



Google Business Profile*

Getting Started

Help local customers find you with a free Google Business Profile page.

*FORMERLY KNOWN AS GOOGLE MY BUSINESS

Getting Started



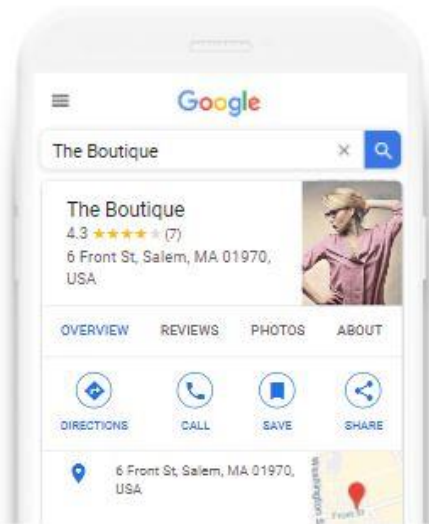
Business
Profile

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

How To Set Up A Google Business Profile

- ▶ Step 1: Sign into your Google account, or create one.
- ▶ Step 2: Go to business.google.com/u/1/create/new
 - ▶ Type in your business name or add your business to Google



Find and manage
your business

🔍 Type your business name

Can't find your business?

Add your business to Google

Creating Your Profile

▶ Step 3: Create Your Profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Wesley's Treats

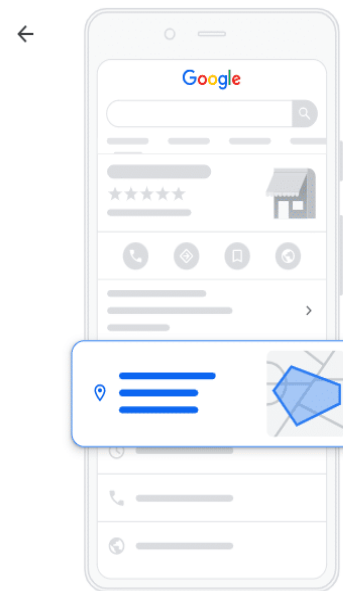
Business category*

Pets

You can change and add more later

Finish Setting Up Your Profile

- ▶ Finish all the steps prompted, including entering your location for a physical location.
- ▶ Physical businesses will need to get a postcard by mail to verify their location. Service-area businesses can be verified through an email address.
- ▶ Once you get your code, enter it to verify your account.
- ▶ Getting a postcard can take 1-2 weeks.



Create profile

Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

You can change and add more later

Canada x

United States x

Next

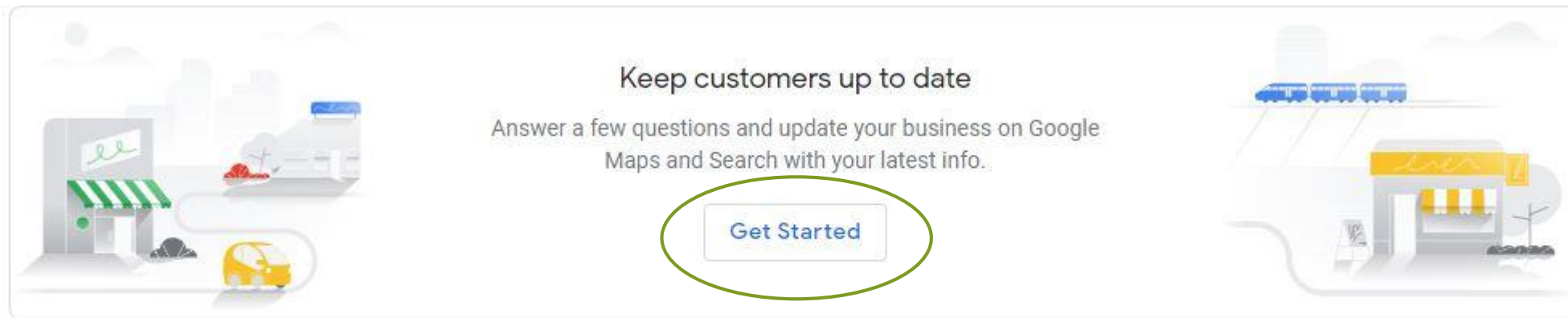
Customize & Optimize Your Page

- ▶ Enter any and all information about your business. The key here is to tell Google visitors “**Who** you are, **What** you do, **Where** you are, **When** they can visit, and **Why** they should visit.” Make sure information on your website matches what your Profile says, and use Keywords relevant to your business.
- ▶ Add photos! It’s ok if you only have a few, but make sure to show your building location, what you sell, and even your staff.
 - ▶ Photos can and should be added later as well, but we’ll get to that!



