ROSEVILLE LOCAL SEARCH PLAYBOOK

Roseville Local Business Checklist: Optimizing Your Google Maps Presence

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Figure 1: Local Search Optimization Action Checklist.

EXECUTIVE SUMMARY & KEY FINDINGS:

- Verify that your business hours, holiday schedules, and phone routing are accurate and actively monitored.
- Add specific service descriptions and pricing ranges where applicable to set realistic customer expectations.
- Monitor Google Business Profile performance insights monthly to track call volume, map views, and search query trends.

A practical, step-by-step checklist enables business managers to audit their local Google Maps profile in less than thirty minutes. Regular monthly maintenance keeps listings competitive and prevents common profile suspension issues.

Monthly Audit Steps

Review your primary contact information, ensure photos reflect recent seasonal projects, confirm that incoming phone inquiries are answered promptly, and reply to recent customer feedback with helpful, professional comments.

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