



STEP-BY-STEP GUIDE TO OPTIMIZING YOUR GOOGLE BUSINESS PROFILE

SIGN UP FOR BUSINESS PROFILE

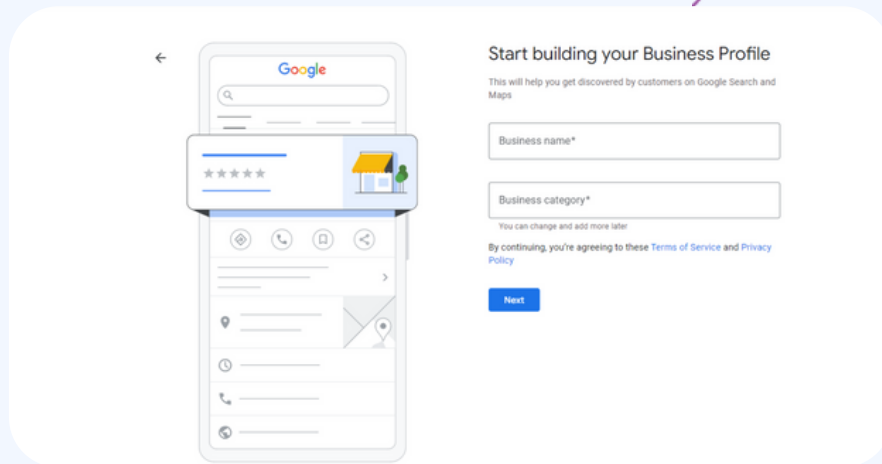
Before you can engage with potential customers, make sure your profile is set up and verified on Google. Customers can only find your business profile on Google after you complete verification.

CREATE A BUSINESS PROFILE ON GOOGLE

- 1 On your computer, sign in to your Google Account, or create one.

If you create a new Google Account, sign up with your business email domain.

- 2 Go to [create a profile](#).



- 3 Enter the name of your business. You may also be able to select your business from the list of suggested businesses as you type. If you get a message that someone else has already verified the business, [request ownership of the Business Profile](#).

- 4 Search for your business category.

5 Click **"Next"**.

6 Choose whether you have a location customers can visit.
For businesses with a storefront staffed during business hours:
Click **"Yes"**.

You may be asked to enter your business address or position a marker on a map for the location of your businesses. When finished, click **"Next"**.

For businesses that don't have a storefront staffed during business hours: Click **"No"**.

7 Enter the service area of your business.

You can set your service area based on the cities, postal codes, or other areas that you serve. You can add up to 20 service areas.

Tip: We recommend you do not extend the boundaries of your overall area farther than 2 hours of driving time from where your business is based.

For some businesses, it may be appropriate to have a larger service area.

8 Enter a phone number and website URL.

9 Click **"Next"**.

You also have the option to **create a website based on your information**.

Tip: We recommend entering the individual phone number or store page for each location, rather than a remote call center.

10 Click “**Finish**”.

11 Select a **verification** option.

To verify **now**: At the top, find the red banner and click “**Verify now**”.

To verify **later**: Click “**Verify later**”.

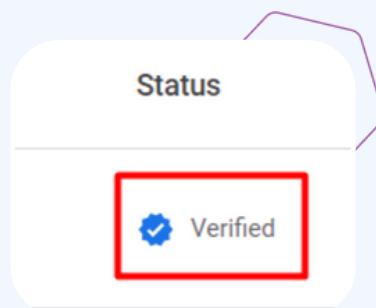
If you’re not authorized to manage the Business Profile for the chain - find the person in your organization who’s authorized and continue the process.

Tip: We recommend reviewing your information **before you request verification**.



VERIFY YOUR GOOGLE MY BUSINESS ACCOUNT

After registering a business account through Google Business wait for it to be verified by Google.



OPTIMIZE YOUR PRESENCE ONLINE

Ready to take your Business Profile to the next level?

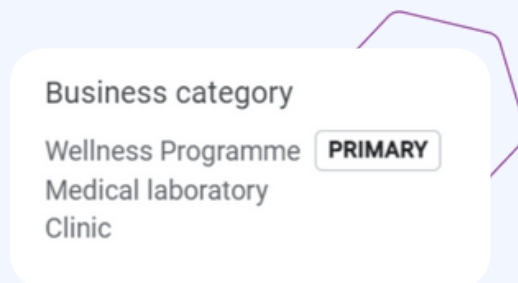
Best practices to set up your service business. Keep your business info up to date.

