Galactic Fed

SEO Best Practices: Setting Up Your Google Business Profile

What is a Google Business Profile and how can it help you get more customers?

Google Business Profile (previously Google My Business) is a free business listing from Google that allows you to publish information about your business, including photos of your store/office, your location, services, products, and other important details.

Creating your profile is free, but you have to have a physical location (like a store, office, headquarter, or clinic) or other locations where you provide services, for this feature to be available to you.

Having a Google Business Profile helps in boosting your visibility across Google services as it gives you the opportunity to appear in Google Search, Google Maps, and Google Shopping. In short, it helps potential clients/customers discover your business when they're looking for products and services similar to yours in your local area and tells them exactly how to visit your business.

It also helps bring your business more web traffic, improves your local SEO, and allows your customers to leave you a review, which is a meaningful way to build trust and credibility.

How to set up your Google Business Profile:

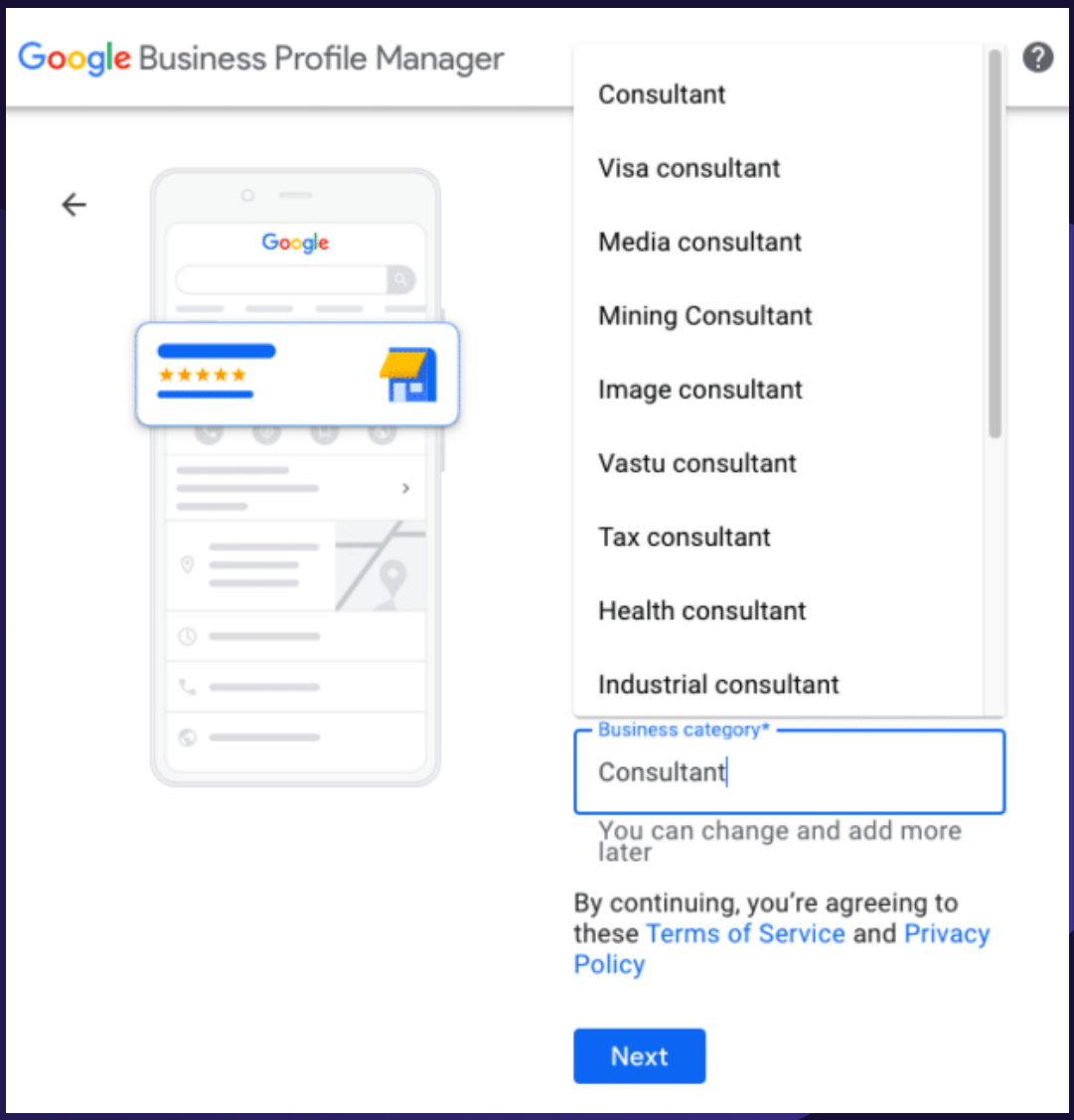
Here's a step-by-step guide to setting up your Google Business Profile:

