

GROOMS Method Checklist

Optimizing Your Google Business Profile for LSAs



MoeGo ×



Get Your Profile Right

- **Complete Your Business Info**
Ensure your business name, address, phone number (NAP), and website are accurate and consistent across platforms.
- **Service Areas**
Specify the locations you serve to target the right audience.

Refresh Your Photos

- **Upload High-Quality Images**
Showcase your grooming work, salon, and happy pets.
- **Before & After Shots**
These build trust and demonstrate your skills.

Optimize for Keywords

- **Use Relevant Keywords**
Add phrases like “dog grooming near me” or “pet grooming in [City Name]” to your business description.
- **Add Keywords to Services**
Ensure each listed service includes terms pet parents might search for.

Observe Performance

- **Monitor Google Insights**
Track profile views, impressions, and customer actions.
- **Identify Trends**
Look for which keywords and services drive the most leads.

Maximize Google Features

- **Enable Messaging**
Allow potential clients to message you directly from your profile.
- **Post Regular Updates**
Share promotions, seasonal offers, and grooming tips.

Secure More Reviews

- **Ask Happy Clients**
After appointments, ask satisfied pet parents for a Google review.
- **Send Review Links**
Make it easy by sharing your Google review link via text or email. Leverage automated tools like MoeGo.
- **Respond to All Reviews**
Thank clients for positive reviews and address any concerns politely.

- **Business Hours**
Keep your hours updated, including holidays or special closures.
- **Add Services**
Clearly list all pet grooming services you offer.

- **Update Regularly**
Add new photos monthly to keep your profile active.
- **Profile & Cover Photos**
Ensure they are clear, professional, and reflect your brand.

- **Avoid Keyword Stuffing**
Keep descriptions natural and customer-friendly.
- **Ask & Answer FAQs**
Use the “Ask a Question” Section to ask FAQs with a personal profile, and answer them with the business to appear in more search results.

- **Track Calls and Messages**
Respond quickly to inquiries for better rankings.
- **Review Booking Rates**
Adjust your strategy based on lead-to-booking conversion.

- **Keep Services Up to Date**
Reflect any changes to offerings or pricing.
- **Highlight Specialties**
If you are Veteran Owned, Woman Owned, or any other highlights you can add to your profile, make sure you do.

- **Stay Consistent**
Regular reviews improve your LSA ranking and build trust.
- **Complete this checklist** to ensure your Google Business Profile is fully optimized for LSAs and ready to attract more pet parents!

