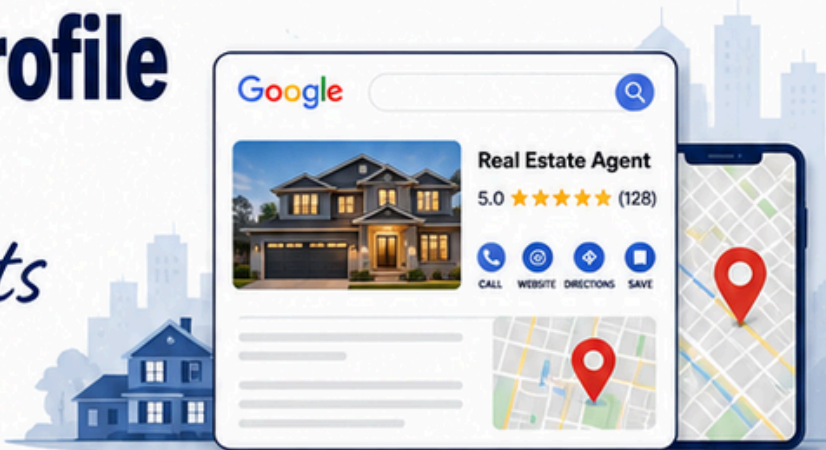


Google Business Profile Optimization for Real Estate Agents

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

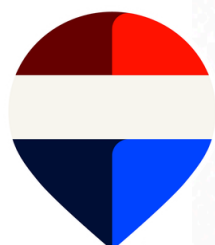
☐ Upload new photos

☐ Request new reviews

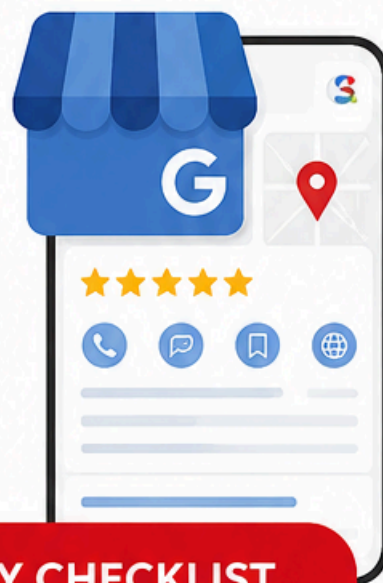
☐ Respond to all reviews

☐ 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.