1. Sign in to Google Business Profile Manager

If you're already logged into a Google account, you're automatically logged into **Google Business Profile Manager.** Otherwise, enter your usual Google account login details or create a new Google account.

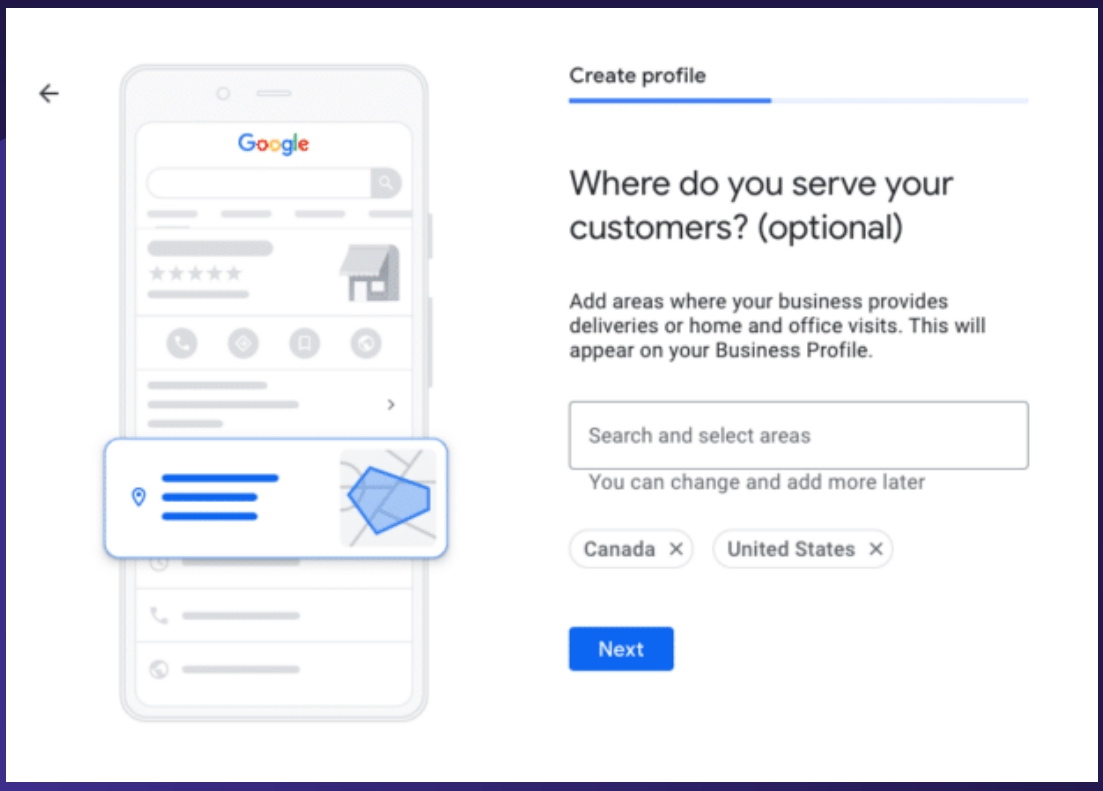
2. Add your business

Enter your business name. If it does not appear in the drop-down menu, click Add your business to Google. Then select the appropriate category for your business and click **NEXT**.

