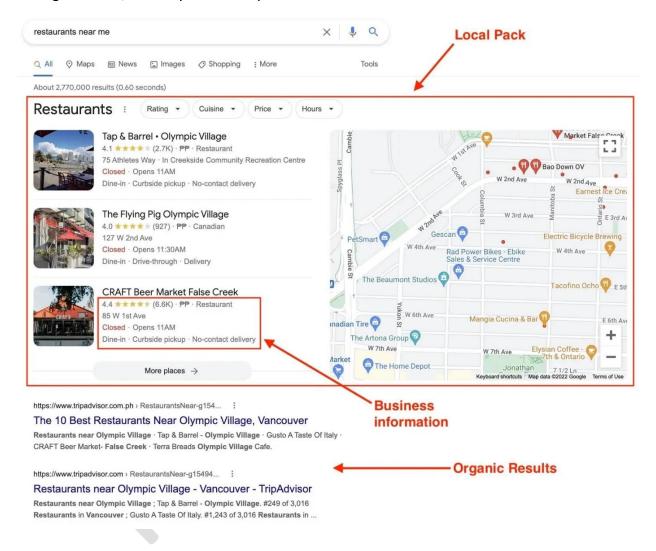
Google Business Profile

Google Business Profile—formerly known as Google My Business—allows business owners to reach customers via Google Search and Google Maps.

Maintaining a Business Profile can increase your visibility on Google, enhance your credibility through reviews, and let you control your business information.



Is Google Business Profile Free?

Yes, creating and managing your Google Business Profile is completely free.

How to Set Up Your Google Business Profile from Scratch

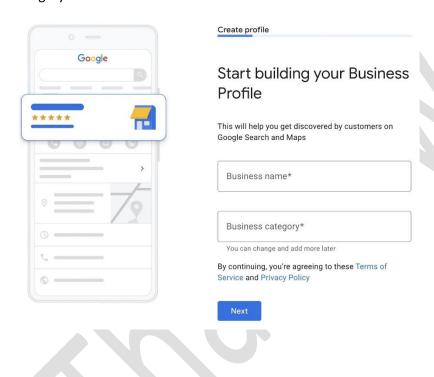
Step 1: Go to Google Maps and Add Your Business

Or Visit main site

https://business.google.com/in/business-profile/

Step 2: Fill Out Your Business Name and Category

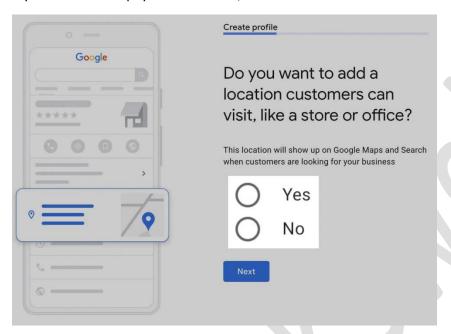
Now it's time to set up your Business Profile, which you can start by entering your business name and category.



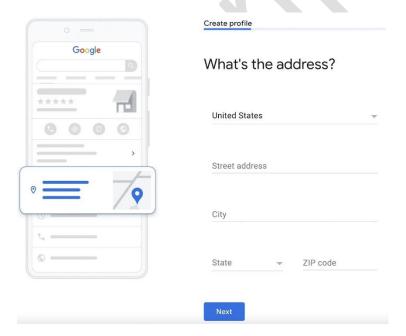
Step 3: Add Your Location

Add your location if your business has a physical address—some business categories like "Restaurant" require a location.

If you don't have a physical storefront, choose the circle next to "No" to skip this step.



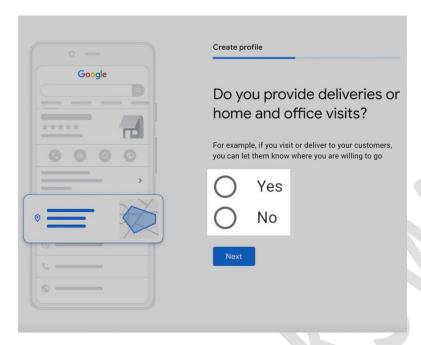
If you choose the circle next to "Yes," Google will ask for your address. Searchers can see your address on Google Maps, so ensure it is accurate.



Step 4: Choose Your Service Area

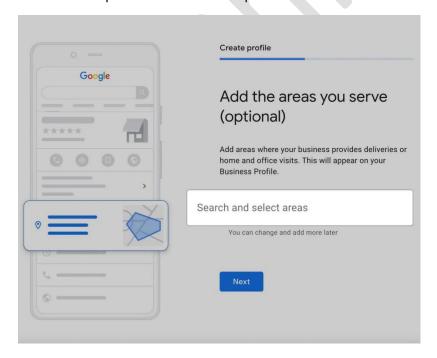
This step depends on whether you added a business address.

If you added a business address, this step is optional. Google will ask if you provide deliveries or home and office visits.



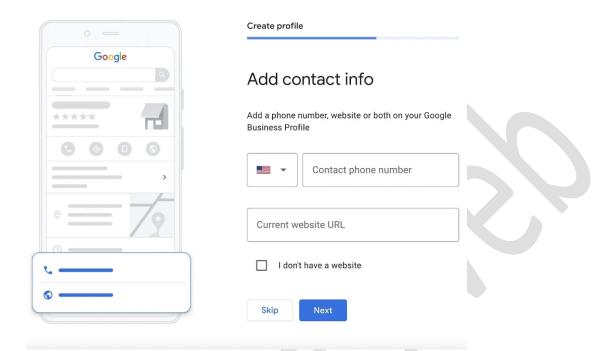
Select "Yes" to inform searchers about the areas you serve.

Select "No" to proceed to the next step.



Step 5: Add Your Contact Information

Enter your phone number and website URL, if you have one.



Step 6: Verify Your Listing

Your Business Profile won't become searchable until you verify it, so be sure to complete this step eventually if you skip verification during the initial setup.

There are five ways to verify your listing:

- 1. By phone: You'll receive a Google automated call or text with your verification code
- 2. By email: You'll receive an email containing your verification code
- 3. By postcard: You'll receive a postcard at your registered address containing your verification code
- 4. By video recording: Record a video showing proof of your location, business equipment, and that you are an authorized manager
- 5. By live video call: Provide proof of your location, business equipment, and that you're an authorized manager during a live call with a support representative

Your verification options depend on whether you've added a physical location.

Main things to Work on Google Business Profile

- Business Name
- Business Description
- Category
- Address
- Phone Number
- Photos
- Operating Days and Hours