



Jeffrey Smith Marketing

GBP SEO, Website SEO & AI SEO + More!



www.JeffreySmithMarketing.com



Google Business Profile Optimization — Pricing & Deliverables

<https://jeffreysmithmarketing.com/gbp-optimization/>

Pricing: \$297 One-Time

Deliverables:

1. Full GBP Optimization (On-Profile Implementation)

- Primary category optimization (correct selection and alignment)
- Secondary category expansion and refinement
- Business name, hours, and core info accuracy verification
- Service area and geographic targeting optimization
- Business description rewrite (SEO + conversion-focused)
- Service section optimization (structure, keywords, completeness)
- Attribute optimization (relevance + completeness)
- Profile field completion and structural cleanup
- On-profile SEO alignment with Google Maps search intent

2. Keyword & Search Intent Alignment

- Google Maps keyword research (local intent-based)
- Primary keyword targeting implementation
- Secondary keyword integration across profile fields
- Optimization of service descriptions for keyword relevance
- Alignment with real search behavior (not generic keywords)

3. NAP & Data Consistency Review

- Name, Address, Phone (NAP) consistency audit
- Identification of inconsistencies across online listings
- Recommendations to correct conflicting data signals

4. Media & Content Optimization

- Photo structure recommendations (categories, types, coverage)
- Image optimization guidance for visibility and engagement
- Content positioning for improved profile quality signals

5. Foundational Off-Page GBP SEO (Authority Layer)

- Initial citation building (local relevance signals)
- High-authority backlink placement to GBP and key pages
- Geo-relevant content signals to strengthen location authority
- Brand mentions on high-authority platforms
- Google Maps driving direction embeds (geo relevance boost)
- Embedding strategies to reinforce prominence signals

6. Review Growth Strategy & Assets

- Review request templates (SMS and email)
- Best practices for increasing reviews compliantly
- Direct review link + QR code for customer use
- Guidance on improving review quality and frequency

7. Implementation & Access Setup

- GBP access request and setup (if needed)
 - Direct implementation of all optimizations on profile
 - Creation of profile if one does not exist
 - Structured execution based on audit findings or fresh build
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8. Strategic Optimization Layer

- Alignment with Google's local ranking factors (relevance, distance, prominence)
 - Competitive positioning adjustments based on market analysis
 - Optimization decisions based on highest-impact ranking factors
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9. Completion & Handoff

- Fully optimized Google Business Profile
- Summary of changes made
- Recommendations for next steps (Management / SEO scaling)