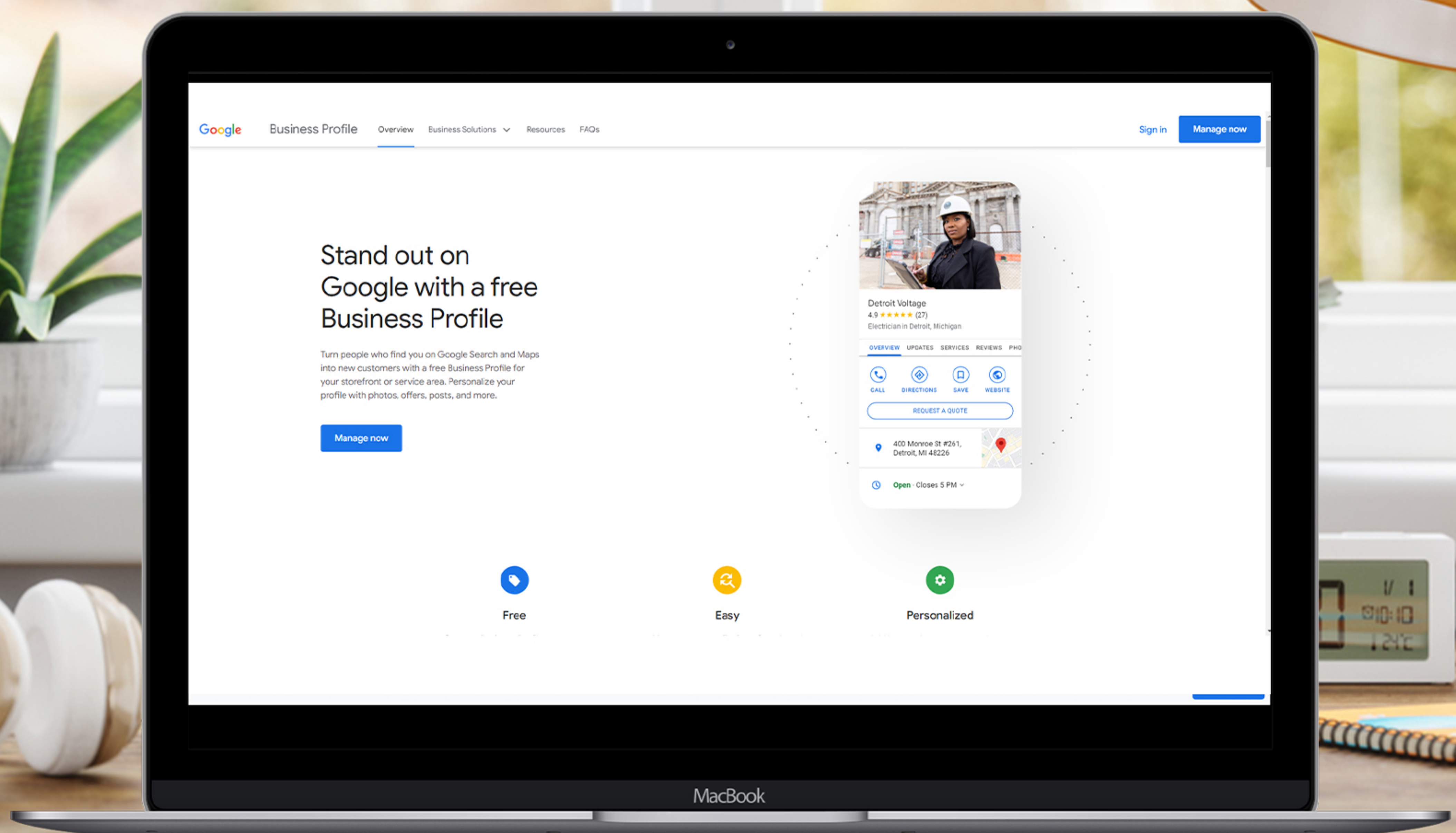


# EVERYTHING YOU NEED TO KNOW ABOUT GOOGLE BUSINESS PROFILE



**Web***Suited*



## Everything You Need to Know About Creating & Managing Your Google Business Profile

It's very important in this day and age to get found on Google and appear visible to those who are searching for your content, to receive business and stay relevant. Everyone uses Google in their daily lives for questions, purchases, tutorials, etc. Therefore, Google tends to be very competitive because of the high volume of content across the platform. It is especially competitive for local businesses who are trying to compete against big box retailers for a spot on the first page. This is why it is so important to create and manage a Google Business Profile account, especially for local businesses. Last year Google changed the platform name from Google My Business to [Google Business Profile](#).

People who use "near me" phrases in their searches such as, 'roof repair near me' or 'appliance shop near me' are much more likely to go to a store and make a purchase that very day. This is because local searchers are high-intent, which means they are ready to take action and purchase your product. For small businesses, being ready for these "near me" and local searchers is essential. When you have a Google Business Profile for your business, it means you have a better chance of showing up in "near me" searches and also are more likely to reach customers who are searching for your business, products, or services.

This article will demonstrate everything you need to know about Google Business Profile:

- How to claim a Google Business Profile account
- How to set up a Google Business Profile
- Verification steps
- Ways to optimize your listing for local search
- Google Business Profile FAQ

### What is a Google Business Profile?

Google Business Profile is a free tool that gives businesses the opportunity to create a business listing to be published on Google Search and Google Maps. Right from the Google Business Profile, you are able to connect with your customers, post updates, change your hours, and provide any needed information. It is basically a giant virtual directory of businesses. The search results will differ depending on where the user is geographically located. For example, if you search for "Coldwell Banker Real Estate", it will differ depending if you are in Florida versus if you were in North Carolina because of the different office locations.

