

Google Business Profile Setup Guide

Your Step-by-Step Guide to Getting Found on Google

■ Google Maps

■ Customer Reviews

■ Website Link

■ Easy Setup

What This Guide Covers

Set up your free Google Business Profile so customers can find you on Google Search and Maps.

Get verified so your profile goes live — and learn how to collect your first reviews.

Time needed: 15–20 minutes **What you need:** Business name · Phone number · Gmail account · Website URL

STEP 1 Start Your Google Business Profile

Open the link below in your web browser and sign in with your Gmail account:

<https://business.google.com/add> ■ Click or type this into your browser

Once logged in, click **Create a Business**. If a listing already exists, click **Claim This Business**.

STEP 2 Enter Your Business Name & Category

Type your **exact business name** — the same name customers see on your sign or website.

Next, pick your **Primary Category** (e.g., Plumber, Bakery, Hair Salon). Be as specific as possible — this is the #1 factor in local search ranking.

■ *Think like your customer: What would I type into Google to find this business?*

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STEP 3 Choose Your Location Type

Option A — Customers visit you

Click **Yes** → enter your street address and drag the map pin to your exact location.

Option B — You go to customers

Click **No** → list cities/ZIP codes you serve. Your home address stays **private**.

STEP 4 Add Your Contact Info & Website URL

Enter your **main business phone number**. For your website, always include **https://** at the start:

■ **Correct** <https://yourdomain.com>

■ **Wrong** yourdomain.com (missing https://)

STEP 5 Verify Your Business

Verification proves to Google you own the business. **Google automatically assigns the available method** — you may see one or more:

■ Video

Record a short video of your business (sign, tools, or storefront). Google reviews in **1–5 business days**.

☎ ■ Phone /SMS

Google calls or texts a code to your business number. Usually done in minutes.

■ Postcard

A code mailed to your address. Takes 5–7 days. Google may offer this as the only option for some businesses.

Check status anytime: <https://business.google.com>

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STEP 6 Get Your First Google Reviews

Reviews help you rank higher and build trust. Here is how to start getting them:

- 1■■ Go to <https://business.google.com> → click your business → click **Share** or **Get Reviews**
- 2■■ Copy your review link and send it to recent customers by text, email, or Facebook
- 3■■ Ask them to write just 2–3 sentences — that is all they need!

■ Copy-Paste Message for Customers

Hi! Thank you for choosing us. If you had a great experience, we would really appreciate a quick Google review -- it helps other local customers find us! Just click here: [YOUR REVIEW LINK]

STEP 7 Connect Your Web Developer (Optional but Smart)

Adding your web developer as a **Manager** lets them link Google Analytics, embed Maps, and keep your profile updated.

Quick shortcut: Search your business name on Google → click the ■ **three-dot menu** → **Business Profile settings** → **People and access** → **Add**

Or from dashboard: Go to <https://business.google.com> → your business → **Settings** → **People and access** → **Add** → enter email → set role to **Manager**

Your Setup Checklist

■ Created Google Business Profile	■ Completed verification
■ Entered exact business name	■ Profile showing on Google Search & Maps
■ Selected Primary Category	■ Copied your review link
■ Set location type (storefront or service area)	■ Asked first 3-5 customers for a review
■ Added phone number	■ Added web developer as Manager (if needed)
■ Added website URL (with https://)	■ All info looks correct on Google Maps

Quick Help & FAQ

Q: My business already has a Google listing — now what?

A: Click 'Claim This Business' instead of creating a new one. Never create a duplicate listing.

Q: How long until my profile appears?

A: Minutes for phone/SMS. Video takes 1-5 business days. Postcard takes 5-7 days.

Q: Do I have to show my home address?

A: No. Choose 'Service Area Business' and list the cities or ZIP codes you serve instead.

Q: Can I add photos to my profile?

A: Yes — once verified, add photos of your work, team, and location. Profiles with photos get far more clicks.

Q: Still need help?

A: Visit <https://support.google.com/business> or contact your web developer.