

# KW Agent Google Business Profile (GBP) Checklist: 2025 Complete Guide

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## Executive Summary

This comprehensive guide provides KW Agents with a complete Google Business Profile optimization strategy for 2025. GBP remains the cornerstone of local visibility, directly influencing map pack rankings, discovery in search results, and lead generation. For real estate agents, proper GBP management can increase local visibility by up to 300% and drive qualified leads through multiple conversion points.

### Key Objectives:

- Achieve full profile optimization aligned with Google's 2025 ranking factors
- Generate consistent, high-quality reviews through systematic outreach
- Maintain weekly posting cadence to signal active business
- Track and optimize for three primary actions: calls, website clicks, and direction requests
- Ensure full compliance with NAR advertising rules and KW branding standards

### Success Metrics:

- Monthly profile views growth of 10-20%
- Weekly posting consistency (52+ posts per year minimum)
- Review velocity of 2-4 new reviews per month

- Response rate of 100% to all reviews within 24 hours
  - Monthly action rate growth (calls, clicks, directions)
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## Profile Setup & Verification

### Initial Claiming & Verification Process

#### Step 1: Claim Your Business

1. Go to [business.google.com](https://business.google.com) and sign in with your personal Google account
2. Click "Start now" and enter your business name exactly as it appears on legal documents
3. If auto-complete suggests existing listings, select "Create a business with this name"
4. Choose the primary category that best describes your real estate services

#### Verification Methods (Priority Order):

##### Recommended: Phone/SMS Verification

- **Timeline:** Immediate to 24 hours
- **Process:** Google calls or texts a verification code
- **Setup:** Ensure your business phone is ready and accessible
- **Requirements:** Must be a local business number (no toll-free numbers)

##### Postcard Verification

- **Timeline:** 14 days typical
- **Process:** Google sends verification postcard to business address
- **Setup:** Ensure business address is accurate and mail-receivable
- **Note:** Can expedite by using current office address if you have regular mail access

##### Email Verification

- **Timeline:** Immediate
- **Process:** Google sends verification email
- **Setup:** Must use official business email domain
- **Requirements:** Email must match domain shown on website

##### Live Video Verification (2025 Update)

- **Timeline:** Same day
- **Process:** Video call with Google representative
- **Setup:** Requires showing business exterior, interior, and documents
- **Best for:** High-value properties or urgent listings

## Complete Profile Information

### Business Information Section:

Field	Requirement	Best Practice	Character Limit
Business Name	Exact legal name	Include "Keller Williams Realty" branding	75 characters
Primary Category	Most specific fit	Start with "Real Estate Agent"	—
Additional Categories	Related services	Add "Real Estate Photographer", "Commercial Real Estate Agent" as applicable	Up to 9 more
Address	Physical or virtual	Use office address for desk-based agents	—
Service Areas	Geographic coverage	List all neighborhoods and cities you serve	20 locations max
Phone	Local business number	Use dedicated GBP number for tracking	—
Website	Primary landing page	Create dedicated GBP landing page	—
Business Hours	All operating times	Include holiday hours, special hours	—

### Business Description Template:

Premier real estate agent specializing in [specific market/neighborhoods] serving [geographic area]. Expert in [buyer/seller services], market analysis, and [specialty areas like luxury homes, first-time buyers, relocation services]. Licensed with Keller Williams Realty, committed to delivering exceptional results with integrity and local market expertise.

Keywords to naturally incorporate: [specific neighborhood names], [property types], [services offered]

## Screenshot Requirements

### Required Screenshots During Setup:

1. **Business Name Screen:** Shows exact legal business name entry
2. **Category Selection:** Primary and additional categories chosen
3. **Verification Method:** Selected verification option

4. **Business Information:** Complete address, phone, website, hours

5. **Final Verification:** Completed verification status

**Screenshot Best Practices:**

- Use high-resolution screenshots (minimum 1080p)
  - Include timestamp in image metadata
  - Save as PDF backup with date stamps
  - Store in secure, accessible location
  - Use for compliance documentation
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## Category Selection Guide

### KW Agent Service Mix Categories

**Primary Categories (Choose 1 as Main):**

**Real Estate Agent** ★ (Recommended Primary)

- **Best for:** Most residential agents
- **Search Volume:** Highest
- **Competition:** High
- **Conversion Potential:** Excellent for general buyers/sellers

**Commercial Real Estate Agent**

- **Best for:** Commercial specialists
- **Search Volume:** Medium
- **Competition:** Medium
- **Conversion Potential:** High-value, lower volume

**Real Estate Appraiser**

- **Best for:** Agents offering appraisal services
- **Search Volume:** Medium
- **Competition:** Medium
- **Conversion Potential:** B2B and high-end residential