The Google Business Profile consists of things such as the website, NAP (name, address, phone number), business hours, photos, customer reviews, and more. All of these factors are essential in local search and to make sure your business stays visible. You will start to show up on Google Maps as soon as you claim your business on Google. You can also begin requesting reviews from your customers, which is crucial in our digital world today. You are able to update

your Google Business Profile listing with posts, such as your latest blog post, viral social media posts, or any recent news about business operations.

From the inside, Google provides business owners with insights about their listing. It allows you to see when people are searching for your business, products, or services. These insights provide you with information and suggestions about optimizing data and customer engagement to help you make informed business decisions.

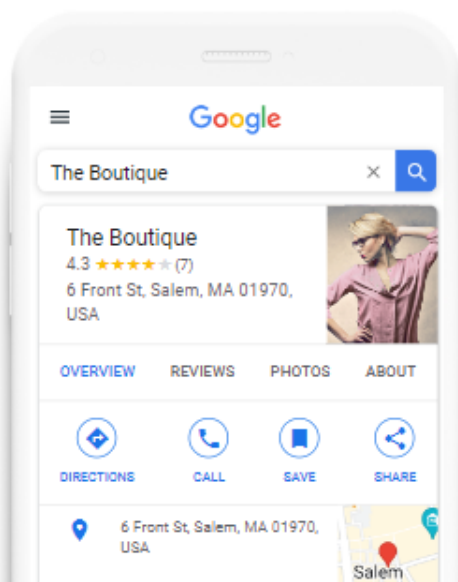
Another important note is that you do not actually need a physical location in order to create and claim a Google Business Profile. Even if your whole store is online, you can still take advantage of managing a Google Business Profile and optimize it for local search even if customers cannot come to you in person.

#### 4 Ways to Manage Your Google Business Profile

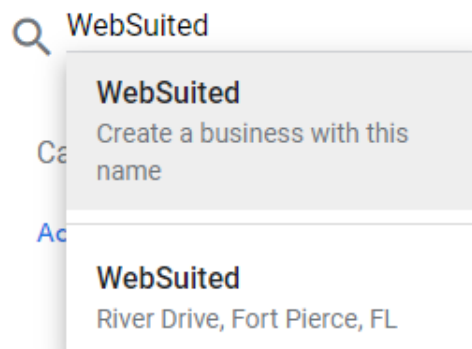
- Claim My Business on Google
- How to Add My Business to Google
- How to Verify a Google Business Profile
- Set Up Google Business Profile with Additional Details

#### Claim My Business on Google

If you are taking over a pre-existing Google Business Profile account, but you don't have the login for it, go to <https://business.google.com/create> and search for your business name. When you find it, click on the name and follow the steps to claim your business on Google.