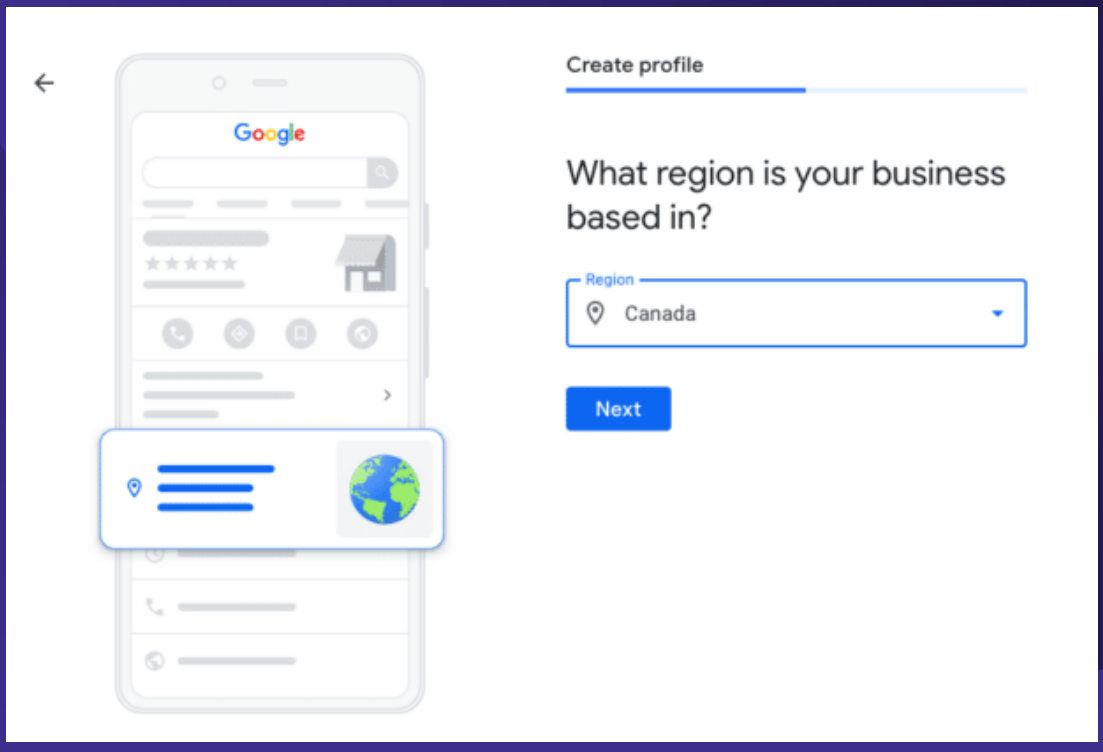


3. Enter your location

If you have a physical location that customers can visit, select **YES** and add your business address. You may also be asked to position a marker for the location on a map. If your business does not have a location customers can visit but offers in-person services or deliveries, you can list your service areas. Then click **NEXT**.

