

Google Business

A Google My Business account lets you show up in search results when people are looking for you online. It's free, which makes it an affordable marketing tool for small and big businesses alike.

Why you need a Google My Business account?

Be discoverable

Search is digital. Even if you run an old-fashioned brick and mortar shop, your customers and prospects are online. And that's where they'll typically start their search for your company, products, or services.

Keep customers informed

Don't leave customers guessing about your business's important details.

Your Google My Business listing includes contact information, business hours, and other essential details. You can post updates to share that you've expanded services, temporarily closed, or fully reopened (an especially useful feature during emergency situations like COVID-19). Google business accounts have strong local SEO, so the information you share will rank above other sites.

Boost consumer confidence

A Google My Business profile lends credibility to your company. Need proof? Customers are [70%](#) more likely to visit businesses with a Google My Business listing. Another study found that businesses with complete listings on Google are [twice as likely](#) to earn trust from customers.

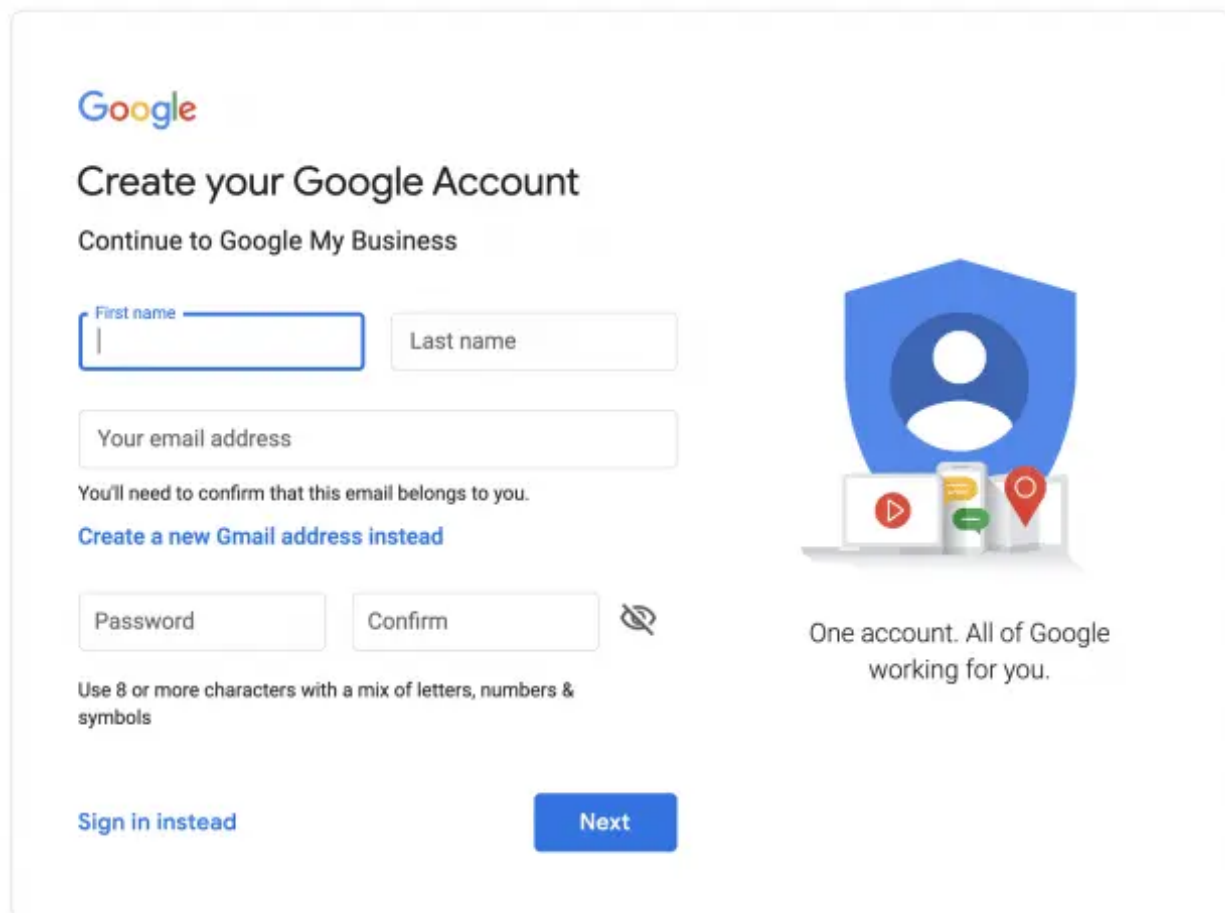
How to set up Google My Business

Follow this guide to create your Google My Business profile. You may also follow the on-screen instructions and refer to this sheet as needed. Many stages of this process are frequently revised by Google, but they do a great job of walking you through it. The below instructions will get you started.

Step 1: Sign in to [Google My Business](https://www.google.com/business)

Go to www.google.com/business to sign in. You can either sign in with a pre-existing Google account, or create a new one. If you're already signed in, skip ahead to the next step.