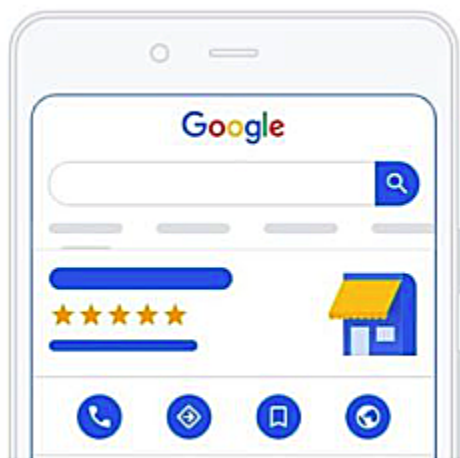


Find and manage your business



If someone else has already claimed your business, you will need to request access to the profile. After doing this, a confirmation email will be sent to the Gmail account that is associated with the Google Business Profile that you are trying to claim.

If you have access or can determine the email name that is associated with the account, reach out to the account that is managing this Google Business Profile so you can get access to it. If this doesn't work, Google will contact the current account holders by email, which should take about 7 days. If you do not hear back after 7 days, you should contact [Google Business Support](#) for more assistance.



## This Business Profile has already been claimed

This Business Profile has already been verified by **we...@gmail.com**. If you own this email address, follow the [Account Recovery help guide](#).

If you still want to add this Business Profile to your account, you can request access from the current owner. [Learn more](#).

If you would like to update this Business Profile's information on Google, you can also [report a problem](#), which will be reviewed more quickly.

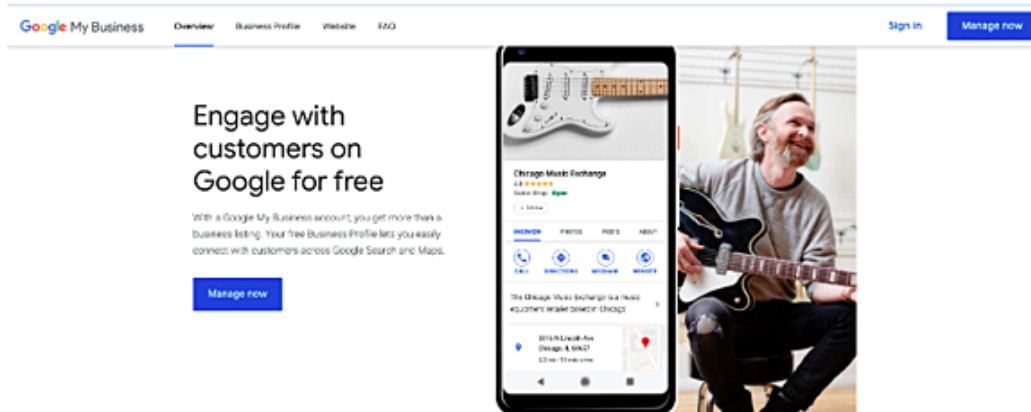
[Request Access](#)

## How to Add My Business to Google

For individuals who do not have an existing Google Business Profile, we will lay out the steps for how to add your business to Google:

### Step 1: Login


Begin by visiting <https://www.google.com/business/>. You'll see the screen shown below and will be asked to login to an existing Google account or create one if you do not have one. You will then be prompted to search for your business if there is already existing information on it, or you will manually enter your data.



## Step 2: Add Business Name

When adding your business to a Google Business Profile for the first time, you will be asked to include the name of your business. However, if you operate as a different name than your 'doing business as' (DBA) name, make sure you enter your brand name into this area.

← What's the name of your business?