How to edit your Business Profile on Google

SELECT BUSINESS CATEGORY

Choose the most accurate category for your business. This helps Google match your business to relevant search queries.

How to choose a category for your Business Profile?



Be sure to specify the primary category and additional categories if you have any. For example, for a medical clinic, select a medical laboratory as a category of services.

Often, Google will offer you options for additional categories based on your primary business category. However, you should carefully filter the recommendations and choose what is relevant to your business.

It is important not to have too many business categories, as this will look like spam. **The optimal number** is up to 3-4 business categories.

ENTER YOUR BUSINESS ADDRESS AND PIN LOCATION

If you have a physical location customers can visit - **enter the address.**

For service-area businesses - **select the area** you serve instead.

Whether you have a specific location or a whole service area/multiple locations affects the further promotion strategy.

If your business serves customers within a specific local area - **enter your service area.**

When you list your service area, your customers know where you'll go to visit or deliver to them.

Enter the complete and exact address for your business location.

Learn more about address entry guidelines.

- If you don't serve customers at your business address, leave the address field blank.
- If you change your address after you request a verification letter, you must **verify your business again.**

SERVICE AREA

You can set your service area based on the cities, postal codes, or other areas that you serve.

[Learn about how to set up your service area.](#)

COMPLETE YOUR BUSINESS INFORMATION

Enter a brief description of your business.

Things **to include**:

- What you offer?
- What sets you apart?
- Your history;
- Anything else that's helpful for customers to know.

Things **to avoid**:

- Do not include URLs or HTML code.
- Do not exceed 750 characters in the description field.

Focus primarily on details about your business instead of details about promotions, prices, or sales.

[Read more about guidelines for business representation.](#)

WHY THIS IS IMPORTANT:

Accurate and complete business information helps Google understand your business better, making it easier for potential customers to find you.

Detailed listings improve your chances of appearing in local search results and Google Maps.



Business Name: Use your real business name without adding extra keywords.

Enter your business name exactly as it appears in the real world across signage, stationery, and other branding. If you change your business name after requesting a verification letter, you must verify your business again.

Learn more about Business Profile quality guidelines.

Hours of Operation: Add your regular business hours. Include special hours for holidays and special events.

To keep your customers up to date, **set** your business's **main hours** or mark it closed.

To change your hours for holidays or other temporary periods, **set special hours.**

To change your hours for specific features and services your business offers, **set more hours.**

Phone Number: Use a local phone number rather than a toll-free number to improve local search ranking.

- In addition to your primary business phone number, you can enter up to 2 more phone numbers.
- The numbers must be mobile or landline, not fax.
- You can hide the phone number on your Business Profile.

HIDE YOUR BUSINESS PROFILE PHONE NUMBER

Go to your Business Profile. [Learn how to find your profile.](#)

- On your Business Profile, select **“More Business Profile Settings”**.
- Select **“Advanced Settings”**.
- Under “Phone number,” turn on or off **“Don’t Show”**.

Website URL: Provide a link to your website. Ensure it leads to a relevant landing page, preferably one optimized for local SEO.

To enter your business’s website:

- **Make sure that Googlebot isn’t blocked on your site.**
- Check the **Search Console** for any possible penalties to your site.
- Depending on your business category, you may see options to add additional links, like online orders, reservations, and appointments.

Social Media: Add links to your social media.

Social media is an important factor for Local SEO.

GMB profiles that include links to social media get better visibility and brand awareness.

Manage social media links in Google Business Profile on a computer or mobile device.

If your business is located in certain countries or regions, you can add one social media link per platform to your Business Profile for:



Tip: Social media links are currently available for select regions and may not be available for all users.