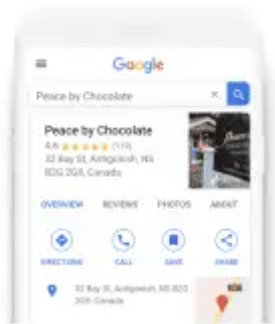
Tip: Make sure you sign up with your business email domain.



The screenshot shows the Google Account creation interface. At the top left is the Google logo. Below it is the heading "Create your Google Account" and the sub-heading "Continue to Google My Business". The form includes input fields for "First name", "Last name", and "Your email address". Below the email field is a note: "You'll need to confirm that this email belongs to you." and a link "Create a new Gmail address instead". There are also input fields for "Password" and "Confirm" with a visibility icon. A note below the password fields says "Use 8 or more characters with a mix of letters, numbers & symbols". At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button. On the right side of the form is a graphic of a blue shield with a white person icon, and below it are icons for YouTube, Gmail, and Maps. Below the graphic is the text "One account. All of Google working for you."

Step 2: Add your business

Enter your business name. If it does not appear in the drop-down menu, click **Add your business to Google**. Then select the appropriate category for your business. If you already have one set up and see your name listed in the drop down menu, that's alright, keep going so you can make sure you have verified your business. Until you verify your business, you will not be able to receive reviews.



Find and manage your business

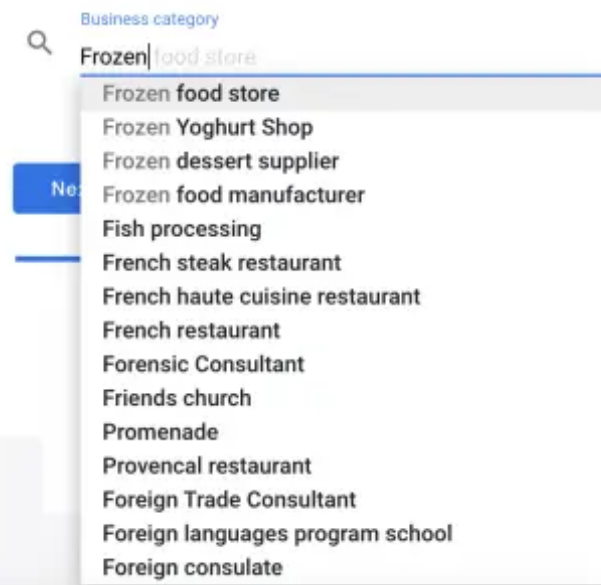
🔍

Can't find your business?

[Add your business to Google](#)

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)



Step 3: Enter your location

If you have a physical location customers can visit, select **Yes**. Then add your address. You may also be asked to position a marker for the location on a map. If your business does not have a location customers can visit but offers a service or delivery, you can list your service area.

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next



← Where do you serve your customers? (optional)

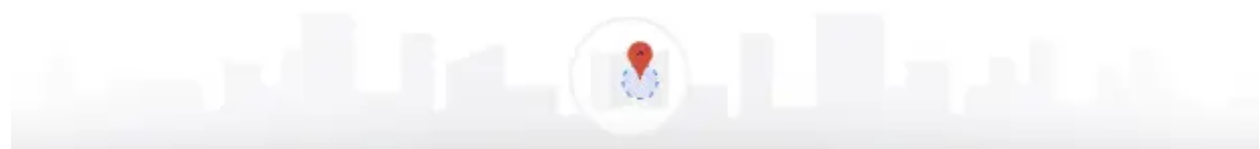

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas

🔍 Manhattan, New York

You can change and add more later

Next



Step 4: Fill in your contact information

Enter your business phone number and website address so customers can reach you. If you use a Facebook page rather than a website, you can add that instead.

Step 5: Finish and manage your listing

Check **Yes** if you would like to receive updates and notifications. Then click **Finish**. You'll then be asked to verify your business.

← Finish and manage this listing

You'll be able to manage **Example Business** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish



How to verify your business on Google

Now that your account is set up, here's how to verify your Google business. For most businesses, Google verification involves requesting a postcard.

Step 1: Sign in to [Google My Business](#)

Go to www.google.com/business to sign in.

Step 2: Click Verify now

If you have multiple Google My Business accounts, make sure you choose the correct one.

Step 3: Choose a way to verify

Postcard by Mail is the default verification option. If your business is eligible for other methods, such as **phone** or **email**, choose the one you prefer. Make sure you let your office know you will be expecting a verification postcard from Google and to let you know when it arrives.

It can take a few days to two weeks for the postcard to arrive. When you receive your postcard, sign in and click **Verify location** from the menu. Enter the five-digit verification code from your postcard.

Other helpful tips:

- As you wait to receive your verification postcard, you can spend time managing your profile information such as loading your photo and other items in the profile section.
- Start creating an email you can send out to your family, friends and past clients letting them know you set up your business on google and would love if they would write a review. Use any method of communication you feel comfortable with. Be yourself – tell them how much you would appreciate them leaving you a review.
- In your business profile, if you scroll down there is a place you can click to get a link you can copy and paste for reviews. We recommend you keep that link in a place you can easily grab and paste in all your communication and social media.
- Respond to every review you receive – this will help your web presence.