 **Business name**

**Kristine INC.**

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

**Next**

Progress bar: 1 of 5 steps completed

## Step 3: Add a Business Location (or Not)

Now, you will be prompted to add the business address if you have a physical store that customers can go to. If you choose 'Yes', you will be taken to a page like this one below:

Create profile

## What's the address?

United States ▼

Street address

City

State ▼

ZIP code

Next

If your business is service-based and you deliver your products instead of having customers visiting a physical location, select the 'No' option and enter the location(s) where you serve your customers. You can add as many locations that are relevant to your business.

Create profile

## Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

You can change and add more later

Salt Lake City, UT, USA ×

Murray, UT, USA ×

Lehi, UT, USA ×

Park City, UT, USA ×

Next

## Step 4: Provide Contact Information



The next step in this process is providing contact information so your customers are able to easily reach you. Although there is the option not to select a website, it is very important that you do so with the way our world works today. Consumers expect businesses to have websites they can visit to learn more about the company, look into their products or services, find information and answers, contact customer service, and more.

If your business does not have a website, you should definitely consider getting a website created as soon as possible to stay relevant and support your business. If you are interested in creating a website, business owners now have the opportunity to do so on Google Business Profile.

Create profile

### What contact details do you want to show to customers?

Help customers get in touch by including this info on your Business Profile

 ☒

☐ I don't need a website

☐ Get a free website based on your info.

[See details](#)

Next



## Step 5: Verify My Google Business Profile (Or Save for Later)

To finalize setting up your business listing, you will be asked to verify your Google Business Profile now or at a future date. There is an option to verify it later, but before your business can go live on Google and be visible to users, you will need to verify the profile formally.

## Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region

 United States 

Street address

City

State

ZIP code

Verify later

Next

There are many ways to verify your profile:

- By email
- By postcard
- By phone call

### By postcard:

This is the most popular way for users to verify their Google Business Profile. In this process, a postcard is mailed with a verification code, to the address you provided. You should receive the postcard within 5 days of requesting it and once you do, you can input the verification code into your Google Business Profile.

### By email:

Although this option is not available for all businesses, some may be able to verify their Google Business Profile via email verification. You will be able to determine whether your business is eligible for this method at the beginning of the verification process. The steps to verify your profile via email, will be sent to the Gmail inbox associated with your Google Business Profile listing. So remember to go into your Gmail inbox to locate the steps and complete the verification process.



**By phone call:**

This is a similar method to verifying by email, but it is also not available to every business. If this is an option that is available for your business, it will be shown at the beginning of the verification process. If you use this method, you will be sent an automated message including a verification code that you will then enter into your Google Business Profile.

**Note:**

There are two additional verification methods that you can use to verify your Google Business Profile listing. These are Instant Verification or Bulk Verification. If you have already submitted and verified your website on Google Search Console, you are able to instantly verify your Google Business Profile listing as long as you are logged into the same Gmail account associated with your Search Console. Knowing this, it is wise to use the same Gmail account for this!

**Step 6: Specify Business Hours & Additional Information**

Now, Google will begin to request more information from you about your business. This will include things like your business hours, holiday hours, whether you accept messaging from customers within your Google Business Profile, and more.

← Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday	<input type="checkbox"/> Closed
Monday	<input type="checkbox"/> Closed
Tuesday	<input type="checkbox"/> Closed
Wednesday	<input type="checkbox"/> Closed
Thursday	<input type="checkbox"/> Closed
Friday	<input type="checkbox"/> Closed
Saturday	<input type="checkbox"/> Closed

[Skip](#) [Save](#)

At this point in the process, you should be getting very detailed with the information you are providing to optimize the user experience and give people all of your businesses' information

upfront. With consumers today seeking instant gratification, you must cater to that by providing easy to find and detailed information.