**Additional Categories (Add Based on Services):**

**Real Estate Photographer**

- **Use Case:** Agents who professionally photograph properties
- **KW Synergy:** Differentiates from typical agents
- **Revenue Stream:** Additional income opportunity

**Real Estate Developer**

- **Use Case:** Agents involved in new construction/development
- **KW Synergy:** Aligns with luxury/new construction focus

**Property Management Company**

- **Use Case:** Agents offering rental management
- **KW Synergy:** Recurring revenue stream

## Real Estate Consultant

- **Use Case:** Agents focusing on advisory services
- **KW Synergy:** Premium positioning for high-end clients

## Category Optimization Strategy

### Priority Matrix:

1. **High Priority:** Real Estate Agent (primary)
2. **Medium Priority:** 2-3 most relevant additional categories
3. **Low Priority:** Remaining categories only if truly applicable

### Seasonal Category Adjustments:

- **Spring/Summer:** Add "Real Estate Photographer" during peak listing season
- **Q4:** Consider "Real Estate Consultant" for end-of-year planning services
- **Market Dependent:** Adjust based on local specialization

### Competitive Analysis:

- Research competitor categories monthly
  - Identify gaps in service offerings
  - Test new categories based on search performance
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## Services/Products/Service Area Completion

### Services Section Setup

#### Service Categories (Real Estate Specific):

##### Buyer Services:

- Home Buying Consultation
- First-Time Buyer Assistance
- Investment Property Guidance
- Luxury Home Search
- Relocation Services

##### Seller Services:

- Home Valuation Services
- Marketing Strategy
- Staging Consultation
- Negotiation and Closing Support

##### Specialty Services:

- Market Analysis
- Investment Consultation
- Property Photography
- Virtual Tours
- Comparative Market Analysis (CMA)

## Products Section (When Applicable)

### Digital Products:

- Home Buying Checklist
- Market Reports
- Neighborhood Guides
- Investment Calculators
- Moving Checklists

### Physical Products:

- Home Seller Kit
- First-Time Buyer Package
- Relocation Welcome Pack

## Service Area Configuration

### Geographic Coverage Strategy:

#### Tier 1: Primary Service Area (Show in main listing)

- **Radius:** 15-20 mile radius from office/home
- **Priority:** Highest density of clients
- **Coverage:** Complete market knowledge
- **Display:** Show business location

#### Tier 2: Extended Service Area (Text description)

- **Coverage:** Additional 10-15 miles
- **Markets:** Secondary markets with occasional clients
- **Display:** Hide business location
- **Approach:** Outlying communities

#### Tier 3: Specialized Markets (Reach-based only)

- **Coverage:** Greater metropolitan area
- **Type:** Luxury, relocation, investment properties
- **Display:** No address shown
- **Messaging:** "Serving Greater [Metro] Area"

### Service Area Best Practices:

- Use actual driving distances, not straight-line
  - Update service areas quarterly based on business trends
  - Remove rarely served areas
  - Add new high-activity areas immediately
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# Media Requirements

## Photo Requirements & Guidelines

### Profile Photo Specifications:

- **Dimensions:** 720 x 720 pixels minimum
- **Format:** JPG or PNG
- **File Size:** Maximum 5MB
- **Quality:** Professional headshot recommended
- **Background:** Clean, uncluttered
- **Dress Code:** Professional business attire
- **Compliance:** Must include KW branding logo

### Cover Photo Specifications:

- **Dimensions:** 1200 x 900 pixels (recommended)
- **Format:** JPG or PNG
- **File Size:** Maximum 20MB
- **Content:** Market area, team photo, or service focus
- **KW Branding:** Include Keller Williams logo/branding
- **Text:** Minimal text overlay preferred

### Photo Content Strategy:

#### Professional Photos (40% of gallery):

1. **Agent Headshot:** Current, professional, warm expression
2. **Team Photo:** If applicable, show diversity and professionalism
3. **Office/Desk Setup:** Establish credibility and approachability
4. **Team in Action:** Behind-the-scenes, client meetings

#### Property Photos (35% of gallery):

1. **Recent Listings:** Best 3-5 recent sales with permission
2. **Different Property Types:** Single-family, condo, luxury, commercial
3. **Before/After:** Staging transformation if available
4. **Virtual Tour Stills:** Showcase tech-forward approach

#### Community Photos (25% of gallery):

1. **Local Landmarks:** Neighborhood identity, schools, parks
2. **Market Areas:** Show geographic coverage knowledge
3. **Community Events:** Local involvement, networking
4. **Market Activity:** Sold signs, open houses

## Video Requirements

### Short-Form Video (15-60 seconds):

- **Dimensions:** 1080 x 1080 (square) or 1080 x 1920 (vertical)
- **Format:** MP4
- **Content:** Market updates, property highlights, agent introduction

- **KW Branding:** Include logo watermark
- **Captions:** Add for accessibility and engagement

