Expert Tips: Business Profile

Your Google Business Profile is your free listing on Google Search and Maps. For many local businesses, it's the first thing customers see. Screens change from time to time; the steps stay about the same.

1 Start or claim your listing

- [ ] Go to business.google.com and sign in
  Use a Google account the business will keep. Add a second manager later, so you never get locked out.
- [ ] Search for your business name
  If it appears, select it and claim it, or request access. Never create a second listing.
- [ ] If it doesn't appear, choose to add your business

2 Enter your basics

- [ ] Business name, exactly as customers see it on your sign or website
  Don't add extra keywords to the name. It's against Google's guidelines.
- [ ] Pick your primary category
  The strongest signal for what you do. You can add more categories later.
- [ ] Add your address if customers visit you
  If you go to your customers, set a service area and hide your home address.
- [ ] Add your phone number and website

3 Verify

- [ ] Choose a verification option Google offers
  A short video, a phone or text code, an email, or a postcard. Options depend on your business.

Verification method and date:

_____

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Expert Tips: Business Profile (continued)

4 Complete every section

- [ ] Hours, including holiday hours
  Wrong hours are the fastest way to lose trust.
- [ ] A description of up to 750 characters
  What you offer, who it's for and where, in your customers' words.
- [ ] Real photos: logo, cover, outside, inside, team and work
  Add new photos every month.
- [ ] Services or products, with short descriptions and prices if you can
- [ ] Attributes that fit, such as accessibility or online appointments

5 Reviews

- [ ] Share your review link with happy customers
  Look for "Ask for reviews" in your profile.
- [ ] Reply to every review, the good ones and the tough ones
  Never offer rewards for reviews.

6 Keep it active

- [ ] Post an update, offer or event at least once a month
- [ ] Manage it from Google Search or Maps
  While signed in, search your business name to see your profile tools.
- [ ] Add a second manager in the profile settings, under People and access
- [ ] Check Performance monthly: calls, directions and website clicks

Maple Lane Bake Shop
Primary category: Bakery. Services: office catering, local delivery, custom cakes. Fixed its old hours, added photos of real catering trays, and replies to every review within two days.

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