. GMB Profile Optimization

- Updated business descriptions with local keywords
- Added complete NAP details (Name, Address, Phone)
- Uploaded high-quality photos (logo, cover, interior, team, etc.)
- Listed services and attributes
- Linked website and local landing pages

### 2. Photos & Visual Content

- High-quality images uploaded (team, location)
- **Geo-tagged images** (uploaded for each country-specific GMB to boost local SEO)
- Proper file naming and metadata applied

### **3. Weekly GMB Posts**

- Created content calendar (3 posts/week/location)
- Posted geo-targeted updates, offers, and tips
- Engaged with customer reviews and messages

### **3. Local Citation Building**

- Submitted business info to 15-20 relevant local directories for each country
- Ensured NAP consistency across platforms
- Created a tracking document for all citation links

### **4. Tracking & Insights Setup**

- Google Business Insights setup
- GMB post performance tracking
- Basic UTM tracking setup for each GMB profile

### **5. Review Management**

- Enabled email notifications for new reviews
- Acquire positive reviews from previous clients

## **Next Steps**

If you're happy with this setup, we can start monthly GMB maintenance, which includes:

- Weekly post scheduling

- Photo updates
- Monthly insights reporting (Brightlocal)
- Ongoing citation management and review monitoring