### **Long-Form Video (1-3 minutes):**

- **Dimensions:** 1080p minimum
- **Content:** Comprehensive property tours, market deep-dives
- **Quality:** Professional audio essential
- **Watermark:** Subtle KW branding
- **Optimization:** Create shortened versions for social sharing

## **Virtual Tour Integration**

### **Tour Creation:**

- **Platforms:** Matterport, iGUIDE, or similar professional services
- **Quality:** 4K resolution preferred
- **Integration:** Embed in GBP when possible
- **Updates:** Refresh quarterly with new properties

### **Property Showcase Videos:**

- **Length:** 1-2 minutes for GBP
  - **Content:** Key highlights, unique features
  - **Call-to-Action:** Direct to website for full tour
  - **KW Branding:** Consistent branding elements
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# **Review Generation & Response Playbook**

## **Systematic Review Generation Strategy**

### **Timing-Based Outreach (48-Hour Rule):**

#### **Trigger Events for Review Requests:**

1. **Showing Completion:** Within 24-48 hours of showing
2. **Offer Submission:** After offer is submitted (buyer side)
3. **Contract Acceptance:** When offer is accepted
4. **Closing Day:** On closing day (high success rate)
5. **30-Day Post-Closing:** Follow-up call for additional feedback
6. **Anniversary Check-In:** Annual review anniversary

### **Multi-Channel Review Request Strategy:**

#### **SMS Follow-Up (Primary Method):**

Hi [Name]! It was great working with you on [property/closing]. If we exceeded your expectations, I'd appreciate a quick Google review. Your feedback helps others find a trusted agent. Here's the link: [GBP Review Link] - Thanks, [Agent Name]

### **Email Sequence:**

- **Initial Request:** Sent 24 hours post-closing
- **Reminder:** Sent 7 days later if no review
- **Final Request:** Sent 30 days post-closing

### **Phone Call Approach:**

- **Timing:** Business hours, 2-5 days post-closing
- **Script:** Casual, grateful, brief
- **Follow-up:** Send review link via SMS immediately

## **Review Response Templates**

### **5-Star Reviews (Positive) - Response Time: Within 24 hours:**

#### **Template A (Personal):**

Thank you so much, [Name]! It was an absolute pleasure helping you [brief reference to transaction]. Your trust means everything to me, and I'm thrilled we achieved your goals. Looking forward to staying connected and helping with any future real estate needs! - [Your Name]

#### **Template B (Specific):**

[Name], thank you for the wonderful review! I'm so glad I could help you [specific achievement - "get your dream home" / "sell quickly" / "navigate the process smoothly"]. It was a pleasure working together, and I appreciate your kind words. Hope to connect again soon!

### **4-Star Reviews (Positive but with constructive feedback):**

Thank you for the great feedback, [Name]! I'm glad we [reference transaction outcome]. I'll definitely take your suggestion about [specific feedback mentioned] to heart for future clients. Your input helps me improve, and I appreciate you taking the time to share it!

### **3-Star Reviews (Mixed/Neutral):**

Thank you for your honest feedback, [Name]. I appreciate you taking the time to share your experience. While I'm glad we [reference what went well], I understand there were areas where I could have done better. If you'd like to discuss this further, please feel free to reach out directly. I always strive to improve my service.

## 1-2 Star Reviews (Negative) - Response Time: Within 6 hours:

### Template A (Professional & Direct):

Thank you for your feedback, [Name]. I take client concerns seriously and want to understand your experience better. I'd appreciate the opportunity to discuss this with you directly. Please contact me at [phone/email] so we can address any issues. I'm committed to resolving concerns and improving my service.

### Template B (Empathetic & Solution-Focused):

I appreciate you sharing your concerns, [Name]. I genuinely want to understand what went wrong and how I can make it right. Your experience is important to me, and I'm committed to addressing this properly. Please reach out to me at [phone/email] so we can talk privately. Thank you for the opportunity to improve.

### Response Guidelines:

- **Personalize:** Use the reviewer's name
- **Acknowledge:** Thank them for taking time to review
- **Specific:** Reference specific details mentioned
- **Professional:** Maintain tone regardless of review sentiment
- **Private:** Offer offline discussion for concerns
- **No Arguments:** Never argue or become defensive
- **KW Values:** Align responses with KW culture

## Review Generation Templates

### Email Request Template:

Subject: Quick favor - Help other local families find trusted real estate guidance?

Hi [Name],

Congratulations again on [reference achievement - closing, finding your dream home, etc.]!

I'm so glad we could work together, and I hope you're settling in well to [reference location if relevant].

I'm reaching out with a small favor - if I was able to help you achieve your real estate goals and exceeded your expectations, would you mind leaving a quick Google review? Your feedback helps other local families find trusted real estate guidance and lets Keller Williams know how we're doing.

