



MARKETING
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STUDIO



GOOGLE BUSINESS PROFILE

The Starter Guide



Your Marketing Isn't Broken-
It's Disconnected.

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Google Business Profile

The Starter Guide

A simple, real-talk guide to getting found on Google.

MarketingSuiteDigitalStudio.com



Why This Matters

Google decides which businesses show up when people search, and it does NOT guess. Google looks for clear, consistent information to understand who you are, what you do, and whether you can be trustworthy. If your business profile is incomplete or inconsistent, Google hesitates, and hesitant Google will not send customers. This guide helps you give Google the clarity it needs so the right people can actually find you.

Step #1: Claim Your Business

Before Google can trust your business, you need to officially claim your profile. This tells Google that you're the owner and gives you control over the information people see.

How To Claim It	Be Ready To Answer:
<ol style="list-style-type: none">1. Google the name of your business.2. Click "Own This Business?".3. Follow the prompts OR Go to google.com/business > Manage Now	<ul style="list-style-type: none"><input type="checkbox"/> Business Name<input type="checkbox"/> Category<input type="checkbox"/> Address / Service Area<input type="checkbox"/> Phone Number<input type="checkbox"/> Website<input type="checkbox"/> A Physical Location Open to Public

Step #2: Complete Your Business Information

Fill in everything you know, don't skip any sections.

Make Your Info Match
Your business name, address, phone number, and hours must match your website exactly. Same spelling. Same formatting. No exceptions.

Step #3: Verify Your Business

Google needs to confirm your business is real before showing it in search results.

How Verification Works

Verification Method	What To Expect
<ul style="list-style-type: none">● Postcard● Email● Phone● Video	<ul style="list-style-type: none">● Google mails a verification code to your business address.● You will receive a verification email in your inbox.● Google will send a code in text or call.● You can record a short video showing your location or workspace. <p>NOTE: Verification can take a few days, that is totally normal. Once verified, Google will officially start learning your business and services.</p>

Step #4: Add Photos To Your Profile

Photos help Google trust your business and help customers decide to contact you.

At Minimum, Add These Key Photos

<ul style="list-style-type: none"><input type="checkbox"/> Logo<input type="checkbox"/> Workspace / Storefront<input type="checkbox"/> Exterior / Building	<ul style="list-style-type: none"><input type="checkbox"/> You and / or Your Team<input type="checkbox"/> What You Do<input type="checkbox"/> Behind The Scenes
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Step #5: Post Weekly

Yes, Google allows posts & expects them. It shows that your business is **active**, not abandoned. Once a week is enough. Consistency matters more than perfection.

How To Post	What To Post
<ul style="list-style-type: none">● Open Your Google Profile (GBP)● Click “Add Update”● Add A Photo & A Short Description● Publish	<ul style="list-style-type: none">● A Recent Project● A Quick Tip About Your Services● Behind-The-Scenes● A Reminder of What You Do

Step #6: Ask For Reviews

Reviews help Google trust your business and help customers choose you.

How To Ask For Reviews

1. Copy your google review link for your business.
2. Send it to happy clients that are happy with the service you provided.
3. Most importantly, quickly & publicly respond to each review.

How To Ask: "If you don't mind, reviews really help small businesses like mine."

Remember, you do not need hundreds of reviews, you need a few good & recent ones.

Step #7: Connect Your Marketing

Take advantage of the work you just did on Google by making sure everything else matches.

Now that your Google Business Profile is set up, make sure the rest of your marketing is aligned. Google looks for consistency across your website and social media to confirm your business is real and trustworthy. When your information matches everywhere, Google gains trust & confidence that you are legit. Confident Google sends more traffic.

Make Your Info Match EVERYWHERE

- ☐ Website Address
- ☐ Business Name
- ☐ Social Media Profile Bios

- ☐ Phone Number
- ☐ Business Hours
- ☐ Your Links All Work

Small mismatches can confuse Google and cost you rank.

What This Fixes for You

These steps remove the confusion that keeps businesses from showing up on Google and help your profile start appearing more consistently in local search. **Book a 20-Minute Fix Your Marketing Session.**

