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Set up a new Google Business Profile account

Last Updated / Reviewed: Dec 9th, 2022

Execution Time: 10 minutes (plus a few days to verify)



Goal: Create a new Google Business Profile account.

Ideal Outcome: You will successfully create a new Google Business Profile to manage your business account or your client's business.

Prerequisites or Requirements: Google sends a physical postcard to verify that the business really exists — even if this business doesn't offer a location to service customers, you will need to provide an address where Google can send this postcard.

Why this is important: A Google Business Profile account is fundamental for businesses that have a physical presence (either in a brick-and-mortar location or by servicing an area). A Google Business Profile account allows potential customers to easily find you when performing Google Searches for businesses in an area.

Where this is done: In Google Business Profile.

When this is done: Only once—the first time you set up Google Business Profile.

Who does this: The business owner/manager or the person/agency local digital marketing/SEO.

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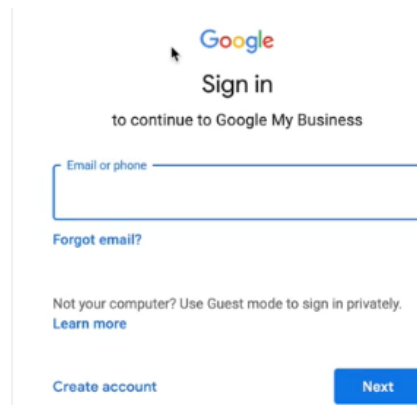
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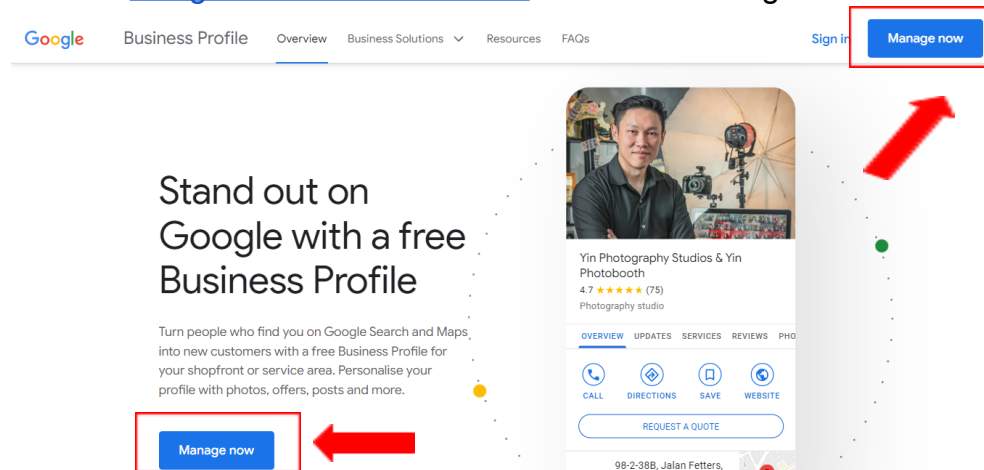
□ **Set up Google Business Profile and request the verification postcard**

1. If you're setting up a Google Business Profile account for your own business:
 - a. Sign in to the Google Account you will use to manage this business account



The image shows the Google sign-in page for Google My Business. At the top, the Google logo is followed by "Sign in" and "to continue to Google My Business". Below this is a text input field labeled "Email or phone". There are links for "Forgot email?", "Not your computer? Use Guest mode to sign in privately. Learn more", and "Create account". A blue "Next" button is at the bottom right.