[Insert direct Google review link here]

Thank you so much for trusting me with such an important life milestone. I'm here if you need anything at all in the future!

Best regards,

[Your Name]

Keller Williams Realty

### SMS Request Template:

[Name] - Congratulations on [achievement]! If we exceeded your expectations, I'd be grateful for a Google review to help other local families find trusted real estate guidance. Thank you! [Review link]

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## Posting Cadence Calendar

### Weekly Posting Strategy

#### Monday - Market Monday

- **Content:** Weekly market update, inventory trends, pricing insights
- **Format:** Graphic + brief video explanation

- **KW Integration:** Include Keller Williams market research when available
- **CTA:** "Comment 'REPORT' for full market analysis"

### **Tuesday - Neighborhood Spotlight**

- **Content:** Featured neighborhood, amenities, local trends
- **Format:** Photo carousel with neighborhood highlights
- **KW Integration:** Leverage KW neighborhood reports
- **CTA:** "Save this guide for your home search"

### **Wednesday - Educational Wednesday**

- **Content:** Home buying/selling tips, financing info, process explanations
- **Format:** Carousel post or short video
- **KW Integration:** Reference KW training and resources
- **CTA:** "DM 'GUIDE' for our complete [topic] checklist"

### **Thursday - Testimonial Thursday**

- **Content:** Client reviews, success stories, before/after
- **Format:** Quote graphic + client photo (with permission)
- **KW Integration:** Highlight KW service standards
- **CTA:** "Ready for your success story? Let's talk!"

### **Friday - Feature Friday**

- **Content:** Recent listings, property highlights, open houses
- **Format:** Property photos + virtual tour link
- **KW Integration:** Showcase KW marketing materials
- **CTA:** "See the full gallery - link in bio"

### **Saturday - Social Saturday**

- **Content:** Community events, local business spotlights, behind-the-scenes
- **Format:** Photos + short captions
- **KW Integration:** KW community involvement
- **CTA:** "Join us at [event] tomorrow!"

### **Sunday - Service Spotlight**

- **Content:** Services offered, process explanations, agent capabilities
- **Format:** Mixed media showcasing expertise
- **KW Integration:** Highlight KW training and certification
- **CTA:** "Message me to learn more about [service]"

## **Monthly Content Themes**

### **January - New Year, New Home**

- **Focus:** Fresh starts, new goals, investment planning
- **Key Messages:** Market predictions, goal setting, financial preparation

### **February - Love Your Home**

- **Focus:** Home improvement, moving with relationships, lifestyle considerations
- **Key Messages:** Home sweet home, family-friendly neighborhoods

## **March - Spring Market Prep**

- **Focus:** Market activity increase, listing preparation, landscaping
- **Key Messages:** Market timing, spring cleaning, curb appeal

## **April - April Showers, May Flowers**

- **Focus:** Spring home buying, moving logistics, new growth
- **Key Messages:** Active market, new opportunities, spring cleaning

## **May - May Flowers & Homeowers**

- **Focus:** Peak listing season, moving season, garden projects
- **Key Messages:** Maximum selection, market activity, peak season

## **June - Summer Living**

- **Focus:** Summer activities, vacation homes, outdoor spaces
- **Key Messages:** Lifestyle choices, vacation property, outdoor living

## **July - Mid-Year Market Check**

- **Focus:** Market year-to-date review, second half predictions
- **Key Messages:** Market trends, achievement recognition, forward planning

## **August - Back to School**

- **Focus:** School districts, family moves, proximity considerations
- **Key Messages:** Education priorities, family-friendly neighborhoods

## **September - Fall Market**

- **Focus:** Market shifts, year-end planning, investment opportunities
- **Key Messages:** Market adjustment, planning ahead, opportunities

## **October - Fall in Love**

- **Focus:** Cozy homes, fall decorating, seasonal market dynamics
- **Key Messages:** Warm homes, autumn colors, market timing

## **November - Giving Thanks**

- **Focus:** Gratitude, community involvement, year-end planning
- **Key Messages:** Thankful clients, community support, market outlook

## **December - Year-End & New Beginnings**

- **Focus:** Market wrap-up, new year predictions, goal setting
- **Key Messages:** Year in review, looking ahead, fresh starts

## **Content Creation Workflow**

### **Weekly Preparation (Sunday evening):**

1. Review upcoming market data/trends
2. Select which properties to feature
3. Prepare any educational content
4. Confirm community events/activities
5. Schedule posts using scheduling tool

### **Content Creation (Monday morning):**

1. Create graphic templates
2. Film/edit videos

3. Write engaging captions
4. Add KW branding elements
5. Schedule posts across platforms

#### **Weekly Review (Sunday):**

1. Analyze post performance
  2. Note engagement patterns
  3. Adjust following week's content
  4. Update strategy based on results
- 

