FREE SCORECARD

Score your Google Business Profile

Tick what's true about your profile today. Each check is worth 5 points. What's left over becomes your fix list, most important first.

THE BASICS

- [ ] The profile is verified, and there's only one profile for each office.
- [ ] The business name matches your sign and website exactly, with no extra keywords.
- [ ] The primary category is "Property management company."
- [ ] Secondary categories are only for separate businesses you really run.
- [ ] The address is your staffed office, or it's hidden with the areas you really serve listed.
- [ ] The phone is a local number a person answers, the same one your website shows.
- [ ] The hours match your real office hours, with holiday hours set.
- [ ] The website link goes to your homepage or the right city page, with the UTM tag.
- [ ] If your profile offers a booking link, it goes to your rental analysis page.
- [ ] Your name, address and phone match your website and the big directories.

WHAT OWNERS SEE

- [ ] The description says who you manage for, where, and the services owners care about (no links, no keyword strings).
- [ ] Every owner-facing service is listed, each with a short description.
- [ ] There are at least 10 real photos: your team, office, sign and homes you manage (with the owner's okay).
- [ ] No stock photos, tenants' faces or unit numbers.
- [ ] You post an update every week: a win or a local market note, with a photo.

- [ ] The facts owners ask about are written somewhere Google can read them: property types, areas, out-of-state owners and how your fees work.

REVIEWS

- [ ] Every owner and tenant gets asked for a review, at the same points, happy or not.
- [ ] New reviews come in every month, not in bursts.
- [ ] Every review gets a reply with a local detail.
- [ ] No incentives, no staff quotas and no telling people what to write.

5 points per check, 100 in total. From gogoodjuju.com