

Google My Business Profile How To

Here's how to create a **Google My Business (now called Google Business Profile)** page so your business shows up on Google Search and Maps:

Step-by-Step: How to Create a Google Business Profile

Step 1: Sign in to Google

- Go to <https://www.google.com/business/>
 - Click “**Manage now**”
 - Sign in with your **Google account** (or create one)
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Step 2: Enter Your Business Name

- Type in your **business name**
 - If it appears in the dropdown, select it (this means Google may already have a listing)
 - If not, click “**Add your business to Google**”
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Step 3: Choose a Business Category

- Select the **category** that best fits what your business does (e.g., "Bakery," "Real Estate Agency," "Graphic Designer")
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Step 4: Add Location (Optional but Recommended)

- If you serve customers at a physical location (e.g., store or office), choose “**Yes**” and enter your **address**
 - If not, you can still list a **service area** (like a city or region)
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Step 5: Add Contact Details

- **Phone number**
 - **Website** (or choose "I don't have a website")
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Step 6: Verify Your Business

Google will ask you to **verify** your business to prove ownership. Options may include:

- **Postcard by mail** (most common)
- **Phone call**
- **Email**
- **Instant verification** (if you've verified another business before)



Tip: If you choose postcard, it arrives within 5–7 business days. Do **not** change your business info before it arrives!

Step 7: Customize Your Profile

Once verified, add:

- **Business hours**
 - **Photos** (logo, storefront, products, team, etc.)
 - **Business description**
 - **FAQs**
 - **Booking links** (if applicable)
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Step 8: Keep It Updated

- Regularly post updates, promotions, or announcements
 - Respond to reviews
 - Add new photos or events
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