- b. Visit the [Google Business Profile site](#) and click "Manage now"



- c. Next, key in your business name to get started

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Google



Get your business discovered on
Google Search, Maps and more

Enter a few business details to get started

Business name*

Continue

d. Choose your business type

Google



Choose your business type

Select all that apply to ck



Online retail

Customers can purchase products through your website



Local store

Customers can visit your business in person



Service business

Your business makes visits to customers

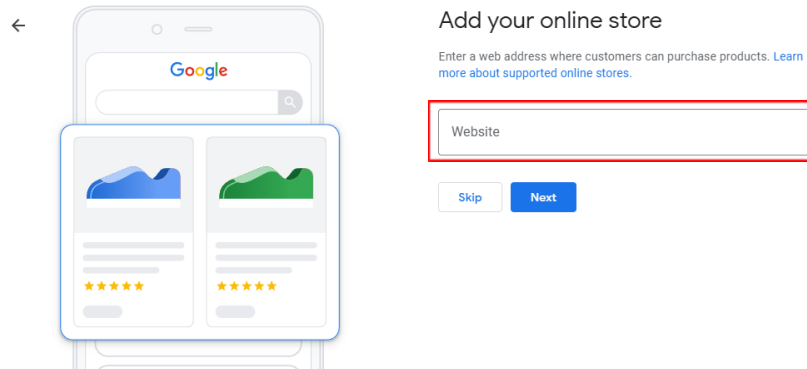


e. Enter your website link and click “Next”

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Google



←

Google

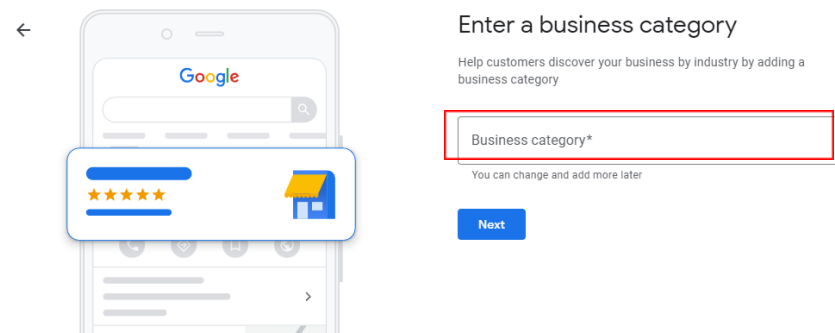
Website

Skip Next

The screenshot shows a mobile phone interface for adding an online store. The phone screen displays a Google search bar and two business listings with star ratings. To the right of the phone, the text 'Add your online store' is followed by a prompt to enter a web address. A red rectangular box highlights the 'Website' input field. Below the input field are 'Skip' and 'Next' buttons.

f. Enter your business category and click “Next”

Google



←

Google

Business category*

You can change and add more later

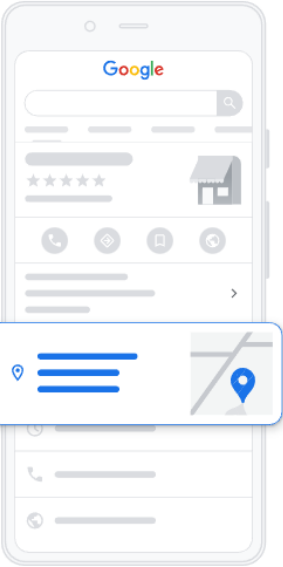
Next

The screenshot shows a mobile phone interface for entering a business category. The phone screen displays a Google search bar and a business listing with a star rating and a house icon. To the right of the phone, the text 'Enter a business category' is followed by a prompt to help customers discover the business by industry. A red rectangular box highlights the 'Business category*' input field. Below the input field is a 'Next' button.

g. Enter your business address and click “Next”

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A smartphone mockup displaying a Google search interface. The screen shows a search bar with the Google logo, a search button, and a list of search results. A location pin icon is visible in the bottom right corner of the search results.

Enter your business address

Add a location where customers can visit your business in person

Country / Region
Malaysia

Street address

Village / Township

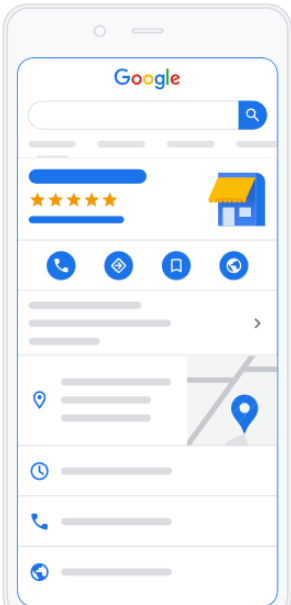
Postal code

City

State

Next

h. Select the appropriate business location and click “Next”



A smartphone mockup displaying a Google search interface. The screen shows a search bar with the Google logo, a search button, and a list of search results. A location pin icon is visible in the bottom right corner of the search results.

