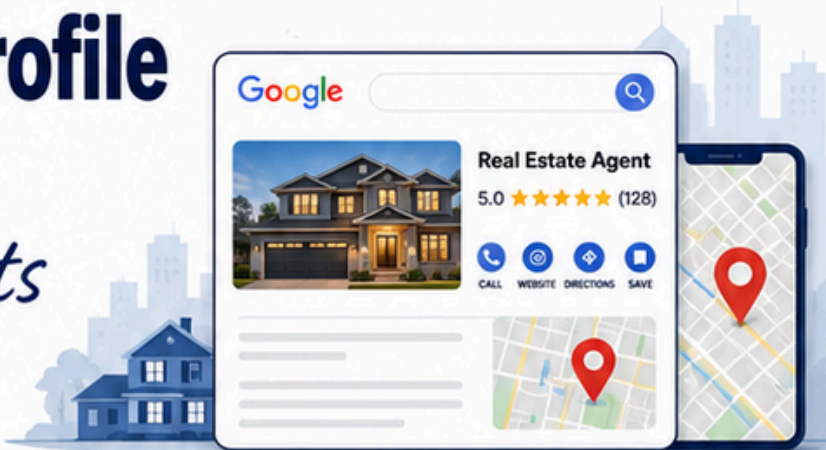


Google Business Profile Optimization for Real Estate Agents

How to fully optimize your profile for local visibility, trust, and leads



Why it matters: Show up in Google Search + Maps, build local trust, and turn searches into conversations.

Local Ranking Factors

**Relevance**
How well your profile matches the search

**Distance**
How far you are from the searcher

**Prominence**
How well-known and trusted your business is

1. Start with the Foundation



- Use your real business name
- Choose the right primary category
- Add accurate phone, website, and hours
- Make sure your info matches everywhere online

2. Category + Service Area



- Best primary category for most agents: **"Real Estate Agent"**
- Add only relevant secondary categories
- Use real service areas you actually serve
- Hide your address if you work from home or don't meet clients there

3. Business Description



- Explain who you are
- Say where you serve
- Share who you help
- Mention what makes you different
- End with a simple call to action

“Write for humans, not keyword stuffing.”

4. Services to Add



Buyer Representation

First-Time Buyers

Seller Representation

Home Valuation

Luxury Homes

Investment Properties

Relocation Assistance

New Construction

5. Photos + Posts



- Add a professional headshot
- Use listing, community, and behind-the-scenes photos
- Post weekly: market updates, tips, local content, listings, open houses
- Keep your profile active and current



6. Reviews + Q&A



- Ask past clients for Google reviews
- Make it easy with a direct review link
- Respond to every review
- Add common Q&A to your profile

What areas do you serve?

Do you work with buyers and sellers?

7. Website Link Strategy



- Link to your best next-step page
- Better than a generic homepage
- Use a home valuation page, buyer page, bio page, or booking page

8. Common Mistakes to Avoid



- Keyword stuffing your business name
- Ignoring reviews
- Using the wrong address
- Leaving sections incomplete
- Creating duplicate profiles
- Posting once and forgetting it

Monthly Optimization Checklist

☐ Add 1 post each week

☐ Upload new photos

☐ Request new reviews

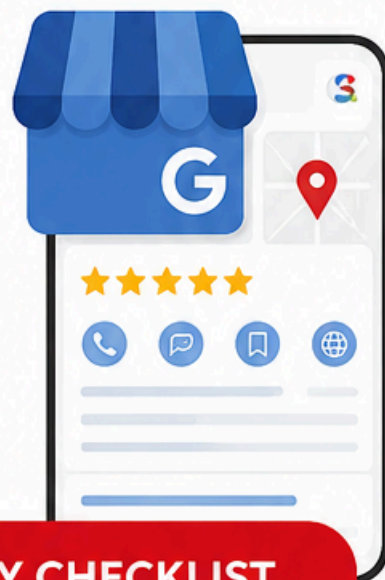
☐ Respond to all reviews

☐ Check contact info and links

☐ Refresh services and Q&A



KEEP YOUR GOOGLE BUSINESS PROFILE ACTIVE



A fully optimized profile is not “set it and forget it.”



MONTHLY CHECKLIST

-  Add 4 posts ☐
-  Add 4–8 new photos ☐
-  Request reviews from recent clients ☐
-  Respond to all reviews ☐
-  Check hours/contact info ☐
-  Review services ☐
-  Update seasonal content ☐
-  Add new local market/blog links ☐
-  Check Q&A ☐
-  Make sure website link still works ☐



QUARTERLY CHECKLIST

-  Review categories ☐
-  Review service areas ☐
-  Update business description if needed ☐
-  Refresh photos ☐
-  Check competitors ☐
-  Review insights/performance ☐
-  Make sure branding matches current brokerage info ☐



CONSISTENCY BUILDS VISIBILITY. ACTIVITY BUILDS TRUST.

An active Google Business Profile helps you show up higher in search results, build credibility, and attract more clients.