Some extra information you can include is:

- Specialty services beyond the business category
- Service area radius
- Amenities you offer
- Special accommodations your business caters to (i.e. wheelchair accessible)
- Business description (see info below)
- Photos (add both exterior and interior photos of your business so users are able to see what your business looks like from the inside and outside, so they can find it easily. You should also add some images showing off your brand and employees)

Note: A fully optimized Google Business Profile can also help your SEO efforts. So make sure you are including keywords where you naturally can in your listing and business description. Although you are provided with a 750 character limit, it is important to remember that people may not want to read through a long description. Therefore, you should try to be direct in telling users how your business can serve them, what they can expect from your business, what is the best way to reach support, and all while including your focus keywords in the description.

## **Set Up Your Google Business Profile with Additional Details**

After setting up your Google Business Profile listing, there are a couple essential things you must do to optimize your profile and get new interested customers to find your business, product, or service. Think of this as the first impression of your business to customers, even before they call or visit your website.

### **Reviews**

Word of mouth today originates from online reviews. Before people invest their time and money into a business, they want to know if other people had good experiences with the company. With Google Business Profile being one of the most popular review platforms, it is important to keep up with your businesses' reviews. As your Google Business Profile shows up in local searches, users are instantly able to see your star rating and read how other people feel about your business.

You cannot turn the reviews feature off, so you must constantly monitor them and respond. If you get a positive review, make sure to thank the writer. If you receive a negative review, still respond and see if there is anyway to remedy the situation. Reviews are a very important part of maintaining your Google Business Profile. A collection of bad reviews can majorly harm your business, so make sure if you do receive a bad review, that you try and turn it into a positive one. Receiving good reviews

can bring in a ton of business for your business, so stay on top of them!

### **Add Details About Your Business and Products**

Make sure to add details about your products and services on your Google Business Profile. People can learn more from your website, of course, but make sure you list the important things you offer at your location. You can even add in benefits such as “Free Wifi” or “ADA Compliant”

### **Photos**

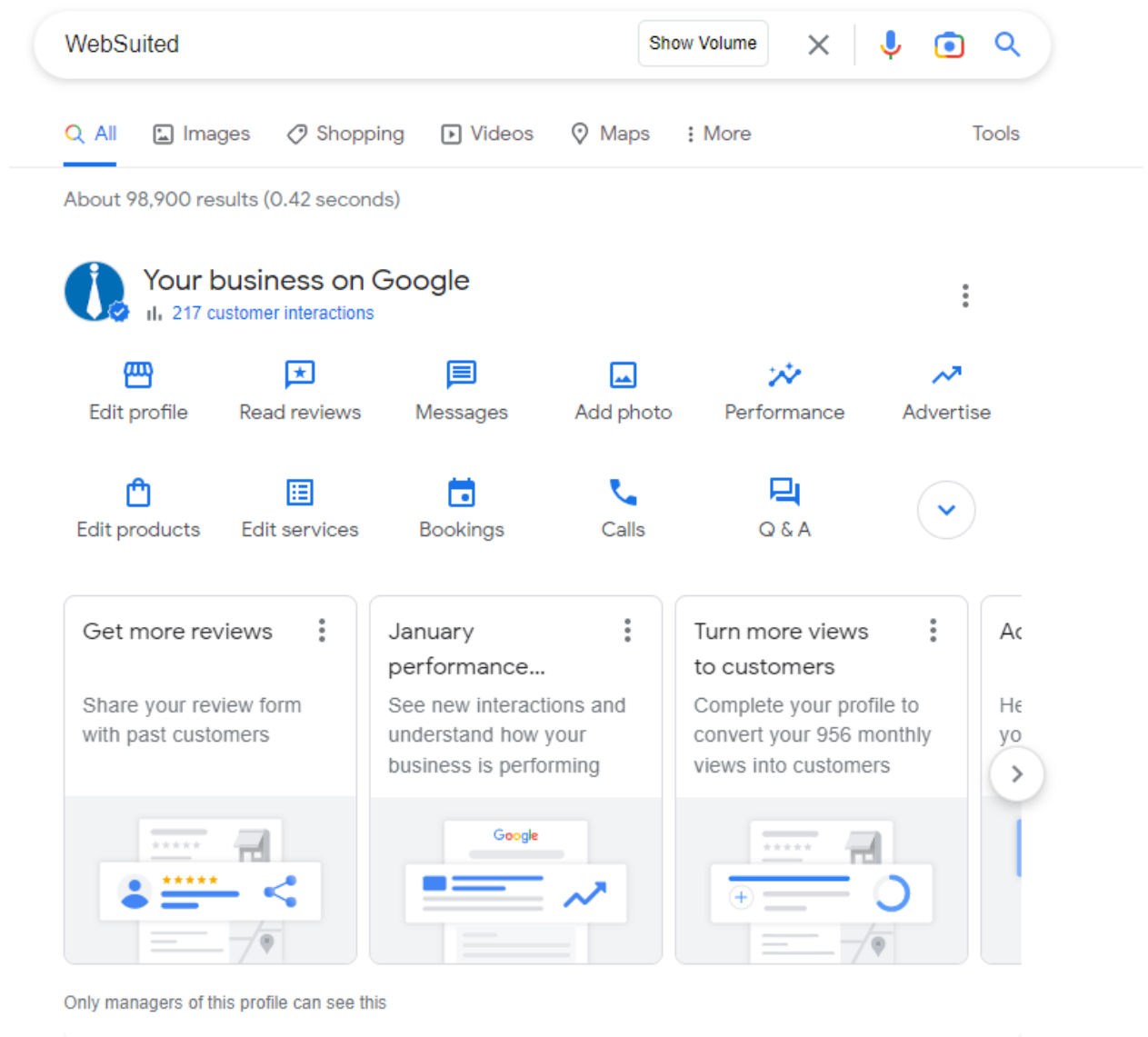
The Google Business Profile allows you to upload photos of your business. You have the option of adding a logo or profile image and a cover image to your profile. This gives you the opportunity to truly show off your business, your employees, your products and what you do each day. You can showcase some of your products or show some behind the scenes photos that your customers will love. Think outside of the box and show what your business is all about using your Google Business Profile.