Is this your business?

It looks like your business might already have a Business Profile on Google Search or Maps. If you see your business below, select it, and we'll help improve your Business Profile.

☐ Mont Kiara Bayu Condominium
Jalan Kiara, Mont Kiara, Kuala Lumpur

☐ CK Calvin Klein - The Gardens
Lot G-206, Ground Floor The Gardens, Mid Valley City,
Lingkaran Syed Putra, Kuala Lumpur
03-2287 6272

☐ Mont Kiara Bayu
Perdana Botanical Gardens, Kuala Lumpur

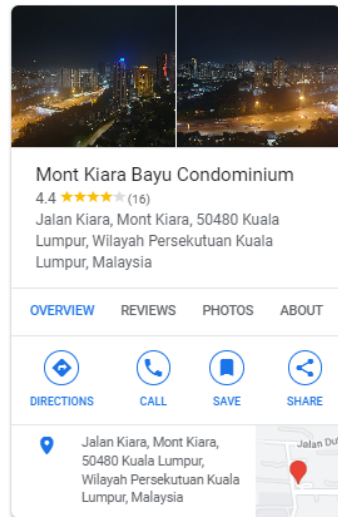
☐ None of these

Next

i. Click on “Manage Now”

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Manage this business to reply to reviews, update info and more

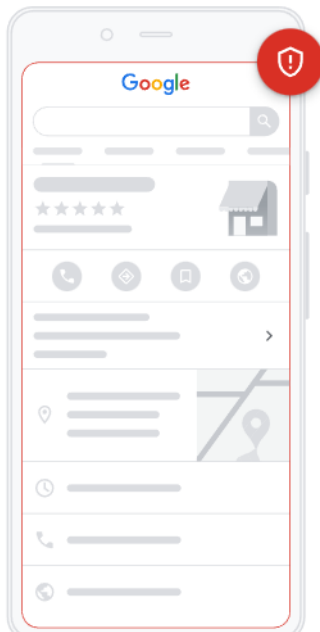
— @gmail.com

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Manage now

[I own or manage another business](#)

- j. Select a method to verify your Google Business Profile



Verify

Select a way to get verified

Google needs to verify that you manage this business. Select how you'd like to get a verification code. [Learn more about verification](#)

@ Email

Enter the email address where your code will be sent

Enter email info @uemsunrise.com

Email

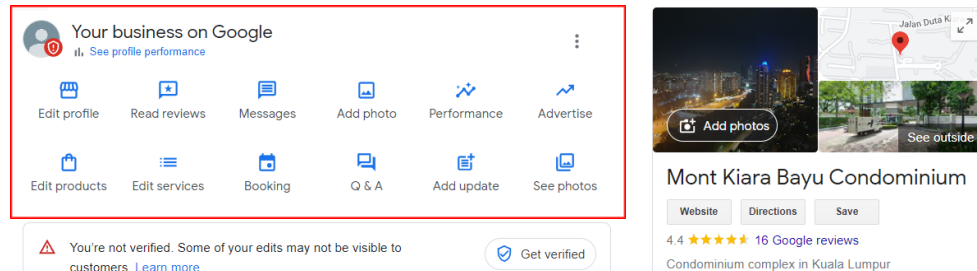
[More options](#)

- k. Once the business details are all set up with the verification approved, you can view your Google Business Profile on your google page to edit your profile and oversee your profile performance. (For optimizing your Google Business Profile, you may follow [SOP 101: Optimizing a Google Business](#)

