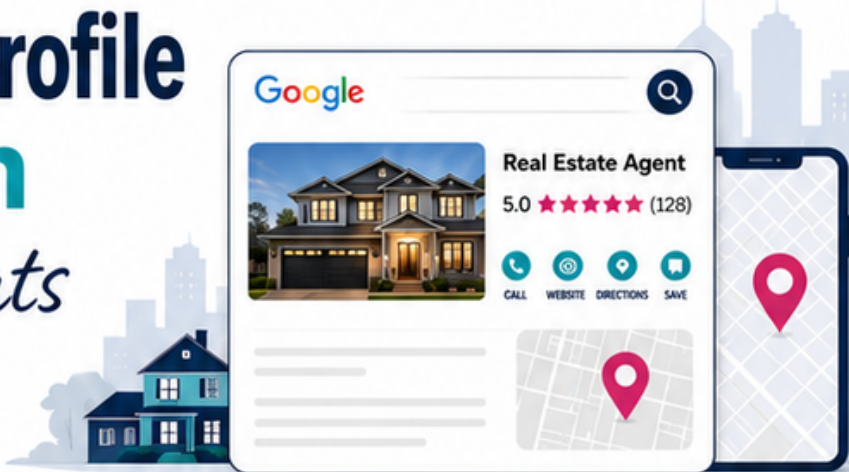


Google Business Profile Optimization for Real Estate Agents

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

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

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

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

4. Services to Add



 Buyer Representation

 Seller Representation

 Luxury Homes

 Relocation Assistance

 First-Time Buyers

 Home Valuation

 Investment Properties

 New Construction

5

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

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

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

8. Common Mistakes to Avoid



- Keyword stuffing your business name
- Using the wrong address
- Creating duplicate profiles
- Ignoring reviews
- Leaving sections incomplete
- 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

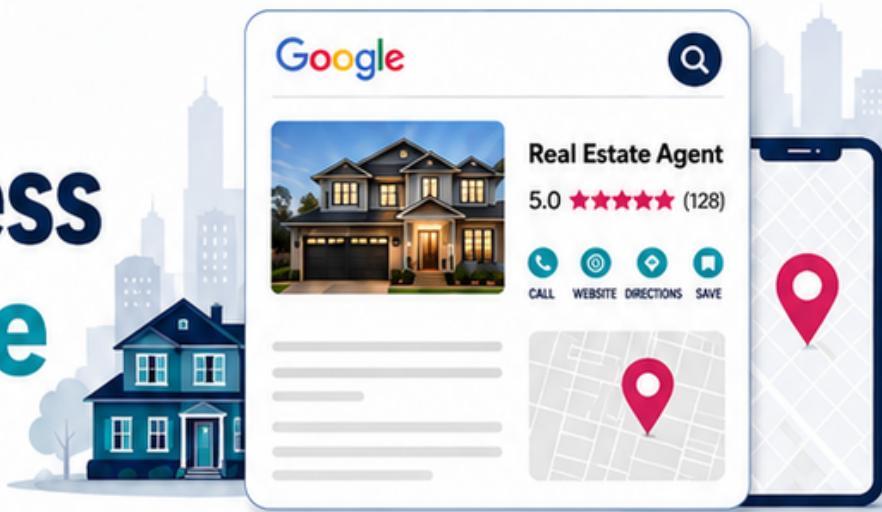


A complete, current profile helps you look active, local, **trusted**, and **easy to contact**.



Keep Your Google Business Profile Active

An ongoing optimization checklist for real estate agents



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



1 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

2 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 trust.
Stay visible. Attract more local clients.



Stay active.



Stay current.



Stay visible.