



We do that.



Google My Business
A HOW-TO GUIDE

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Google My Business - A How-to Guide

A free service from Google

Increase visibility for your business by appearing in Google Local Pack Listings and Google Maps and opening the doors for insights and customer reviews. Not only do 93% of people consider reviews in their purchase decisions, but the reviews will also affect your local SEO.

How to set up your account

[Create your Google Business Account](#)

1. On your computer, go to [Business Profile Manager](#).
2. Sign into your Google Account or create one.
 - If you create a new Google Account, sign up with your business email domain.
3. Enter the name of your business. Then, click **Next**.
 - You may also be able to select your business from the list of suggested businesses as you type.
 - If you get a message that someone else has already verified the business, [request ownership of the Business Profile](#).
4. Search for and select a business category. Then, click **Next**.
5. Choose whether you have a location customers can visit.
 - **For businesses with a storefront staffed during business hours:** Click **Yes**. You may be asked to enter your business address or position a marker on a map for the location of your businesses. When finished, click **Next**.
 - **For businesses that do not have a storefront staffed during business hours:** Click **No**.
6. Enter the service area of your business.
 - You can set your service area based on the cities, postal codes, or other areas that you serve. You can add up to 20 service areas.
 - Recommendation: Do not extend the boundaries of your overall area farther than 2 hours driving time from where your business is based. For some businesses, it may be appropriate to have a larger service area.
7. Enter a phone number and website URL. Then, click **Next**.
 - You also have the option to [create a website based on your information](#). Recommendation: Provide the individual phone number or store page for each location, rather than a remote call center.
8. Click **Finish**



Verifying ownership

After clicking **Finish**, select a verification option. Be sure to review your information before you request verification.

- **To verify now:** At the top, find the red banner and click **Verify Now**.
- **To verify later:** Click **Verify Later — Later**.

This is the final setup step. You will need to verify via either text or phone that you are the owner of the GB Profile, or you will need to request access from those locations that already have an account set up to the individual profile. The current account owners will need to provide access. If the request is not approved or denied, then after three days you may try to re-claim and verify it as your business; especially if you do not have access to the current owner of the accounts.

Claim your business profile(s)

If you have more than one location, you'll need to claim each location's profile. You can do this by opening Google Maps and searching your locations. Click on the appropriate result and you'll see an option to claim it. Once claimed, you will have to go through the verification process for each location. Just follow the instructions above.