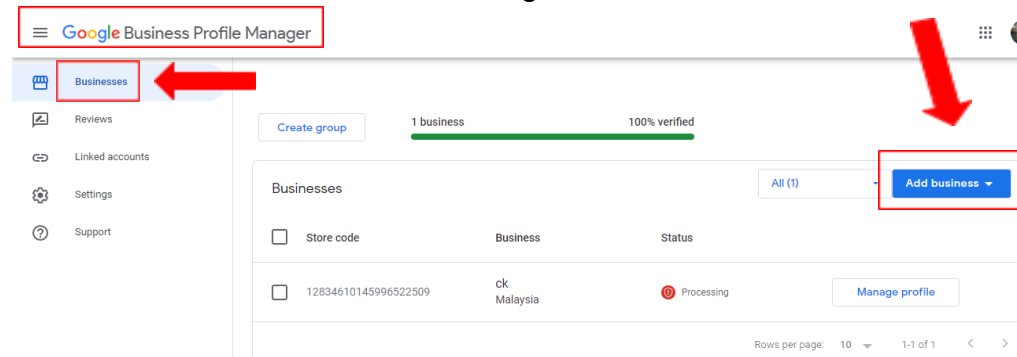
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Profile listing)



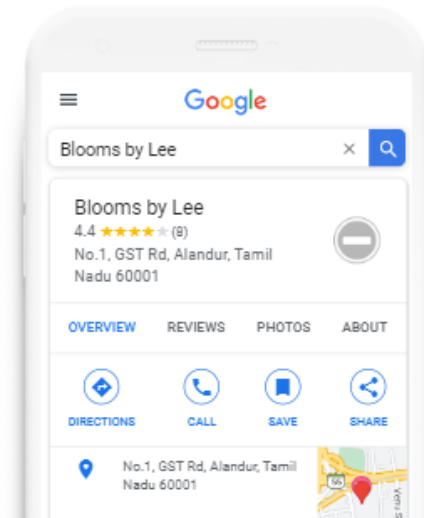
2. Suppose you're setting up a Google Business Profile account for a client. In that case, we recommend you do this through your agency's **Google Business Profile Organization** account (if you haven't set that up, follow [SOP 102: Creating and managing a Google Business Profile Organization account](#))
 - a. Log into your [organization dashboard](#). Ensure that you are on the right page labeled as "Google Business Profile Manager" and not "Google Account"
 - b. Click on the "Businesses" tab on the left
 - c. Make sure you've selected the right location group for this business and click on "Add Business" > "Add a single business"



3. Google will give you two options:
 - a. If the business doesn't have a Google Business Profile account (this will be the case for most people), create a new business.

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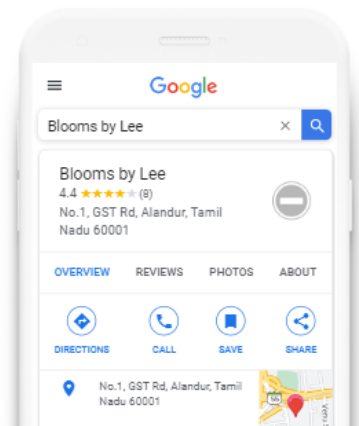
Find and manage your business

Type your business name

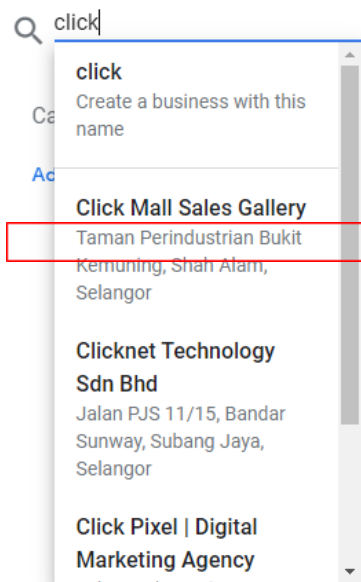
Can't find your business?

[Add your business to Google](#)

- b. If the business you want to manage already has a Google Business Profile account (this won't be the case for most people), you can claim it by searching for it and selecting it from the dropdown.



