

Your 30-Day Map Pack Entry Checklist

Use this as your implementation plan. Each item maps to a step above.

WEEK 1 — FOUNDATION

- Claim and verify your Google Business Profile
- Set your primary business category (most specific match)
- Add 3-5 secondary categories
- Complete business name, address/service area, phone, website, hours
- Write your 750-character business description
- Upload 10+ photos (cover, logo, interior, team, services)

WEEK 2 — CONTENT & REVIEWS

- Add all services with individual descriptions
- Publish your first GBP post (Welcome/About)
- Send review requests to your 10 most recent happy customers
- Create a Yelp listing with matching NAP
- Claim Apple Maps and Bing Places listings

WEEK 3 — CITATIONS & WEBSITE

- Add Facebook Business Page with matching NAP
- Create YP.com and BBB listings
- Add Foursquare and Nextdoor listings
- Join your local RGV Chamber of Commerce directory
- Add NAP to website footer (all pages)
- Embed Google Map on contact page

WEEK 4 — OPTIMIZATION & MOMENTUM

- Publish your second, third, and fourth GBP posts
- Create or optimize a location page on your website
- Add LocalBusiness schema markup to your website
- Verify all 10 citations have consistent NAP formatting
- Respond to every review received (positive and negative)
- Send second round of review requests