



Google Business Profile — Step-by-Step Guide

1) Prep (5–10 min)

- Choose your primary category.
- Gather business details: name, phone, website, address or service area, hours, photos/logo.
- Ensure eligibility (must interact with customers in person).

2) Create or Claim Your Profile

- Go to business.google.com/add → “Add your business to Google.”
- If a duplicate appears, choose “Claim this business.”

3) Verify Your Business

- Verification options: video, postcard, phone, email (varies by business).
- For video verification: show signage, tools/equipment, proof of access.

4) Complete Key Fields

- Hours (regular + holiday)
- Services / Products
- Business description (limit 750 characters)
- Photos & logo

5) Turn On Engagement Features

- Posts / updates weekly
- Collect and reply to reviews
- Add users/roles if needed

6) Maintain Weekly

- Add photos, update hours, reply to reviews, post updates.