**GPB Fundamentals Checklist**

* Sign up for a Google account or use an existing Google account.
* Verify your Google Business Profile
* Complete your basic Information
  + Name, address, phone number
  + Category
  + Hours
  + Website
  + Description
* Select your “Service Areas” (if applicable)
* Make sure you’ve reviewed and checked (or unchecked) Attributes (under the “more” tab of “Edit profile”)
* Respond to at least a third of your reviews from customers, which can increase your customer confidence and your exposure within Google’s products
* Add a few photos each month - adding photos is a strong signal to Google’s algorithm that you are actively managing your business
* Make use of the Posts feature to share information about your business
* Sign up for Locl’s profile management tools - available free to Oregon tourism businesses through Travel Oregon: <https://locl.io/traveloregon/>