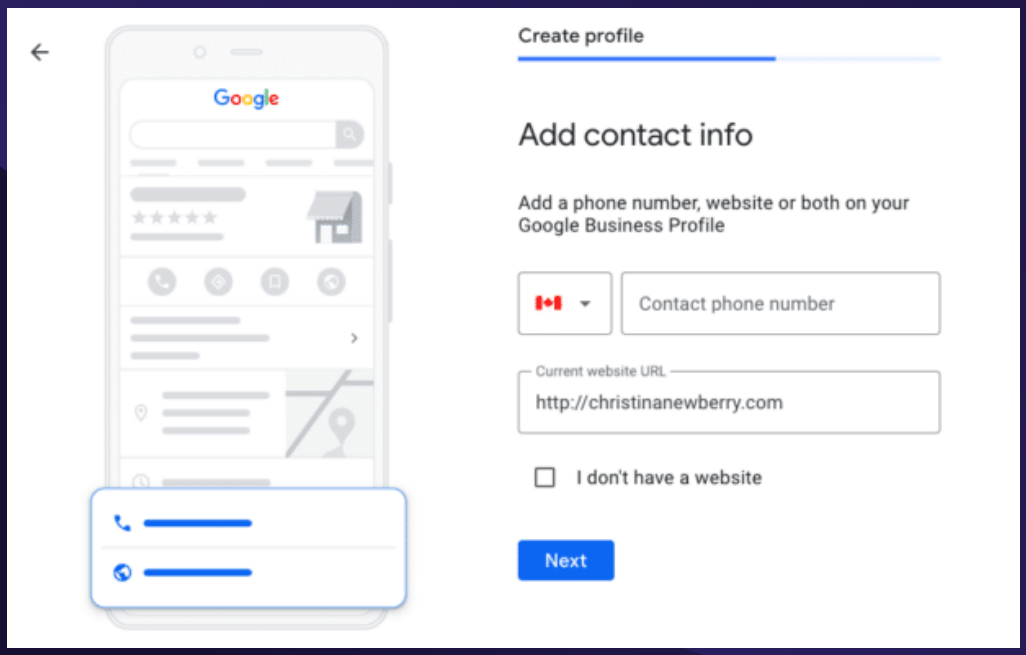


If you didn't enter a physical address, Google will ask you to specify which region you're based in. Choose from the drop-down menu and click **NEXT**.



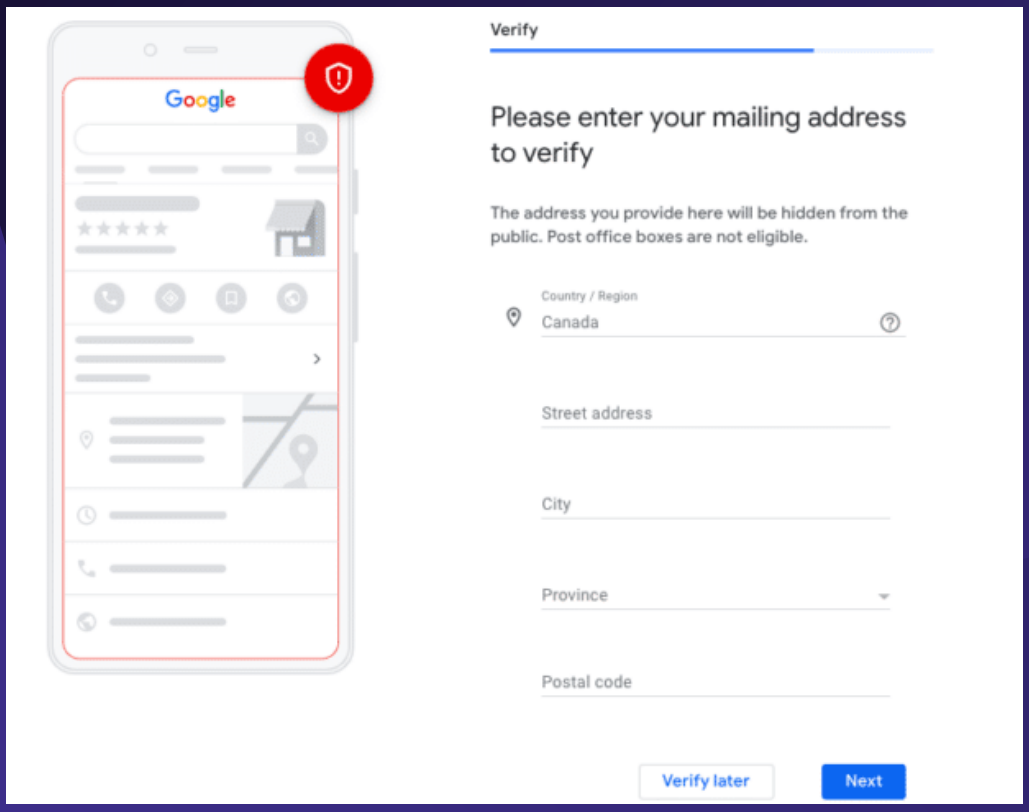
4. Fill in your contact information

Enter your business phone number and website address so customers can reach you. If you prefer not to be reached by phone, you don't have to enter a phone number. When your info is complete, click **NEXT**.

