

SIMPLE, STEP-BY-STEP SETUP TO A GOOGLE BUSINESS PROFILE

Start from your Google account

You need a Google account first (Gmail or a Google Workspace login).

1. Log in to Google

- Go to [google.com](https://www.google.com)
- Click Sign in (top right) and log in with the account you want to use to manage the business.

2. Go to Google Business Profile

- Open the Business Profile manager
- In a new tab, go to: <https://business.google.com/>
- You should see “Manage now” or a list of businesses if you’ve used it before.
- Click “Manage now”
- If you see a search box asking for your business name, you’re in the right place.

3. Add or claim your business

- Search for your business name
- Type your exact business name (as on signage/invoices).
- If Google already has a listing, you’ll see it—click it to claim this business and follow the prompts.
- If nothing appears, click “Add your business to Google”.
- Enter basic business info
- Business name
- Business category (e.g. “Charity shop”, “Marketing agency”, “Plumber”).
- Click Next.

4. Add location or service area

- Choose if customers visit you
- If you have a shop/office people visit:
 - Select Yes when asked if you want to add a location customers can visit.
 - Enter your address and place the pin on the map if asked.
- If you work from home / go to customers:
 - Select No and then add your service areas (towns, postcodes, regions).
- Add contact details
- Phone number (business number if possible).
- Website URL (or choose “I don’t have a website” if not).

5. Verify your business

- Choose a verification method (Google decides what's available for you):
- Postcard by mail – Google posts a card with a code to your address.
- Phone – automated call or SMS with a code (only for some businesses).
- Email – sometimes available for certain brands.
- Video verification – record or live video showing your premises, signage, tools, etc.
- Enter the verification code
- When you receive the code (postcard, SMS, email), log back into business.google.com.
- Select your business, click Verify, enter the code, and submit.

6. Complete your profile

- Once verified (or sometimes while verification is pending):
- Add your opening hours
- Set normal hours and special hours (bank holidays etc.) if you want.
- Write a short business description
- Plain language: what you do, who you help, where you operate.
- Upload photos
- Logo
- Cover photo
- Inside/outside shots, team, products, etc.
- Add services/products (if relevant)
- List key services (e.g. “House clearances”, “Social media strategy”, “Boiler servicing”).

7. Start posting

- Access your profile to post
- Go to business.google.com and select your business,
- Or simply Google your business name while logged in and click “Edit profile” / “Promote” / “Add update”.
- Create a post
- Click Add update (or similar wording like “Add post”).
- Choose type: Update, Offer, Event, etc.
- Add text, image, button (e.g. “Call now”, “Visit website”), then Publish.
- Ten minutes of effort. Years of visibility. Zero excuses.