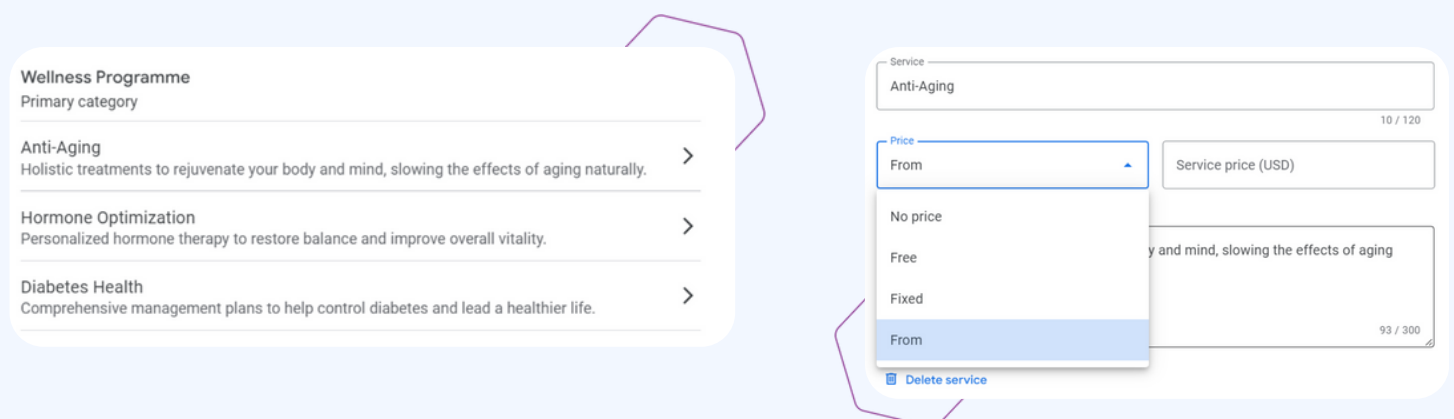


Learn to manage social media links in Google Business Profile.

Description of each Service: Fill in each service you provide as a business: **name** and **description**.

If possible, you can indicate the prices for these services. Use the Menu and Services Editor to keep your menu items or services, along with their prices, accurate.

Learn more about the menu editor (food and drink businesses only) or **the services editor**.



Products: Add products that your business sells.

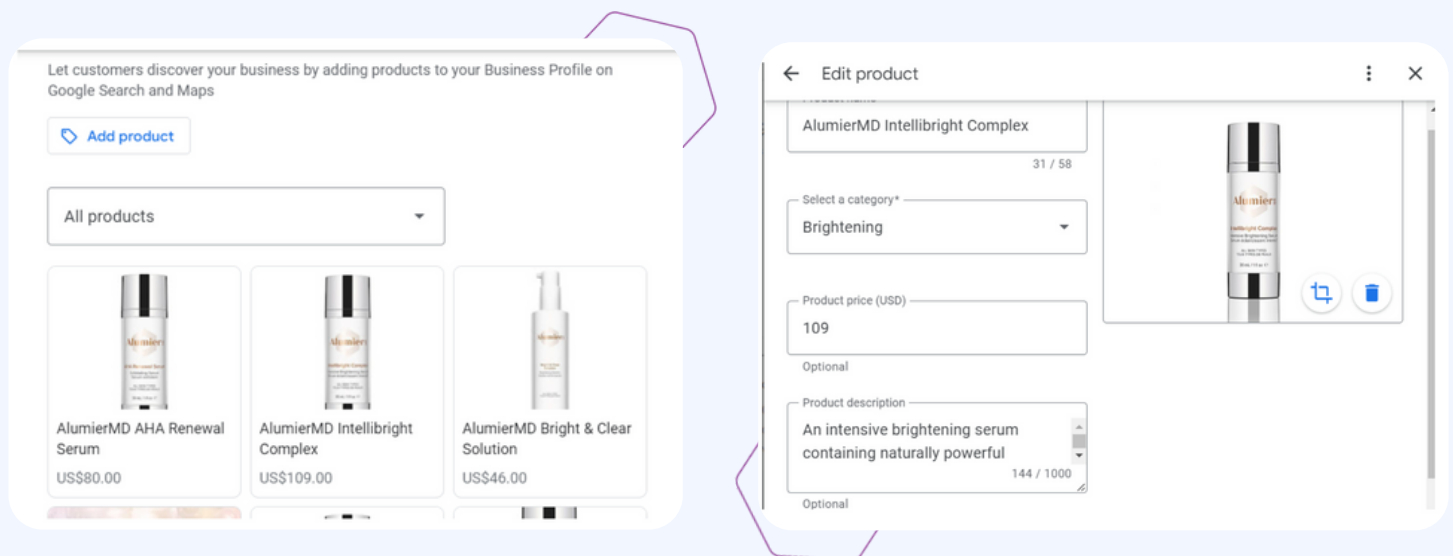
Provide a description, price, and a link to the product page on your website.