## **Insights Tracking & Analytics**

### **Key Performance Indicators (KPIs)**

#### **Primary Metrics (Monitor Weekly):**

##### **1. Profile Views**

- **Definition:** Number of times your business profile was viewed
- **Benchmark:** 100-500 monthly views for typical agent
- **Growth Target:** 10-20% monthly growth
- **Optimization:** Post frequency, media quality, keyword optimization

##### **2. Search Actions**

- **Calls:** Direct phone calls initiated from profile
- **Website Clicks:** Clicks to your website
- **Direction Requests:** Requests for directions to business
- **Messaging:** Direct messages sent through Google

#### **Secondary Metrics (Monitor Monthly):**

##### **3. Search Discovery**

- **Direct Searches:** People searching for your business name
- **Discovery Searches:** People finding you through category searches
- **Branded Searches:** Searches containing "Keller Williams" + location

##### **4. Engagement Metrics**

- **Photo Views:** Views of your business photos
- **Post Views:** Views of your Google Posts
- **Review Metrics:** New reviews, average rating, review response time

### **Monthly Analytics Review Process**

#### **Week 1 of Month: Data Collection**

1. Download GBP Insights export
2. Create dashboard visualization
3. Compare to previous month
4. Identify trends and patterns

## **Week 2 of Month: Analysis & Insights**

1. Analyze search query data
2. Review top-performing posts
3. Assess review sentiment and volume
4. Identify high-intent search terms

## **Week 3 of Month: Strategy Adjustment**

1. Optimize underperforming areas
2. Double down on successful content types
3. Update service area based on searches
4. Adjust posting schedule if needed

## **Week 4 of Month: Goal Setting**

1. Set next month's targets
2. Plan content calendar
3. Schedule photo/video updates
4. Prepare follow-up campaigns

## **Call Tracking Integration**

### **Phone Number Strategy:**

- **Dedicated GBP Number:** Separate from office phone
- **Tracking Service:** Use call tracking software (CallRail, etc.)
- **CRM Integration:** Connect calls to lead tracking
- **Recording Setup:** Legal compliance for call recording

### **Call Analysis:**

- **Volume Tracking:** Call frequency by day/time
- **Conversion Tracking:** Calls resulting in appointments
- **Quality Assessment:** Lead source attribution
- **Agent Performance:** Response time and quality

### **Call Response Best Practices:**

- **Response Time:** Answer within 3 rings during business hours
- **Voicemail Greeting:** Professional, branded, with clear next steps
- **Call Scripts:** Prepared for common questions
- **Follow-Up System:** Immediate contact for missed calls

## **Direction Request Tracking**

### **Geographic Analysis:**

- **Hot Spots:** Identify high-request areas
- **Service Area Optimization:** Add frequently searched areas
- **Content Strategy:** Create content for high-intent areas
- **Market Expansion:** Consider expanding service areas

### **Optimization Actions:**

- **Service Area Updates:** Add new high-request neighborhoods

- **Content Creation:** Develop neighborhood-specific content
  - **Market Presence:** Increase activity in high-request areas
  - **Community Involvement:** Target community events in request areas
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## Compliance Guidelines

### NAR Advertising Rules Compliance

#### Essential Requirements:

#### 1. Fair Housing Act Compliance

- **No Discriminatory Language:** Avoid terms implying preference based on protected classes
- **Examples of Problematic Language:** "Perfect for young professionals," "Families welcome," "Quiet neighborhood"
- **Safe Alternatives:** Focus on property features, amenities, location facts
- **Visual Content:** Review all photos for discriminatory stereotypes

#### 2. Brokerage Disclosure Requirements

- **Agent Identification:** Always include full name and Keller Williams affiliation
- **Firm Disclosure:** Mention "Keller Williams Realty" in business description
- **Jurisdiction:** Include licensing state and license number when required
- **Multiple Listing Service:** Comply with MLS advertising rules

#### 3. Listing Authority & Verification

- **Permission Required:** Only advertise properties you have explicit authority to market
- **Documentation:** Keep written authorization for all listed properties
- **MLS Compliance:** Follow all MLS rules regarding photos, remarks, and data
- **Accurate Information:** Verify all facts before publishing

### KW Brand Integration Requirements

#### Visual Brand Standards:

##### Logo Usage:

- **Placement:** Include Keller Williams logo on all media
- **Size:** Minimum 60px height, clearly visible
- **Color:** Use approved KW brand colors
- **Position:** Usually bottom-right corner

##### Color Palette:

- **Primary:** Keller Williams Blue (#E31837)
- **Secondary:** Charcoal Gray (#333333)
- **Accent:** White/light gray for contrast
- **Brand Guidelines:** Follow latest KW brand guide