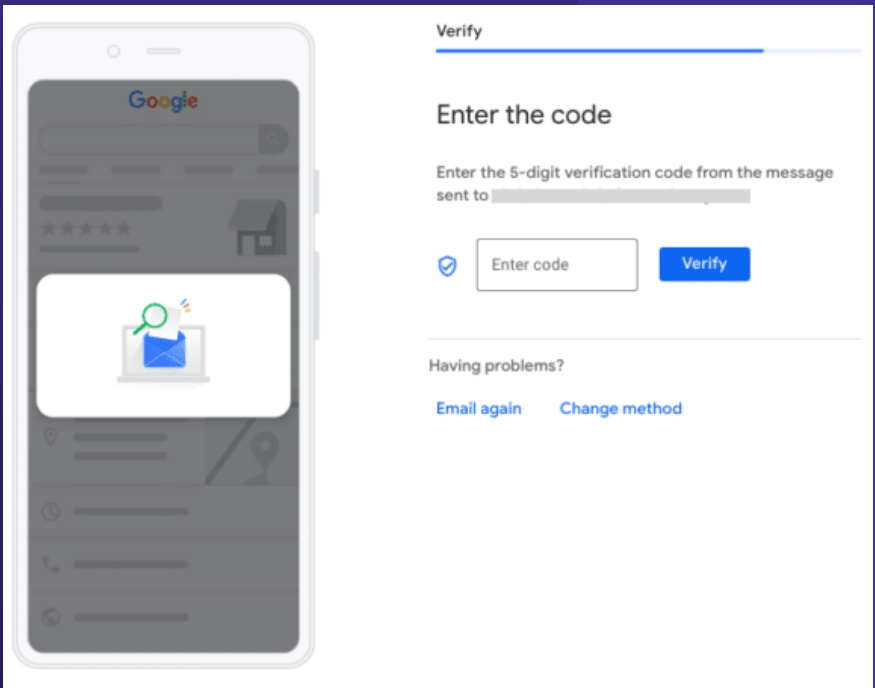


5. Verify your business

Enter your real physical address, not a post office box. This information is only used to verify your business and is not displayed on your Google Business Profile or shared with the public.



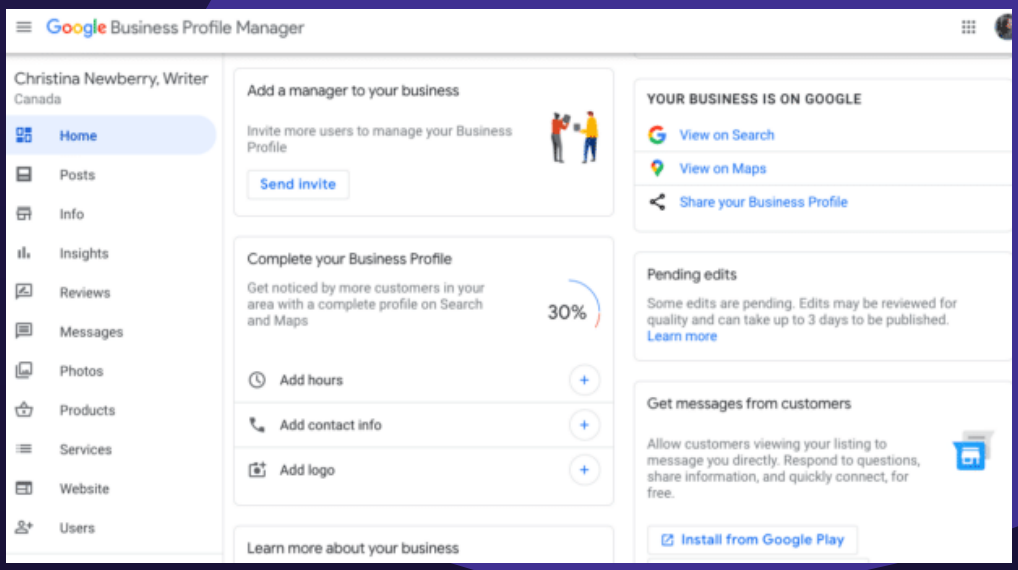
Enter your address and click **NEXT**. You'll be offered the applicable options for verifying your account. Physical businesses will need to get a postcard by mail to verify their location. Service-area businesses can be verified through an email address.
Once you receive your five-digit code, enter it on the next screen (or go to **https://business.google.com/**) and click **VERIFY** or **VERIFY BUSINESS**.