Keep Customers Up-To-Date

- ▶ Easily keep your information up-to-date within the Google Profile Manager
- ▶ This is where you can create posts, add photos, and more.



Keep customers up to date

Answer a few questions and update your business on Google Maps and Search with your latest info.

[Get Started](#)

The screenshot shows a central panel with the heading 'Keep customers up to date' and a sub-heading 'Answer a few questions and update your business on Google Maps and Search with your latest info.' Below this text is a button labeled 'Get Started' which is circled in green. To the left of the text is an illustration of a storefront with a green and white striped awning and a yellow car. To the right is an illustration of a storefront with a yellow awning and a blue train.

 Create post

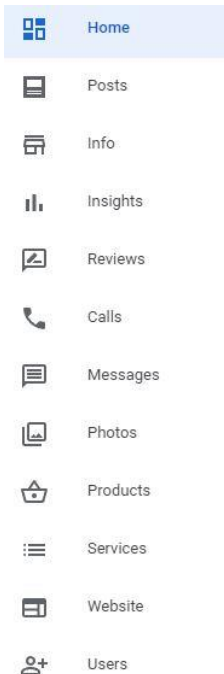
 Add photo

 Create ad

Claim your \$500 free advertising credit

Easy-To-Use Toolbar

- ▶ On the left side of the screen, you will see an easy-to-use toolbar:



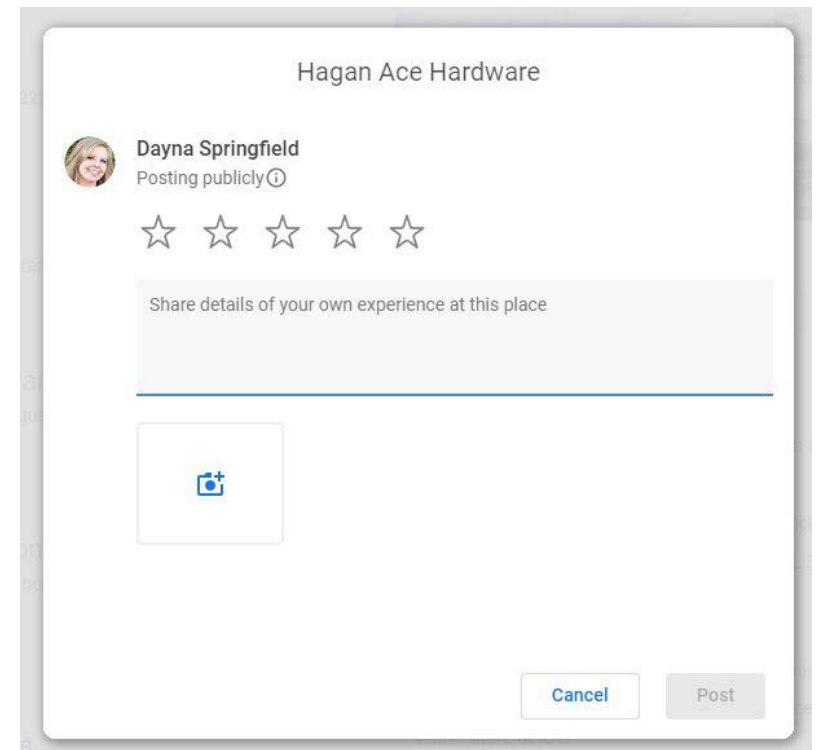
- ▶ View the Home screen about your Profile
- ▶ Create a post
- ▶ Look at your business info and update it
- ▶ View your insights
- ▶ View and respond to reviews (you should do this!)
- ▶ Connect with customers via calls and messaging (if you turn that feature on)
- ▶ Add more photos
- ▶ Add products
- ▶ Add services
- ▶ Click around and explore!