Find and manage your business



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4. Next, type the name of the business and business category and hit “Next”

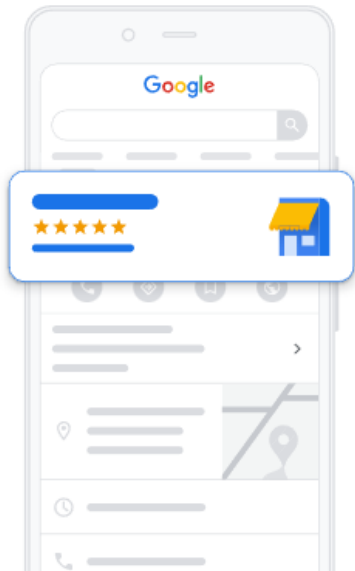


Illustration of a smartphone showing a Google search result for a business profile. The profile displays a 4.5-star rating and a blue house icon.

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
clickminded101

Business category*
marketing

You can change and add more later

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Next

5. Next, you will need to choose whether to add a location to this business or not:
- If you have a physical location where your potential customers can go (e.g. store, office, etc), select “Yes”

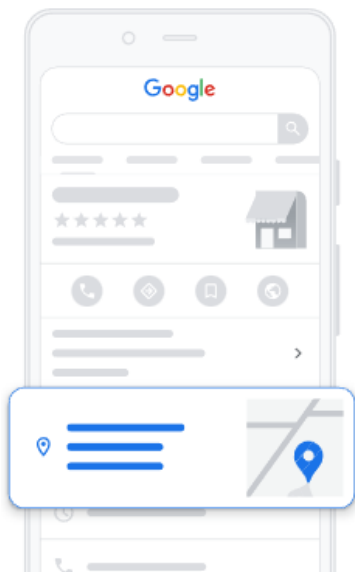


Illustration of a smartphone showing a Google search result for a business profile. The profile displays a 4.5-star rating and a blue house icon.

Create profile

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

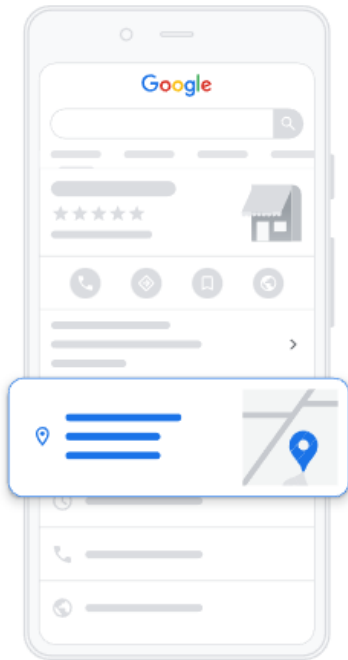
☒ No

Next

- Next, you'll need to add the full address of this location:

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Create profile

What's the address?

Malaysia

Street address

Village / Township

Postal code

City

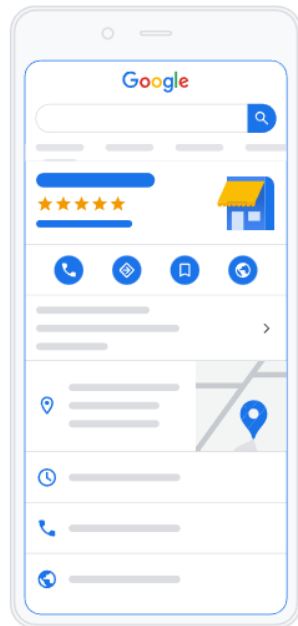
State

Next

c. Choose the appropriate business location

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Create profile

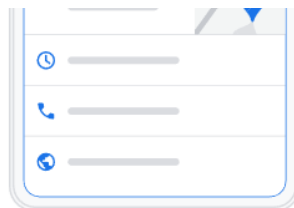
Is this your business?

It looks like your business might already have a Business Profile on Google Search or Maps. If you see your business below, select it, and we'll help improve your Business Profile.