### **How to Edit Your Google Listing**

As of July 2022, business owners can not edit their Google Business Profile listing on the “Google My Business App” anymore. Now, users make edits on their Google Business Profile within Search or Maps.

### **How to Edit your Google Listing on Search and Maps**

In 2020, Google began allowing users to edit their Google Business Profile listing on Search and Maps. So if you search for your business to find your profile, Google now allows you to make edits right from the Search or Maps page. It will should look like the image below:



Same as the Google Business Profile Manager page previously used, editing on Search and Maps allows you to make edits easier. Once you locate your profile, you should be able to select the “Edit Profile” or “Edit your business information” option to make any changes. For more detailed information on how to edit your Google listing on search and maps, go to this [Google support page](#).

### How to Add Facebook Page to a Google Business Profile

To link social media profiles, such as Facebook, to your Google Business Profile, you must link your social media pages on your website. This is because there is not a way to manually add them on your profile manager page or on Maps/Search. If the social profiles are linked correctly



on your website, Google will automatically place them on your profile. Usually, it is best to have your businesses' social media links posted on either the header or footer of the website so Google can easily find them.

Along with connecting your Facebook profile to Google, you can also sync posts and reviews. If your social profiles are linked properly, Facebook reviews can even show up on Google Search and Maps. You can also use both Facebook posts and Google posts together to deliver more accurate information to customers. Over all, this helps those who are looking for your product or service to find information about your business quickly. It encourages them to engage with the profile, which creates more potential customers.

## **Why Google Business Profile Listings Matter**

Every business directory listing matters because the more your business gets listed, the higher the chances are that potential customers will find your business. Some popular business directories are Yelp, Yellow Pages, CitySearch, and more. Listing your business on Google and in other directories boosts your local search rankings. Since most directories have reviews, it is also a good way to manage and instill your reputation. Business listings can bring you greater traffic and leads from users searching for a business like yours.

If you need help setting up your Google Business Profile or optimizing your site for greater SEO performance, WebSuted can help! Reach out to us today so we can help you get your business suited for success!