##### Typography:

- **Headlines:** Use clean, professional fonts (Arial, Helvetica, or similar)

- **Body Text:** Ensure high contrast and readability
- **Font Sizes:** Minimum 14px for body text, 18px+ for headlines
- **Accessibility:** Ensure text meets contrast ratio requirements

### **KW Messaging Integration:**

#### **Company Values Integration:**

- **Integrity:** Honesty in all representations
- **Excellence:** High-quality service standards
- **Innovation:** Use of latest technology and methods
- **Teamwork:** Referral to KW network when appropriate

#### **KW Training References:**

- **CIPS:** Certified International Property Specialist
- **SFR:** Short Sale & Foreclosure Resource
- **GRI:** Graduate REALTOR Institute
- **CRS:** Certified Residential Specialist

## **MLS Rules Compliance**

### **Photo Guidelines:**

- **Quality Standards:** High-resolution, professional quality
- **Content Rules:** No staged photos showing staged "lifestyle" scenarios
- **Disclosure Requirements:** Note if photos are from previous listing
- **Virtual Staging:** Label virtual staging as such

### **Property Description Rules:**

- **No Future Predictions:** Avoid promising future appreciation
- **No Speculation:** Stick to facts and verified information
- **Public Remarks Only:** No private information or confidential details
- **MLS Database:** Ensure all MLS data is current and accurate

## **Legal Review Checklist**

### **Pre-Publication Review:**

- All information verified as accurate
- KW branding elements properly included
- Fair Housing language reviewed
- MLS rules compliance confirmed
- Photos approved and permissions secured
- Claims substantiated with data
- Disclosures included as required
- Contact information current and accessible

### **Quarterly Compliance Audit:**

- Review all posts for compliance issues
- Update business information as needed
- Verify licensing information current

- [ ] Check MLS rule changes impact
  - [ ] Review competitor compliance for benchmarking
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## KW Brand Integration

### Keller Williams Value Proposition Integration

#### Market Center Culture:

- **Team Approach:** Highlight collaboration with KW team members
- **Technology Support:** Showcase KW tech tools and resources
- **Training & Development:** Reference continuous KW education
- **Culture Fit:** Emphasize KW core values alignment

#### KW Technology Integration:

##### Command Platform:

- **Lead Generation:** Reference KW lead generation success
- **Client Experience:** Showcase Command CRM capabilities
- **Marketing Tools:** Highlight KW marketing templates and tools
- **Analytics:** Reference KW market data and insights

##### KW Mobile App:

- **Client Communication:** Highlight instant client connection
- **Property Alerts:** Showcase real-time listing notifications
- **Market Data:** Reference instant market analysis
- **Document Management:** Digital transaction efficiency

### KW Market Center Integration

#### Local KW Presence:

- **Office Location:** Include KW office address in GBP
- **Office Events:** Participate in market center events
- **Team Collaboration:** Reference KW agent collaboration
- **Community Involvement:** KW market center community engagement

#### Market Center Services:

- **Transaction Support:** Highlight KW transaction management
- **Marketing Department:** Showcase KW marketing resources
- **Training Programs:** Reference ongoing KW education
- **Referral Network:** Mention KW agent referral network

### KW Certification & Training

#### Professional Development:

- **CIPS (Certified International Property Specialist):** For luxury/international clients
- **SFR (Short Sale & Foreclosure Resource):** Market expertise certification

- **GRI (Graduate REALTOR Institute):** Advanced training completion
- **CRS (Certified Residential Specialist):** Highest residential sales credential

#### **Continuing Education:**

- **Annual Required Training:** NAR ethics, fair housing updates
- **KW University:** Ongoing professional development
- **Market Updates:** Current market trends and changes
- **Technology Training:** Latest tools and platform updates

## **Brand Voice & Messaging**

#### **Tone Characteristics:**

- **Professional:** Knowledgeable, experienced, reliable
- **Approachable:** Friendly, accessible, easy to work with
- **Local Expertise:** Deep market knowledge, community connection
- **Results-Oriented:** Track record of success, client satisfaction

#### **Key Messaging Themes:**

- **Local Market Expertise:** "Deep knowledge of [Market] real estate"
- **Client-Focused:** "Your success is my priority"
- **Technology-Enabled:** "Modern tools for modern real estate"
- **KW Supported:** "Powered by Keller Williams resources and training"

#### **Avoid These Brand Elements:**

- Generic real estate language without local specificity
  - Over-promising results or timeline guarantees
  - Negative comments about competitors
  - Non-professional language or tone
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## **Monthly Operating System**

### **Week 1: Data Analysis & Planning**

#### **Monday - Analytics Review:**

- Download and analyze GBP Insights
- Review search queries and discovery terms
- Assess photo and post view statistics
- Analyze call, click, and direction request data

