Step-by-Step Guide: How to Set Up a Google Business Profile

Introduction

A Google Business Profile is one of the most powerful free marketing tools available for local businesses. When customers search for your business name or services on Google, your profile can appear in search results and on Google Maps. A complete profile helps customers find your location, contact information, hours, photos, reviews, and more.

Step 1: Sign In to Google

Go to business.google.com and sign in with a Google account. Create an account if necessary.

Step 2: Enter Your Business Name

Enter your business name and create a new listing if one does not already exist.

Step 3: Choose a Business Category

Select the category that best represents your primary business activity.

Step 4: Add Your Business Location

Enter your address if customers visit your location. Home-based businesses can hide their address and use service areas instead.

Step 5: Set Your Service Area

Add the cities, counties, or ZIP codes where you provide services.

Step 6: Add Contact Information

Include your phone number and website URL so customers can easily reach you.

Step 7: Verify Your Business

Complete Google's verification process using the method offered, such as video, phone, email, or postcard verification.

Step 8: Complete Your Business Information

Write a detailed business description explaining what you do and who you serve.

Step 9: Add Business Hours

Enter accurate operating hours and keep them updated.

Step 10: Upload High-Quality Photos

Add your logo, cover image, staff photos, products, and completed projects.

Step 11: Add Products and Services

List your services or products with descriptions and pricing where appropriate.

Step 12: Create Your First Google Post

Share announcements, promotions, offers, or updates to keep your profile active.

Step 13: Encourage Customer Reviews

Ask satisfied customers to leave honest reviews and make the process simple.

Step 14: Respond to Reviews

Reply professionally to both positive and negative feedback.

Step 15: Monitor Performance

Review profile insights including views, calls, clicks, and direction requests.

Step 16: Keep Your Profile Updated
Regularly update hours, photos, services, and contact information.

Final Tips for Success
Complete every section, post updates regularly, encourage reviews, upload new photos, and monitor performance metrics. A well-maintained Google Business Profile can help attract more customers and improve local search visibility.