- ☐ Common Ground, Mont Kiara
Level 13A, Wisma Mont Kiara, No. 1, Jalan Kiara, Mont Kiara, Kuala Lumpur
03-6206 0500
- ☐ i-Zen Kiara 1 & Kiara 2
1, Jalan Kiara, Mont Kiara, Kuala Lumpur
03-6203 6350
- ☐ Sparkles Mont Kiara
C-OG-01 Damai Sari Damai, 3, Jalan Kiara 2, Mont Kiara, Kuala Lumpur
012-330 5103
- ☐ None of these

Next

- [Optional] If you also provide services or products outside of this physical location (e.g. you do deliveries or remote visits), you can add a service area in the next screen by selecting “None of these”



- ☐ Sparkles Mont Kiara
C-OG-01 Damai Sari Damai, 3, Jalan Kiara 2, Mont Kiara, Kuala Lumpur
012-330 5103
- ☐ None of these

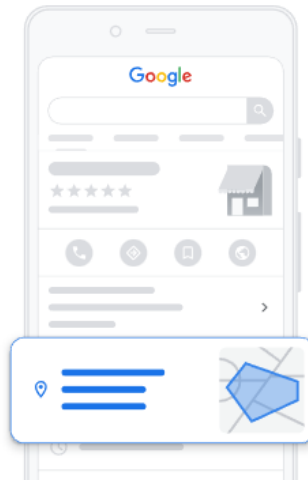


Next

- If you choose this option, you'll need to click “Yes” in the following pop up and hit “Next”

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Create profile

Do you provide deliveries or home and office visits?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

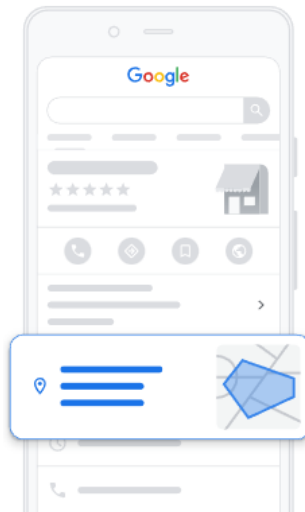
☐ Yes

☐ No



Next

- Search and add the service areas and hit “Next”



Create profile

Add the areas you serve (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

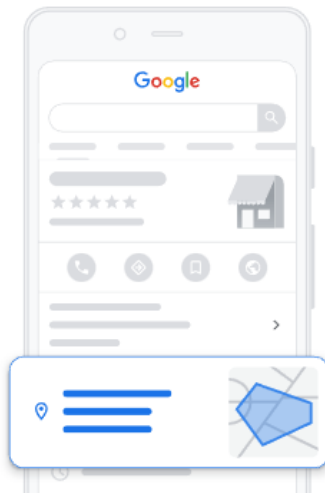
You can change and add more later

Next

- d. If you **don't** have a physical location where your customers can go, but instead you service customers in an area (e.g., wedding photographer, locksmith, painter, etc.), you'll select “No”

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Create profile

Do you provide deliveries or home and office visits?

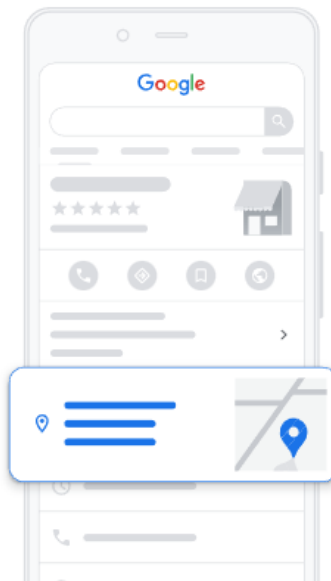
For example, if you visit or deliver to your customers, you can let them know where you are willing to go

☐ Yes

☐ No

Next

- Next, you'll have the option to select the location area where you offer your services or products. Click "Yes" to proceed.



Create profile

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



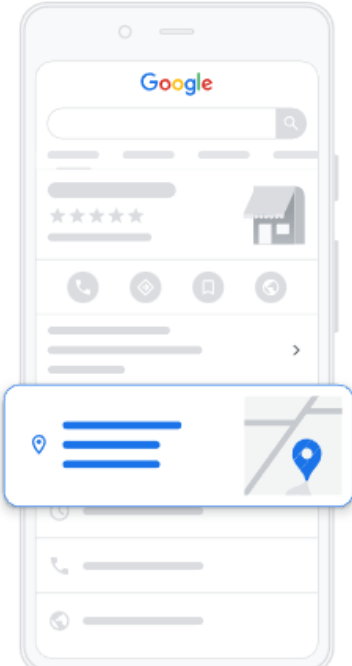
Your business category, Marina, requires a location customers can visit.