#### **Tuesday - Content Strategy:**

- Review monthly calendar against performance data
- Identify top-performing post types and themes
- Plan content calendar adjustments
- Prepare content creation schedule

#### **Wednesday - Service Area Optimization:**

- Review direction request locations

- Assess search query geographic terms
- Update service areas based on demand
- Add new neighborhoods as needed

#### **Thursday - Review & Reputation:**

- Analyze new reviews received
- Respond to all reviews (positive and negative)
- Assess review sentiment trends
- Plan review generation outreach

#### **Friday - Compliance Check:**

- Review all posts for compliance
- Verify business information accuracy
- Check MLS rule updates
- Update any outdated information

## **Week 2: Content Creation & Media**

#### **Monday - Photo & Video Creation:**

- Take new property photos (with permission)
- Create market update videos
- Update profile and cover photos as needed
- Schedule photo/video updates

#### **Tuesday - Content Creation:**

- Create graphic templates for week
- Write post copy and captions
- Develop educational content
- Prepare testimonial graphics

#### **Wednesday - Community Content:**

- Document local community events
- Create neighborhood spotlights
- Capture behind-the-scenes content
- Update community photo gallery

#### **Thursday - Review Generation:**

- Send review requests to recent clients
- Follow up on pending review requests
- Respond to all incoming reviews
- Update review response templates

#### **Friday - Content Scheduling:**

- Schedule all posts for following week
- Cross-post to social media platforms
- Set up automation where possible
- Double-check posting times and content

## Week 3: Engagement & Optimization

### Monday - Active Engagement:

- Respond to all comments and messages
- Engage with local community posts
- Share and comment on colleague posts
- Build local network connections

### Tuesday - Lead Follow-Up:

- Follow up on GBP leads within 24 hours
- Track conversion from GBP actions
- Update lead tracking systems
- Schedule follow-up appointments

### Wednesday - Competitive Analysis:

- Review competitor GBP profiles
- Identify improvement opportunities
- Analyze competitor posting strategies
- Benchmark performance metrics

### Thursday - Service Updates:

- Update services/products descriptions
- Refresh service area coverage
- Add new certifications or credentials
- Update business hours if changed

### Friday - Performance Tracking:

- Track week-to-date performance metrics
- Adjust posting schedule if underperforming
- Document insights and learnings
- Plan weekend engagement strategy

## Week 4: Reporting & Planning

### Monday - Weekly Performance Review:

- Compile weekly metrics summary
- Identify trends and patterns
- Document successful strategies
- Note areas for improvement

### Tuesday - Monthly Goal Setting:

- Set targets for following month
- Plan special campaigns or promotions
- Schedule quarterly review preparation
- Update annual goals as needed

### Wednesday - Content Calendar Finalization:

- Complete next month's content calendar
- Schedule seasonal/holiday content

- [ ] Coordinate with market center events
- [ ] Plan community engagement activities

#### **Thursday - Technology & Tools:**

- [ ] Review and update tracking systems
- [ ] Check automation tool performance
- [ ] Update templates and workflows
- [ ] Plan tool upgrades or changes

#### **Friday - Strategic Planning:**

- [ ] Assess monthly overall performance
- [ ] Identify strategic opportunities
- [ ] Plan professional development activities
- [ ] Prepare monthly success story documentation

## **Monthly Rituals & Reviews**

### **End-of-Month Review:**

1. **Performance Summary:** Compile all metrics for month
2. **Goal Achievement:** Assess vs. monthly targets
3. **Strategy Assessment:** Identify what worked/didn't work
4. **Next Month Planning:** Prepare following month's strategy

### **Quarterly Deep-Dive:**

1. **Comprehensive Analytics Review:** 90-day trend analysis
  2. **Competitive Positioning:** Full competitive analysis
  3. **Brand Consistency Check:** Ensure all branding aligned
  4. **Strategy Pivot Decisions:** Major strategy adjustments if needed
- 

## **Troubleshooting & Common Issues**

### **Verification Issues**

#### **Problem: Verification Postcard Never Arrived**

- **Solution:** Contact Google Business Profile support
- **Alternative:** Request phone verification if available
- **Timeline:** 2-4 weeks for resolution
- **Prevention:** Use primary business address

#### **Problem: Verification Code Not Working**

- **Solution:** Try different verification method
- **Alternative:** Use phone/SMS if available
- **Timeline:** Same day resolution possible
- **Prevention:** Verify phone number accuracy

#### **Problem: Business Name Not Matching Legal Name**

- **Solution:** Update to exact legal name

- **Alternative:** Use DBA registration if applicable
- **Timeline:** 2-4 weeks for Google review
- **Prevention:** Confirm legal name before claiming