You'll get a confirmation screen showing you're verified. On that screen, click **NEXT.**

6. Customize your profile

Enter your business hours, messaging preferences, business description, and photos. When you're ready, click **CONTINUE**. You'll find yourself in the Business Profile Manager dashboard.



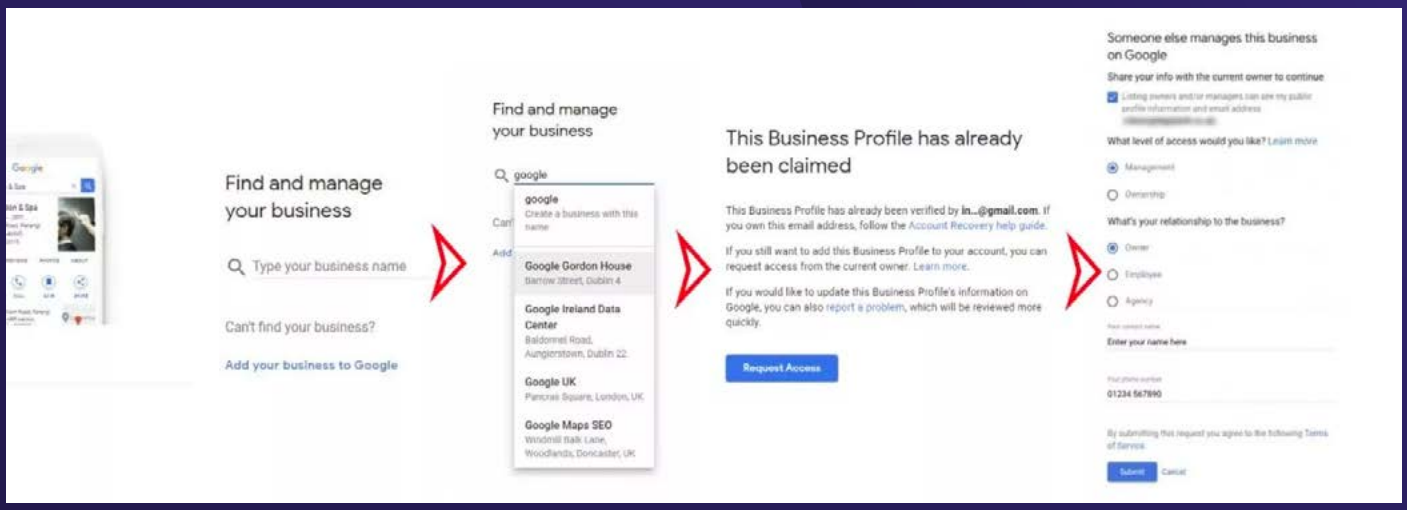
From here, you can manage your business profile, view insights, manage reviews and messages, and create Google ads.

How to Claim an Existing Google Business Profile

Sometimes, Google will automatically create a business profile for a business, based on context signals across the web. You may come across a message that says ""This Business Profile has already been claimed." If that's the case, you no longer need to to create a new profile, and instead claim the existing one.

Here's a step-by-step guide to claiming an **existing business profile** on Google:

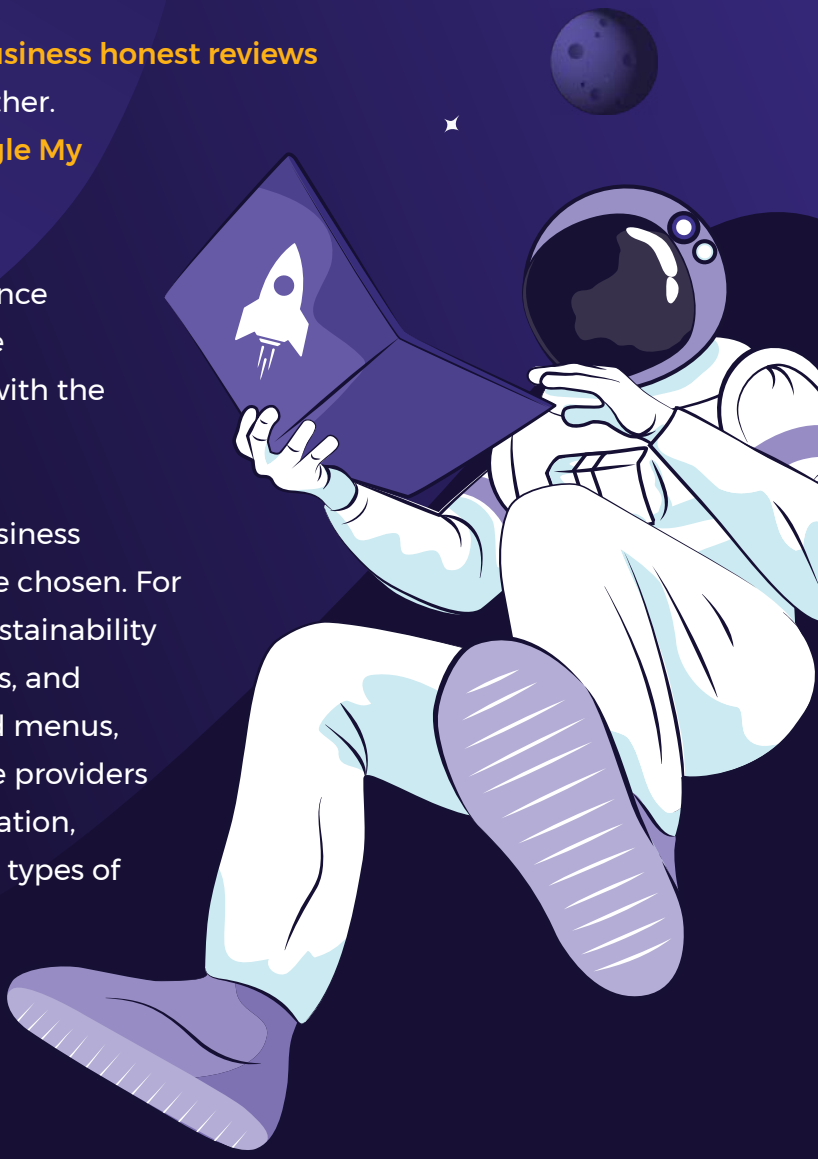
1. Go to **business.google.com/add**
2. Enter your business name, then choose the correct option from the search results.
   Pro Tip: If many profiles appear and you cannot see yours, after the business name, add your business address/postal code
3. You will see a message to inform you that the listing has already been claimed and verified, as well as a hint to the email address which was used to do this.
4. Click **Request access** and fill out the form.
5. Click **Submit**.



You may also claim your business through **Google Maps:**

1. On your computer, open Google Maps.
2. Enter the business name in the search bar.
3. Click the business name and choose the correct one.
4. Click **Claim this business** and then **Manage now.**
5. To choose a different business, click **I own or manage another business.**
6. Select a verification option, and follow the on-screen steps.

How to Optimize your Google Business Profile

To get the most out of your listing, make sure your profile is optimized. Here are GMB best practices and tips to optimize your GMB listing.

1. **Complete your profile**
   Local search results favor the most relevant results for searches, and businesses with complete and accurate information are easier to match with the right searches. Make sure to tell Google what you do, where you are, and when they can visit. And keep your information detailed, accurate, and always up to date. It's also important the information you provided on your Google Business Profile is exactly the same as what's on your website.
2. **Add images and videos of your business**
   You may include photos and videos of your office/store/restaurant, your products/services, your team, and other relevant images.
3. **Include keywords in your profile**
   Incorporate keywords that people use to search for products and services you offer into your business description. Make sure you place them in a natural way-never force keyword use or use irrelevant keywords.
4. **Encourage your customers to leave your business honest reviews**
   Don't forget to respond to those reviews, either.
5. **Engage with your customers through Google My Business Messages**
   To enable this feature, tap Customers, then Messages, then Turn on through the app. Once enabled, customers will be able to message businesses through their Business Profiles with the Message button..
6. **Use Special features and attributes**
   Special features are available for Google business accounts, depending on the category you've chosen. For example, hotels can display class ratings, sustainability practices, highlights, check-in and out times, and amenities; Restaurants and bars can upload menus, dish photos, and popular dishes; Healthcare providers in the U.S. can add health insurance information, etc. Businesses also have access to different types of buttons based on their category, such as appointment bookings, reservations, and orders.