Next

- If you click "Yes", you will need to provide your location address

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Create profile

What's the address?

United States

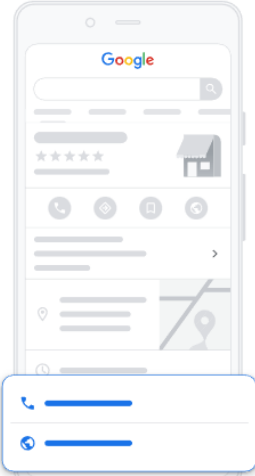
Street address

City

State ZIP code

Next

6. After setting up your business address or service area, you can provide your phone number and website URL to start completing your business profile (although both are optional, and you can add them later if you prefer).



←

Create profile

Add contact info

Add a phone number, website or both on your Google Business Profile

☐ I don't have a website

7. You'll see a success screen next.

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← Finish and manage this listing

You'll be able to manage **The Surf Shack Hawaii** on Google.

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

Finish

8. Next, Google will need to verify this business is real by mailing a postcard to the address provided containing a unique verification code. Enter the name of the person who will receive the postcard in the mail, make sure the address is correct, and click "Mail"

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)

- ☒ **Postcard by mail**
Have a postcard with your code mailed to this address
May take up to 5 days to arrive

Tommy Griffith

Mail

The Surf Shack Hawaii

- ☐ **Verify later**
You can't fully manage your listing until you're verified

Later

9. Google will send a postcard which usually takes a few days to arrive.

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A postcard is coming!

You'll get a postcard with your verification code and next steps in about **5** days.



Attn: Tommy G

The Surf Shack Hawaii

1000 Kalia Rd, Suite 100, Honolulu, HI 96813

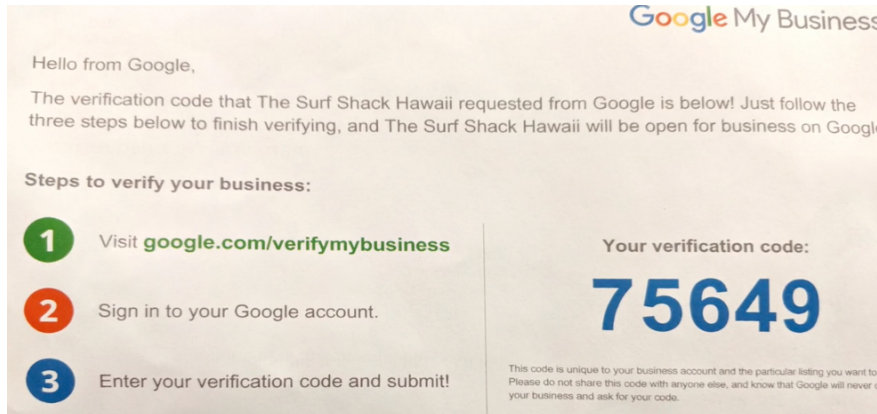
Continue

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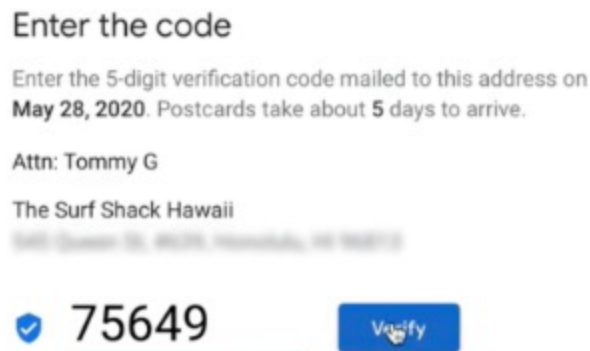
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□ **Verifying your business**

1. You will receive a postcard that looks something like this.



2. Visit the verification URL: <http://google.com/verifymybusiness>
3. Enter your verification code and hit verify



4. Your business is now verified! You can now manage all of your settings in Google My Business.

