AGENDA

- **WHAT IS A BUSINESS PROFILE ON GOOGLE?**
- **HOW TO CREATE A BUSINESS PROFILE**
- **HOW TO MANAGE BUSINESS INFO**
- **GET TO KNOW YOUR BUSINESS PROFILE**
- **RESOURCES**
What Is a Business Profile on Google?

ANATOMY OF A BUSINESS PROFILE ON GOOGLE

Name
Overview
Location
Hours
Photos and videos
Reviews
Quick links
BUSINESS PROFILES APPEAR ON GOOGLE SEARCH...

Up-to-date Business Profiles are 2.7x more likely to be considered reputable.¹

¹ Ipsos research: Benefits of a complete listing 2017

AND GOOGLE MAPS

Up-to-date Business Profiles are 70% more likely to attract location visits and 50% more likely to lead to a purchase.¹

¹ Ipsos research: Benefits of a complete listing 2017
ACROSS ALL DEVICES

A Business Profile works on desktops, laptops, tablets, and mobile phones.

HOW TO GET STARTED

Visit google.com/business to get the process started.

● Already see a Business Profile?
  Claim it now.

● Don’t see a Business Profile?
  You can create it.

Let’s go.

Own this business? Claim it now.
How to Create a Business Profile

WHAT IS A GOOGLE BUSINESS PROFILE?

Your Business Profile on Google allows you to manage business info, connect with customers, post updates, and more.

google.com/business
STEP 1: SIGN INTO YOUR GOOGLE ACCOUNT

Sign into your Google Account.

Don’t have a Google account? Sign up for free.

Quick Tip:
Create a new Google account
accounts.google.com/signup

STEP 2: FIND OR ADD YOUR BUSINESS

Type the business name as you want it to appear on Google.

It may appear in a dropdown list.
CONFIRM BUSINESS NAME

Confirm the business name is spelled correctly.

Click Next.

STEP 3: SELECT A BUSINESS CATEGORY

If you can’t find the perfect category, choose something close.

Click Next.
STEP 4: DO YOU HAVE A LOCATION CUSTOMERS VISIT?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

Click **Next**.

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IF YES, ENTER THE ADDRESS

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

Click **Next**.
YOU CAN ALSO ADD A SERVICE AREA

STEP 5: ENTER BUSINESS CONTACT INFO

You have the option to include a phone number and a website.

Click Next.
ALMOST DONE

Verify your connection to the business.

Click Finish.

STEP 6: VERIFY YOUR CONNECTION TO THE BUSINESS

Request a postcard, mailed to the business address.

Click Mail.
YOUR POSTCARD IS ON THE WAY

Postcards arrive in about five days. When it arrives, sign into your Business Profile and enter the verification code.

Click Continue to add more business details.

WHAT SERVICES DO YOU OFFER?

Help Google show your business in the right places by adding services you offer.

Click Save.
WRITE A BUSINESS DESCRIPTION

Give customers a brief introduction to your business.

Click Skip or Save.

ADD SOME PHOTOS

Photos bring your Business Profile to life.

Videos help people feel connected to your business.

Click Skip or Save.
GET READY TO SEE YOUR NEW BUSINESS PROFILE ON GOOGLE

Continue updating the Business Profile while waiting for verification.

Click Continue.

MANAGE BUSINESS INFO FROM THE DASHBOARD

Sign into your Business Profile anytime to access business info. Once the business is verified, updates can appear on Google Search and Maps.
How to Manage Business Info

EDIT YOUR BUSINESS PROFILE

This is the Home tab.

Business info can be edited from the Info tab.

Quick Tip:
Sign into your account at google.com/business
MAKE EDITS DIRECTLY FROM GOOGLE SEARCH RESULTS

Make edits directly on a search results page.

You must be signed into an account that manages the Business Profile.

Quick Tip:
Search for your business at google.com

Get to know your Business Profile
INFO: EDIT BUSINESS NAME AND CATEGORY

- Business name should reflect real-world name.
- Choose a primary category that best describes the business.
- Add up to nine additional categories.

INFO: MANAGE LOCATION AND SERVICE AREA

- Edit the address or drag the pin icon to update business location.
- Don't serve customers at your business address? Leave it blank and list service areas.
40% of local business searchers want to find hours of operation.\(^1\)

More hours applies to special options like delivery, takeout, pickup, senior hours and more.

