

GOOGLE BUSINESS PROFILE

The 12-Point GBP Checklist

Every agent should have these 12 items configured on their Google Business Profile. Most agents are missing at least 4. Takes 20 minutes — and it costs you zero dollars.

SECTION 1 — THE FOUNDATION

Get These Right First

If these basics are wrong, nothing else matters. Google won't rank you, and buyers who find you won't trust what they see.

**Business Name matches your license exactly**

Use the name on your real estate license. No keywords stuffed in. Google will suspend keyword-stuffed profiles.

**Primary category set to "Real Estate Agent"**

This is the single biggest local SEO lever. Secondary categories can include "Real Estate Agency" if you have a team.

**Service area cities are listed (not just your address)**

Add every city/ZIP you actively serve. Think like a buyer searching "agent in [city]."

**Phone number is a direct line you answer**

Never use a brokerage main line. If a lead calls and gets a receptionist who doesn't know you, that's a lost lead.

**Website URL points to YOUR page, not brokerage homepage**

Link to your personal agent page or your Miranda landing page — not corporate. Google tracks clicks and bounce rates.

Why This Matters

Google uses your business name, category, and service area to decide when to show your profile in local search. Getting these wrong means agents with less experience outrank you — simply because they set up their profile correctly.

SECTION 2 — THE TRUST SIGNALS

What Buyers Judge You By

When a buyer finds your GBP, these elements determine whether they call — or keep scrolling.

**Profile photo is professional headshot (not your brokerage logo)**

People hire people. A logo doesn't build trust. A professional photo does. Update it yearly.

**Cover photo shows you working — not a generic house stock photo**

Action shots (open house, showing, signing) perform better than stock imagery. Real > polished.

**Business description is written in first person and includes your market**

Don't copy your brokerage bio. Write it like you're talking to a buyer: who you help, where, and why you're different.

**You have 10+ Google reviews with an average of 4.5 or higher**

Reviews are the #1 trust factor for new buyers. Less than 10 and you look new. Less than 4.5 and you look risky.

**You've responded to every review — including the negative ones**

Responding shows professionalism. Ignoring negative reviews signals you don't care. Both signal something to buyers.

SECTION 3 — THE LEAD-GEN ACTIVATORS

The 3 Things Most Agents Skip

These are the three items most agents never configure — and the three that can generate direct inbound inquiries from your GBP without any ad spend.



Services list is complete with descriptions and pricing (if applicable)

List "Buyer Representation," "Listing Services," "Relocation," etc. Google uses these for search matching. Each service can have its own description and price range — even "Contact for pricing" works.



Q&A; section has been pre-populated with your own FAQs

Anyone can post a question (and anyone can answer it). Pre-load 5–8 questions you want buyers to ask: "Do you work with first-time buyers?", "What areas do you cover?", "What does a buyer's agent cost?" Answer them



Posts section has been updated in the last 30 days

GBP posts are essentially free social content that shows up in your search listing. Aim for 2 posts per month: one market update, one listing or recent win. Stale profiles rank lower. Active profiles rank higher.

YOUR SCORE

What Your Results Mean

Your Score	What It Means	Next Step
10–12	Strong foundation. You're in the top 20% of agents for GBP optimization and monthly posts.	Focus on GBP visibility.
7–9	Above average, but leaving leads on the table. The Q&A section is the lead-gen activator.	Finalize Section 3.
4–6	Your profile is underperforming. Buyers are finding you 2 hours post-work instead of before.	Highly complete posts and thorough Section 1 and 2 completion.
0–3	Your GBP is essentially invisible. This is an urgent start from the top. Every item you complete improves your ranking.	Start from the top.

The Gap GBP Can't Fix

Google Business Profile gets buyers to call you. But what happens when you're showing a property, in a closing, or it's 9pm on a Tuesday and the call goes to voicemail? That's the gap Miranda was built for. Every call answered. Every lead qualified. No GBP optimization survives an unanswered phone. — TheAgentWhoAnswers.com

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