In-store products

If you run a retail business in an eligible country, you can turn online searchers into in-store shoppers by automatically showcasing your in-store products on your Business Profile.

To add your products to your Business Profile, connect your Point of Sale system to the Local Inventory app or product reader.

Learn how to showcase in-store products.



Optimize Your Business Description: Write a clear, concise description of your business. Use keywords relevant to your services and location, but avoid keyword stuffing. Highlight what makes **your business unique**.

An optimized business description with relevant keywords helps improve your local SEO by providing search engines with more context about your business. It also helps potential customers understand what you offer and what sets you apart.

To edit your profile directly on Google Search and Maps:

1

Go to your Business Profile.

[Learn how to find your profile](#)

2

To edit your business profile:

- With Google Search, select Edit Profile.
- With Google Maps, select Edit Profile Business Information.

3

After each change you make, **select Save.**

Description

At [REDACTED], we are dedicated to only one thing – Helping You Stay Healthy!

We offer a comprehensive range of alternative medicine therapies under the guidance of an experienced Physician. We know that today's fast paced urban lifestyle has cumulative adverse effects on our health. At [REDACTED], we have made it our mission to bring together the latest alternative treatments for various chronic conditions.

Our goal is to offer these treatments to those who wish to explore ways to enhance their own wellness. We can help you live a healthier life by offering you a number of non-invasive options and therapies for certain medical conditions and symptoms with your full participation in the process.

Add Photos: [Learn how to add and manage photos of your business](#)

Profile Photo:	Upload a high-quality profile photo representing your business.
Cover Photo:	Choose a cover photo that best represents your brand.
Additional Photos:	Include various photos of your business location, interior, products, and services. High-quality images improve user engagement. Be sure to include a panoramic photo of the place where you work. This will help customers find your location faster and more easily. Also, having a panoramic photo of the building contributes to a higher rating from Google, as it shows care for the user and convenience.

and Videos: Add short, informative videos about your business, services, or products.

High-quality photos and videos enhance your GMB profile, making it more attractive and engaging to potential customers. Visual content can also improve your local search ranking by increasing user interaction and time spent on your listing.

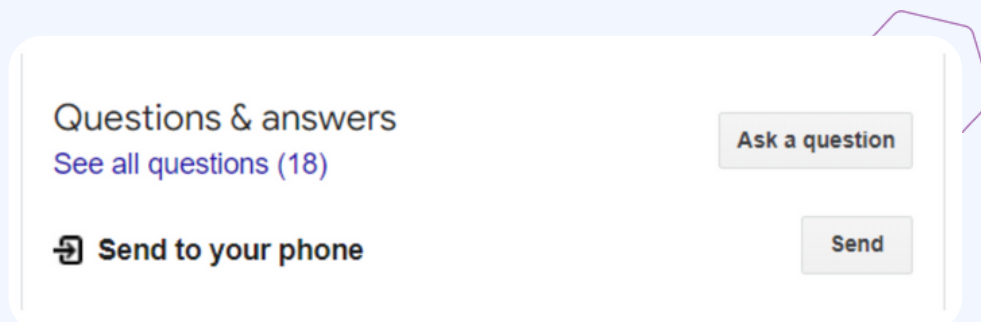
UTILIZE GOOGLE MY BUSINESS FEATURES

Posts: Regularly post updates, offers, events, and announcements.

These posts appear in your business profile and can attract customer attention. Posting is an integral part of a successful local SEO.

Without regular posting for local keywords, **you lose significant ranking potential.**

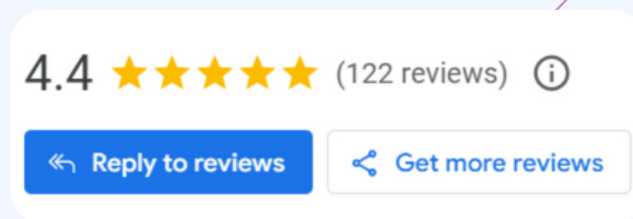
Questions & Answers: Monitor and respond to customer questions. Provide accurate and helpful information.



Messaging: Enable messaging to allow customers to contact you directly from your GMB listing.

Using GMB features like posts, Q&A, and messaging enhances user engagement and provides more opportunities for interaction. Active and up-to-date listings are favored by Google, improving your chances of ranking higher in local searches.

MANAGE REVIEWS



Ask for Reviews: Encourage satisfied customers to leave positive reviews on your GMB listing.

