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## 04 | SETTING UP GOOGLE MY BUSINESS PROFILE

Google My Business is a core element of local SEO, so it's important to highlight at this point just how crucial it is that your listing data is accurate and kept up to date. Research suggests that 50% of consumers visit a store or business the day of performing a local search, such as 'dry cleaners near me', and that 80% of consumers lose trust in local businesses if they see incorrect or inconsistent contact details or business names online, so you'll want you keep your NAP (Name, Address, and Phone number) consistent across all your listings, not just GMB.

Here's how to get your company on Google:

A screenshot of the Google My Business website. The top navigation bar includes 'Google My Business', 'Overview', 'Business Profile', 'Website', 'FAQs', 'Resources', 'Success Stories', 'Sign in', and a 'Manage now' button. The main content area features the heading 'Engage with customers on Google for free' and a sub-headline 'With a Google My Business Account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.' Below this is another 'Manage now' button. On the right, a smartphone displays a business profile for 'Khamisa', a 4.8-star-rated Algerian restaurant. The profile includes a photo of a chef, a 'Follow' button, and contact information: '140 Acre Lane, Lambeth, London SW2 5UT, UK' and '3.7 km · 10 min drive'. The background of the smartphone screen shows a chef in a white uniform and red cap working in a kitchen.



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1. Set up a new Google Account

Or access your Google My Business login, if you have one.

2. Head to [google.com/business](https://google.com/business)

And click 'Manage Now'.

3. Enter your business name

If you have the same name as another business in your region, you'll see the autocomplete function suggest those businesses for you. This is to allow you to see if your business listing already exists (to avoid accidental duplication), and to add a new GMB profile to an existing business if you've just opened a new location.



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## What's the name of your business?



Business name

Jamie's Amazing Soaps

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next



4. Enter the address of the business location


(Only if this is where your business engages in face-to-face interactions with customers).



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## ← Where are you located?





I deliver goods and services to my customers.  
[Learn more](#)

If you're a Service Area Business that delivers goods and services to your customers, you'll need to tick the box at the bottom of this form.

- If you can receive customers at your business address, enter your address here, tick the box and click 'Next'.
- If you *don't* have any premises where customers can visit you, leave the address field blank, tick the box and then tick the 'Hide my address (it's not a store)' box that appears below.

All businesses that deliver goods and services directly to their customers will have the option to specify a service area in the next step.



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I deliver goods and services to my customers.

[Learn more](#)



Hide my address (it's not a store)

#### 5. Specify service areas (Service Area Businesses only).

Before you can choose your business category, you'll need to specify the areas you serve, so that Google can accurately surface your business for searches in those areas, even without a physical address. Enter one or more regions, cities, or postal codes that your business serves.

### ← Service area

Add the areas you serve

Distance around your business location

Specific areas

[Select to add areas](#)

Add cities, postal codes, or other areas

Kansas City, MO, USA ✕



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## 6. Choose your business category.

This is a very important field that will not only strongly influence the kinds of search terms you appear in Google for, but also appear within your Google My Business profile. It's also something worth testing when you come to update your Google business listing.

### ← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category  
🔍 Perfume Store

- Perfume Store
- Japanese Prefecture Government Office
- Performing Arts Theater
- Petroleum Products Company
- Performing Arts Group
- Planetarium
- Power Plant Equipment Supplier
- Prefabricated House Companies



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While you are able to adjust this later (which will require re-verification – more on this later), we'd recommend researching competitors and looking through a full list to find the most accurate category for your business.

N.b. Some Google My Business features are category-specific. For example, hotel listings show class ratings and list any amenities offered. Food and drink businesses can also add URLs to their listing for online orders, reservations, and their menu, and they can even add menu items directly into GMB. Services and health and beauty businesses may be able to add a booking button to their listing.

These are just a few examples of the sophistication that Google is developing for GMB, so it's worth staying up-to-date on new additions to Google My Business.

7. Add a contact phone number and website URL.

Neither is compulsory but are strongly recommended if you want to take advantage of GMB functionalities like call tracking. If you ever need to change this when updating your Google business listing, be sure to make those changes to all other business listings, too.



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## ← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)



Contact phone number

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Current website URL



[www.jamiesamazingsoap.com](http://www.jamiesamazingsoap.com)

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I don't need a website



Get a free website based on your info.

[See details](#)

If you don't already have a website, Google will even give you the option to create a new 'Google Website' based on the information you've provided.





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## 8. Complete your Google My Business Verification.

### ← Finish and verify this business

To manage your listing, you'll need to verify your connection with this business. What you'll get with verification:

- ✓ Allow new customers to find you on Google Search & Maps
- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

**Finish**

Google obviously needs to be able to prove that your business is where you say it is, and for entirely new GMB profiles, you have three options:

1. Postcard verification. This is the most-used verification process, and is available to all businesses. With this process, a verification postcard will be sent to the address you entered earlier (it should reach you within five days). Once received, you can enter the code in your GMB account to verify the business. If your code doesn't show up, you can click the 'Request another code' banner at the top of the screen in GMB.



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2. Phone verification. Some businesses have the option to verify their listing over the phone. You'll know you're eligible if you see the 'Verify by phone' option at the beginning of the verification process. Using this process, you'll receive an automated message with a verification code, that you'll then need to enter into GMB.
3. Email verification. Like phone verification, this is only available to some businesses, and you'll know you qualify for it if you see the 'Verify by email' option. This simple process sees you receive a verification code in the inbox of the Google Account associated with the GMB listing and entering it at the verification stage. Be sure you have access to this inbox before proceeding with this option.

#### What's Next?

- **Add photos and videos to your listing**
- Write and optimize a compelling business description
- Use Google My Business Q&As to understand your audience
- Create Google My Business Posts to showcase offers and promotions
- Add service menus and product collections
- Encourage your most loyal customers to 'Follow' you on Google Maps
- Start requesting and managing Google Reviews