

HOW TO SET UP YOUR GOOGLE BUSINESS PROFILE

Setting up a Google Business Profile is one of the easiest and most effective ways to boost your business's online visibility.

Follow these simple steps to create and optimize your listing:

01.

SIGN IN OR CREATE A GOOGLE ACCOUNT

- Visit [Google Business Profile](#).
- Sign in using your existing Google account or create a new one.

02.

ENTER YOUR BUSINESS INFORMATION

- Click on Manage Now and follow the prompts.
- Enter your business name, category, and address clearly and accurately.

03.

VERIFY YOUR BUSINESS

- Google typically sends a verification postcard by mail to confirm your address (alternatively, some businesses may be eligible for email or phone verification)

04.

OPTIMIZE YOUR PROFILE

- **Hours:** Enter accurate business hours, including holiday adjustments.
- **Photos:** Add high-quality images showcasing your storefront, interior, products, and services.
- **Business Description:** Write a concise and engaging description highlighting your unique offerings and value.
- **Services and Products:** Clearly list your offerings to make it easy for customers to understand what you provide.

05.

ENGAGE REGULARLY

- **Respond to Reviews:** Promptly and professionally reply to customer reviews.
- **Update Regularly:** Keep your profile fresh by posting updates, special offers, and events directly on your listing.

QUICK TIPS

- Regularly check and update your contact details to ensure accuracy.
- Regular engagement improves your profile's visibility in search results.
- Keep your information consistent across all platforms to boost local SEO.
- Leverage the Q&A section to answer common customer queries promptly and effectively.
- Profile insights can help track how customers interact (calls, direction requests, website clicks)
- Encourage happy customers to leave reviews —this significantly boosts your credibility and ranking.