Respond to Reviews: Respond to all reviews, positive and negative, professionally.

Thank customers for positive feedback and address any issues mentioned in negative reviews.

Reviews are a major factor in local SEO ranking. Positive reviews build trust and credibility while responding to reviews shows that you value customer feedback. Engaging with reviews can also encourage more customers to leave their own.

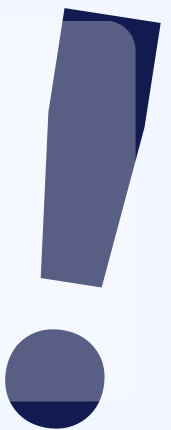
Attributes: it tells customers more about your business.

For example: "Wi-Fi" or "Has outdoor seating." You can edit certain factual attributes, like outdoor seating. Subjective attributes, like whether your business is popular with locals, rely on the opinions of Google users who have visited your business.

Learn how to add or remove attributes available for your business category.

Tip: If you own or manage a healthcare profile, you can edit the following information:

- Whether your business offers online care.
- Whether you provide customers a direct method to schedule and receive online care.
- Your gender.



Logo: Help your customers recognize your business on Google.

For businesses that have their basic information, such as a phone number or hours of operation, the Business Profile highlights the logo.

Add owners & managers to share responsibility: As you know, it takes hard work to run a business. You may not have time to keep your online presence as fresh as you'd like. Owners and managers can help.

To delegate responsibility to other members of your staff, add owners and managers to your Business Profile. You can maintain your ownership of the page when you add other owners and managers.

MEET THE 2 KINDS OF USERS ON A BUSINESS PROFILE

Owners

Business Profile owners have the widest set of privileges and access.

They can make high-level administrative changes, like:

- Add other owners and managers;
- Remove the profile from their account.

Managers

A manager can do most of what an owner can do, like:

- Edit business information.

[View Insights about how many people engage with your profile.](#)

You might make a trusted staff member a manager of your profile to help keep your information and web presence up to date.

Assign owners and managers: Owners of profiles can invite users to become owners and managers.

Invitees have the option to accept the invitation and immediately become profile owners or managers.

Learn how to assign owners and managers.

When a user accepts an invitation, the owners of the profile receive an email notification. All users in the account can view the names and email addresses listed on the assigned page.

HOW TO FIND YOUR BUSINESS ON GOOGLE

If the Business Profile you created doesn't show up on Google Maps, Search, or other Google properties, you might need to take more steps.

Here are some ways to try to fix the problem.

Find your profile

Important: To find your profile, you must sign in to the Google Account associated with it.

Try any of **these methods** to find your profile.

- On Google Search, search for my business.
- On Google Search or Maps, search for your business's name and city.
- In the Google Maps app, at the bottom right, tap Business.

Tip: If you have more than one business, at the top, click the Down arrow. Then, select the business you want.



Can't find business on Google

Your business isn't verified. The business information you provide to us won't be eligible to display on Google until you **verify your Business Profile**.

- Your business shows up on Google Maps but doesn't always appear in search results.
- Your business information's placement in search results varies.

To secure the best possible ranking, make sure that your business information is correct, comprehensive, and up to date.

Learn more about **ranking and search results** and **how Google uses business information**.

You recently added or edited your business information

Our search results are based on algorithms that take a wide range of factors into account. When you edit your business information, it might change the search results, and edits may take **up to 3 days to appear**.

If you search for your business by name, you should still be able to find it on Google Maps.

Your business information doesn't comply with our guidelines

Follow [these guidelines to help avoid common problems](#), like:

- Unexpected changes to your information;
- The removal of your business information from Google.

If you violate the guidelines, you'll get a message in the Google Account you use to manage your Business Profile to let you know that your business has been disabled or suspended.

Once you're sure that your business follows these guidelines, go to the [Google Business Profile appeals tool](#) to help get your business information published again.

CONCLUSION

Optimizing your Google Business Profile is crucial for enhancing your online visibility and attracting more local customers.

A well-optimized profile ensures that your business appears in relevant local searches, making it easier for potential customers to find and choose your services.

By following the provided instructions, you can improve your search engine rankings, **engage with your audience**, and **drive more traffic to your business**.

We wish you great success and development as you implement these optimization strategies. Your commitment to enhancing your online presence will undoubtedly lead to increased customer engagement and growth for your business.