Best Practices For Google Business Profiles

- ▶ Spell check everything.
- ▶ **Create a Google Review Link to share with happy customers.**
- ▶ **Ask Customers to post photos when doing a review.**
- ▶ Include city names and keywords in what you post.
- ▶ Post consistently. There are 3 main posts: Photos, Posts, and Products.
 - ▶ Tip: Don't post 20 photos and then not post anything for weeks. Keeping a steady stream of content and photos is a good way to show Google that "the lights are on and someone is home"
 - ▶ **Create a posting schedule, for example Tuesday morning:**
 - ▶ New Photo
 - ▶ New Post
 - ▶ Add Products

How To Create A Google Review Link

- ▶ Create a link you can share with customers, or ask them to go to Google and do a review. Photos with reviews are golden!
- ▶ <https://whitespark.ca/google-review-link-generator/>
- ▶ Once you make a link, you can shorten it with Bit.ly
 - ▶ Example: <https://bit.ly/HaganAceJacksonville>
- ▶ You can share this link on your social channels too!
- ▶ Ask customers to share photos with their reviews.
- ▶ Add this link to your receipts, emails, texts, postcards, and at the cash register.



Steps To Creating A "What's New" Post

Keep customers
Answer a few questions and update Maps and Search with

[Get Started](#)

[Create post](#) [Add photo](#) [Create ad](#)

Create post ×

[COVID-19 update](#) [Offer](#) [What's New](#) ▶

Your posts will appear on Google services across the web, like Maps and Search. Your posts must comply with Google's policies. [Learn more](#)

[Add photos or videos](#) 0 / 10

ⓘ

Add a button (optional)

[Preview](#) [Publish](#)

Create post ×

[COVID-19 update](#) [Offer](#) [What's New](#) ▶

Your posts will appear on Google services across the web, like Maps and Search. Your posts must comply with Google's policies. [Learn more](#)

[Add photos or videos](#) 0 / 10


- None
- Book
- Order online
- Buy
- Learn more
- Sign up
- Call now

[Preview](#) [Publish](#)

Create post ×

[COVID-19 update](#) [Offer](#) [What's New](#) ▶

Your posts will appear on Google services across the web, like Maps and Search. Your posts must comply with Google's policies. [Learn more](#)

[Add more](#)  1 / 10

Write your post

ⓘ

Add a button (optional)

Link for your button

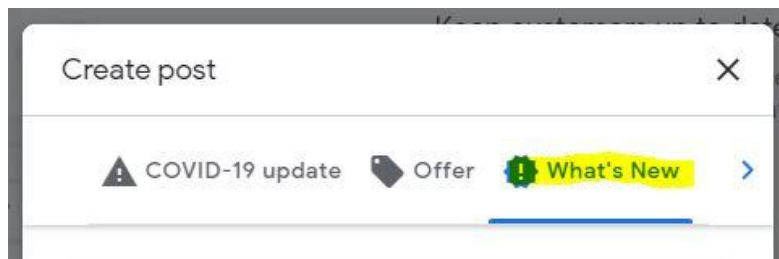
ⓘ

(Example: google.com)

[Preview](#) [Publish](#)

Tips For Creating A “What’s New” Post

- ▶ When you create a post, it’s a good idea to:
 - ▶ Include a relevant photo
 - ▶ Put in keywords about your business
 - ▶ Add relevant city names
 - ▶ Add a call-to-action button and link
 - ▶ The majority of posts will be “What’s New”
 - ▶ Keep the text between 50 and 450 characters.



Raise your hand if you would definitely spend more time outside this spring if your patio looked like this!

We've been resurfacing concrete and providing families with beautiful outdoor patios for more than 20 years. Learn about our decorative concrete services, get a free quote, and let's get your home improvement project on our calendar.

Located in Katy, TX we serve all of the Houston area including The Woodlands, League City, and Cypress.

[Learn more](#)