

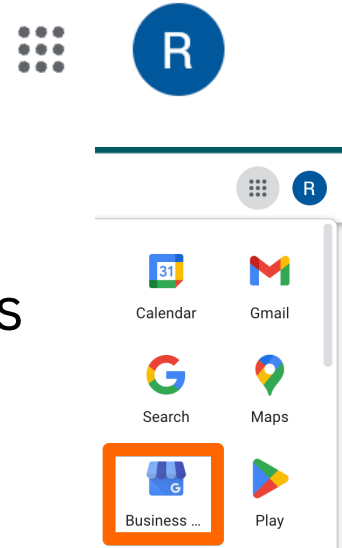
Guide to Google Business Profiles



Why is a Google Business Profile Important for your Business?

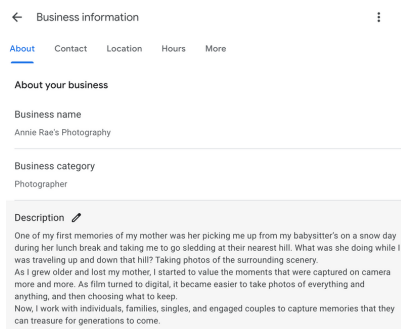
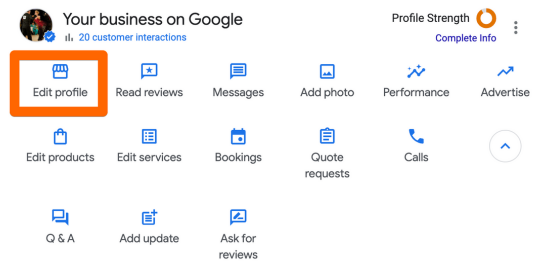
A Google Business Profile (GBP) is important because it allows businesses to manage their online presence and make it easier for potential customers to find them on Google. By creating a GBP, businesses can provide important information such as their address, phone number, website, and hours of operation. This information is then displayed prominently in Google search results and Google Maps, making it easier for customers to find and contact the business.

- Sign into your Google account or create one at gmail.com
- Click the cube of dots up next to your profile icon
- Select Google Business Profile
- Enter the name of your business
- Either select it if it comes up or select the option to create
- Select a business category
- Choose whether people can visit your store or not
- Select the service area of your business
- Enter a phone number and website address
- Select finish and choose an option to verify your business
- While you wait for the verification, you can continue editing your profile
- Once you get the postcard, open your profile and click verify. Enter the code as written



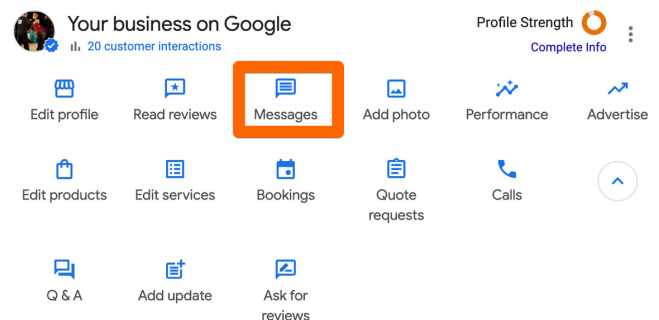
Tips for A Full Google Business Profile

- If your business doesn't have a storefront - hide the physical address
- Use a service area - and add the local towns that you service
- Update your description - use keywords that you want to be found for
- Use hours - whether you are physically open or not - add standard hours - and then in all your messaging, explain you will get back to them as soon as possible



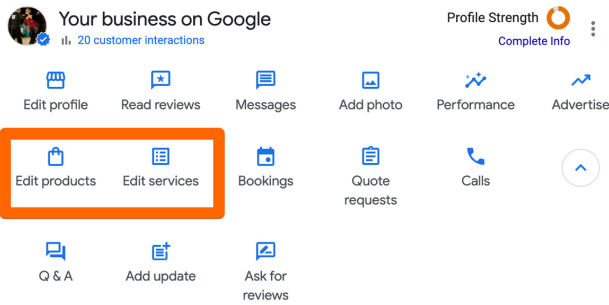
Tips for A Full Google Business Profile

- Add in your holiday hours now for dates you know - that way you don't have to think of it later
- Turn on messages - meaning customers can message you through your profile. And turn on SMS notifications so you don't miss any messages!



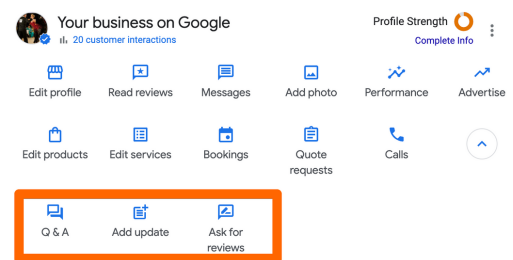
- Add photos! And keep adding photos. Aim to add 10 a month
- If you sell products, add those in, and again, aim to add 10 a month

Tips for A Full Google Business Profile



- If you are a service-based business - add those!

- Update the Q&A section. Ask your own business 10 of your most frequently asked questions - and then answer them! This is a great SEO opportunity! Use keywords that you want to be found for.
- Add regular updates (once your profile is published). Show that you are active and ready for business



Tips for A Full Google Business Profile

- Ask for reviews! Remember - don't pay for reviews. Let these be genuine comments from anyone that has worked with you!

The most important thing about your profile is to keep it updated.

Consistently add to it to show Google you are an active, engaged business.

Want help creating your Google Business Profile or an audit of your current one? Give me a call today!

