



# Make Your Google Business Profile Work Harder for You

Quick wins to boost visibility, drive traffic, and attract more local talent and clients.

## CHECKLIST: GOOGLE BUSINESS PROFILE OPTIMIZATION TIPS FOR STAFFING FIRMS



### Use a Professional, Current Cover Photo

Your header image is your first impression—make it count. Don't show snow in July. Keep it seasonal, high quality, and relevant to your brand.



### Complete the Services Section

Most agencies skip this—don't. List out all your services and write keyword-rich descriptions for each one.



### Choose the Right Category & Subcategories

Google uses these to decide which searches your profile shows up in. Pick carefully to match your core offerings.



### Get Reviews—Consistently

Social proof builds trust and helps you rank. **Bonus:** The words your clients and candidates use? Google indexes them.



### Respond to Every Review (Yes, Every One)

Good or bad, your replies show you're engaged—and give you a natural way to drop in keywords.



### Keep Your Contact Info Spot-On

Double-check your address, phone number, hours, and website. They should exactly match what's on your website.



### **Add Photos and Videos Regularly**

Fresh media = fresh engagement. And yes, Google notices.



### **Use Google Posts Weekly**

Got a job fair, hiring event, special offer, or hot job? Share it in a post. It shows activity—and adds SEO value.



### **List Products (Even If You Sell Services)**

Each service—like “Light Industrial Staffing” or “Healthcare Recruiting”—can be listed individually. This helps you show up in more specific searches.



### **Write a Strong Business Description**

Think: What do you do? Where do you do it? Whom do you serve? Use natural keywords, not keyword stuffing.



### **Track Performance**

Use GBP Insights to see what search terms people use to find you. Then update your content to match.



### **Have Multiple Locations? Optimize Each One Separately**

Every office should have a unique listing with specific local info.



### **Use UTM Tracking**

Add UTM codes to your website and Google Posts. You'll be able to track traffic in Google Analytics.



### **Encourage People to Click “Directions”**

When someone asks for directions in Google Maps, it's a ranking signal. Ask your team to hit the button on their commute (yes, really).

## **Ready To Be Seen First?**

Optimizing your Google Business Profile isn't hard—it's just overlooked. Use this checklist to take control of your local visibility.



**Want more help getting found online? Let's Talk.**