

# Monthly Management Checklist

Use this checklist to maintain your Google Business Profile and ensure consistent optimization.

Done	Frequency	Task	Target/Goal
<input type="checkbox"/>	Weekly	<b>Post GBP Posts/ Updates</b>	2-3 new posts per week
<input type="checkbox"/>		<b>Upload New Photos</b>	3-5 new, optimized, and geotagged photos per week
<input type="checkbox"/>		<b>Respond to All New Reviews</b>	Within 24 hours
<input type="checkbox"/>		<b>Check Q&amp;A Section (if available)</b>	Answer new questions; upvote answers (being phased out - focus on FAQ)
<input type="checkbox"/>	Monthly	<b>Review GBP Insights</b>	Analyze search queries, calls, and clicks to identify trends
<input type="checkbox"/>		<b>Conduct Competitive Analysis</b>	Review top 3 competitors' profiles for new strategies
<input type="checkbox"/>		<b>Build New Citations</b>	5-10 new high-quality citations
<input type="checkbox"/>		<b>Audit Profile Information</b>	Ensure 100% accuracy of NAP, hours, and services

