

# Click2Flow — GBP & AI Citation Optimization Checklist

## 1. GBP Setup & Verification

- Claim the Google Business Profile (GBP)
- Verify via postcard, phone, or email
- Ensure business name matches website
- Enter full NAP (Name, Address, Phone)
- Select primary & secondary categories
- Enter business hours and special hours
- Add website URL and business description

## 2. Images & Media

- Upload high-quality logo and cover photo
- Upload interior and exterior photos
- Upload product/service photos and videos
- Optimize image filenames and alt text with keywords + location

## 3. Google Posts / Updates

- Create weekly Google Posts
- Add image or graphic and CTA
- Use location keywords and short promotional blurbs

## 4. Reviews & Q&A

- Encourage client reviews via email/WhatsApp
- Respond to reviews promptly and professionally
- Populate FAQs in the Q&A section

## 5. Products & Services

- Add service and product listings on GBP
- Include descriptions with keywords + location
- Add pricing and attributes if applicable

## 6. AI & Local Citations

- Submit NAP to Google Maps, Apple Maps, Bing Places, Yelp, Foursquare
- Use Moz Local / Yext / BrightLocal for citation distribution
- Create LinkedIn, Crunchbase, WikiData entries where relevant

## 7. Schema Markup

- Implement LocalBusiness JSON-LD schema
- Add NAP, geo-coordinates, opening hours, logo
- Implement FAQ and Product/Service schema

## 8. Content & SEO Alignment

- Ensure website content matches GBP offerings
- Create location-based landing pages for services
- Add internal links from content to GBP and contact pages

## **9. Advanced AI / Google Signals**

- Optimize content for conversational queries and voice search
- Create short FAQ snippets suitable for AI answers
- Encourage calls, clicks, and direction requests

## **10. Ongoing Maintenance**

- Weekly: Posts, photos, respond to reviews
- Monthly: Audit citations and update schema
- Quarterly: Deep audit and competitor check

## **11. Tracking & Reporting**

- Track GBP views, clicks, calls, direction requests
- Monitor search queries in GBP Insights
- Monthly reporting on AI visibility and Maps ranking