## Ranking & Visibility Issues

### Problem: Not Appearing in Local Pack

- **Diagnosis:** Check category selection, location, reviews
- **Solution:** Optimize categories, increase review velocity
- **Timeline:** 4-8 weeks for improvement
- **Measurement:** Track local pack appearances

### Problem: Low Profile Views

- **Diagnosis:** Review posting frequency, photo quality
- **Solution:** Increase posting frequency, improve media quality
- **Timeline:** 2-4 weeks for improvement
- **Measurement:** Compare to previous months

### Problem: Few Search Actions (calls, clicks)

- **Diagnosis:** Analyze search queries, optimize description
- **Solution:** Improve call-to-action, update business description
- **Timeline:** 2-6 weeks for improvement
- **Measurement:** Track conversion rate

## Technical Issues

### Problem: Photos Not Uploading

- **Solution:** Check file size (max 5MB), format (JPG/PNG)
- **Alternative:** Try different photos
- **Timeline:** Same day resolution
- **Prevention:** Pre-size photos before upload

### Problem: Posts Not Publishing

- **Solution:** Check content for policy violations
- **Alternative:** Simplify post content
- **Timeline:** Same day resolution
- **Prevention:** Review content guidelines

### Problem: Business Information Not Updating

- **Solution:** Verify current information accuracy
- **Alternative:** Request manual update via support
- **Timeline:** 1-2 weeks for updates
- **Prevention:** Keep consistent information across platforms

## Review Management Issues

### Problem: Few or No Reviews

- **Solution:** Implement systematic review generation

- **Alternative:** Ask every client directly
- **Timeline:** 2-3 months for velocity growth
- **Measurement:** Track review requests vs. responses

#### **Problem: Receiving Negative Reviews**

- **Solution:** Respond professionally, address offline
- **Alternative:** Seek mediation through platform
- **Timeline:** Immediate response required
- **Prevention:** Manage client expectations proactively

#### **Problem: Fake or Spam Reviews**

- **Solution:** Report to Google with evidence
- **Alternative:** Respond professionally if legitimate
- **Timeline:** 1-2 weeks for Google review
- **Prevention:** Monitor reviews regularly

## **Compliance & Policy Issues**

#### **Problem: Account Suspended**

- **Solution:** Review policy violations, appeal with corrections
- **Alternative:** Provide documentation of compliance
- **Timeline:** 1-4 weeks for resolution
- **Prevention:** Regular compliance audits

#### **Problem: Content Removed by Google**

- **Solution:** Review content guidelines, revise and resubmit
- **Alternative:** Seek clarification on specific violations
- **Timeline:** Same day to 1 week
- **Prevention:** Pre-review content before posting

## **Performance Optimization Issues**

#### **Problem: Low Engagement on Posts**

- **Solution:** Improve content quality, test different formats
- **Alternative:** Increase community engagement
- **Timeline:** 2-4 weeks to see improvement
- **Measurement:** Track engagement rate trends

#### **Problem: High Competition in Category**

- **Solution:** Optimize for specific niches, improve review velocity
  - **Alternative:** Add secondary categories
  - **Timeline:** 3-6 months for significant improvement
  - **Strategy:** Focus on unique value propositions
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# Conclusion & Success Metrics

## Success Measurement Framework

### 30-Day Success Metrics:

- Profile verification completed
- All business information fields filled
- At least 10 professional photos uploaded
- 4+ posts published
- First review generated
- Call tracking system implemented

### 90-Day Success Metrics:

- 20+ posts published consistently
- 5+ reviews received
- 50+ profile views
- 10+ search actions (calls, clicks, directions)
- Monthly posting calendar established
- Review generation system operational

### Annual Success Metrics:

- 200+ total profile views
- 50+ reviews received
- 20+ monthly profile views average
- Consistent 5-star rating
- Weekly posting maintained (52+ posts/year)
- Local pack ranking for priority keywords

## Continuous Improvement Strategy

### Monthly Reviews:

- Analyze performance data
- Adjust posting strategy based on results
- Update service areas based on search patterns
- Optimize underperforming content

### Quarterly Audits:

- Complete compliance review
- Competitive analysis update
- Brand consistency check
- Technology and tool optimization

### Annual Planning:

- Strategic goal setting
- Market expansion evaluation
- Technology upgrade planning
- Professional development planning

## Resources & Support

### **Keller Williams Resources:**

- Market Center Manager support
- Marketing department guidance
- Technology team assistance
- Training and education programs

### **Google Business Profile Resources:**

- Google Business Profile Help Center
- Google Business Profile Community
- GBP Insights dashboard
- Google My Business API documentation

### **Professional Development:**

- NAR education resources
- Real estate technology training
- Social media marketing courses
- Local marketing best practices

This comprehensive checklist provides KW Agents with everything needed to create, optimize, and maintain a high-performing Google Business Profile that drives leads, builds reputation, and grows market share in 2025 and beyond.

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