## **Google Business Profile FAQ**

### **Can I Hide My Address on my Google Business Profile?**

Yes! If you have decided to hide your address from people after already creating your Google Business Profile, you are able to and it's an easy process.

Step 1: Access your Google Business Profile manager dashboard

Step 2: Select 'info'

Step 3: Edit your address

Step 4: Clear your address and select "apply"

Step 5: Update your service area to include all of the locations you serve

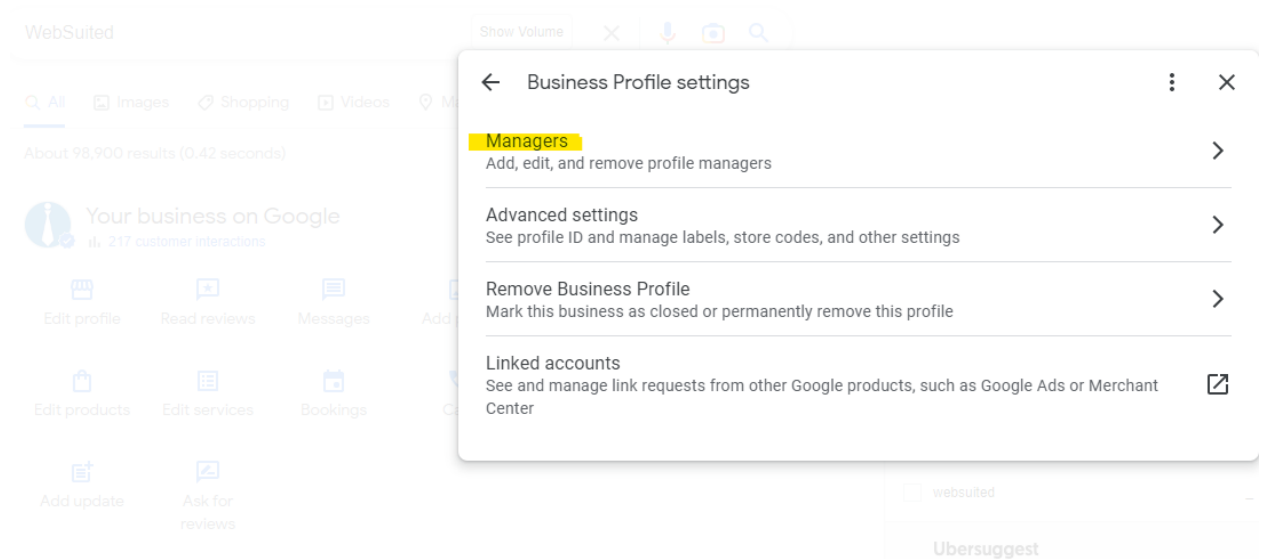
It will take about 24-72 hours for your changes to fully go into effect. After this waiting

period, there is nothing more you need to do to hide your address.

## How Do I Add Users and Managers to A Google Business Profile?

Step 1: Pull up your business profile on Google

Step 2: Click on the Kebab menu and select Business Profile settings, then select Managers.



Step 3: In the upper right corner, click on 'Add'

Step 4: Fill out the name or email address of the person or people and select the role-- owner or manager

Step 5: Complete this by clicking 'Invite'

## How Do I Remove Users from A Google Business Profile?

Just like the steps above, you will need to follow these steps to remove users from your Google Business Profile:

Step 1: Pull up your Google Business Profile

Step 2: Click on the Kebab menu and select Business Profile settings, then select Managers.

Step 3: Select the User

Step 4: Select "Remove Manager"

Note that only owners can remove owners and managers. When you try to remove an owner from a listing, it will ask you to transfer ownership to another listed individual.

## Summary

Now you are equipped with basic information to ensure your Google My Business Profile is set up appropriately. Keep in mind the importance of maintaining up-to-date business information on your profile and utilize the resources and tools within the Google My Business platform.

Still have questions about Google My Business and its features? Just give us a call at 772-266-3226. One of our experts is waiting to help you get your business *Suited for Success!*

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