\(^1\) Google Consumer Barometer, April 2017
INFO: ADD WEBSITE AND PHONE NUMBER

- **Phone number**: Add up to three numbers.
- **Website**: If you don’t have a website, you can create one at no additional cost.

INFO: SELECT ATTRIBUTES

- **Attributes** highlight business details.
- **Highlights** (like the Black-owned attribute below) can help a business stand out in search results.

Black-owned  Veteran-Led  Women-Led
INFO: WRITE A BUSINESS DESCRIPTION

Enter a brief description: what you offer, what sets you apart, your history, etc.

INFO: OPENING DATE

- Add the date that your business opened.
- If your business hasn’t opened yet, you can set a future open date.
INFO: ADD APPOINTMENT LINKS

Make it easier for customers to take action by allowing them to book appointments from your Business Profile.

THE BOOKINGS TAB: AVAILABLE FOR SOME BUSINESSES

- Some businesses have the option to include Bookings.
- Availability depends on business category.
- Businesses can now offer online classes, estimates, and appointments.
THE POSTS TAB

Share timely business updates with posts:

- COVID-19 update
- Offer
- What’s new
- Event
- Product

POST EXAMPLES

What’s New

Product

Offer

Event
THE PHOTOS TAB

90% of customers are more likely to visit a business that has photos on a search results page.\(^1\)

1. Ipsos research: Benefits of a complete listing 2017

TIPS FOR GREAT PHOTOS

- Use focused, well-lit images.
- Highlight business features and showcase your brand.
- Include a logo and cover photo.
- Add videos (up to 30 seconds).
THE PRODUCTS TAB

Showcase products to potential customers.

How it looks on Google:

THE SERVICES TAB

Add services to your Business Profile.

Don’t see a service you offer? Create your own.
THE WEBSITE TAB

- **Themes**: see designs
- **Edit**: update text
- **Photos**: add more
- **Publish**: go live

**Quick Tip:**
Use the included domain name or register a custom domain.

THE REVIEWS TAB

Publicly respond to customer **reviews** left on Google.

**Quick Tip:**
Use the app to be notified when customers write reviews.
TIPS FOR MANAGING REVIEWS

● Be professional and polite.
● Respond promptly.
● Don’t use responses to advertise.
● Thank happy customers.
● Address issues constructively and resolve issues privately, if possible.

THE MESSAGES TAB

Customers can send messages that you can respond to.
THE USERS TAB

To add owners and managers:

- Click Add users
- Enter the email address
- Select role

Quick Tip:
You must be an owner to add or remove users.

THE INSIGHTS TAB

Learn how customers search for your business.

- Direct: name or address
- Discovery: category, product, or service
- Branded: brands related to your business
TYPES OF INSIGHTS

- How customers find your profile
- Search queries
- Where customers found you
- Customer actions
- Direction requests
- Phone calls
- Photos

Next Steps

1. Visit google.com/business
2. Claim or complete your Business Profile.
3. Request a postcard.
   - It should arrive within 5 days.
   - When received, sign in and enter verification code to complete.
4. In the meantime, explore your Business Profile and update info.
ONCE YOUR BUSINESS PROFILE IS CREATED

1. Make a habit of reviewing and updating your business info: google.com/business

2. Add business info, photos and videos, share posts, and more.

3. Explore Insights reports to learn how customers find you.

Resources
PROMOTE WITH MARKETING KIT

Create custom posters, social posts, and more from reviews and updates on your Business Profile on Google, at no additional cost.

[g.co/marketingkit]
[g.co/marketingkit-blackowned]

BUSINESS AND MARKETING LESSONS AT G.CO/PRIMER

- Quick, easy lessons on your phone
- Learn whenever you have a few minutes free
- Practical, personalized next steps

Quick Tip:
Download the Primer app
[g.co/primer]
QUICK HELP VIDEOS FOR SMALL BUSINESSES

- Watch short videos to learn how to use Google's tools
- Find answers to frequently asked questions
- Learn about new features

Quick Tip:
Watch on Youtube
g.co/grow/quickhelp

CONTINUE YOUR EDUCATION WITH GROW WITH GOOGLE ONAIR

Register for free virtual workshops to enhance your digital skills and grow your business.

Quick Tip:
Register for virtual workshops
g.co/GrowOnAir
Thank You

#GrowWithGoogle