

## How to create and update your Google My Business Profile

### What is a Google+ Business Profile?

A simple way to think about your Google My Business profile is to compare it to a traditional Yellow Pages business listing that customers would use as a source of instant and essential information about your business.

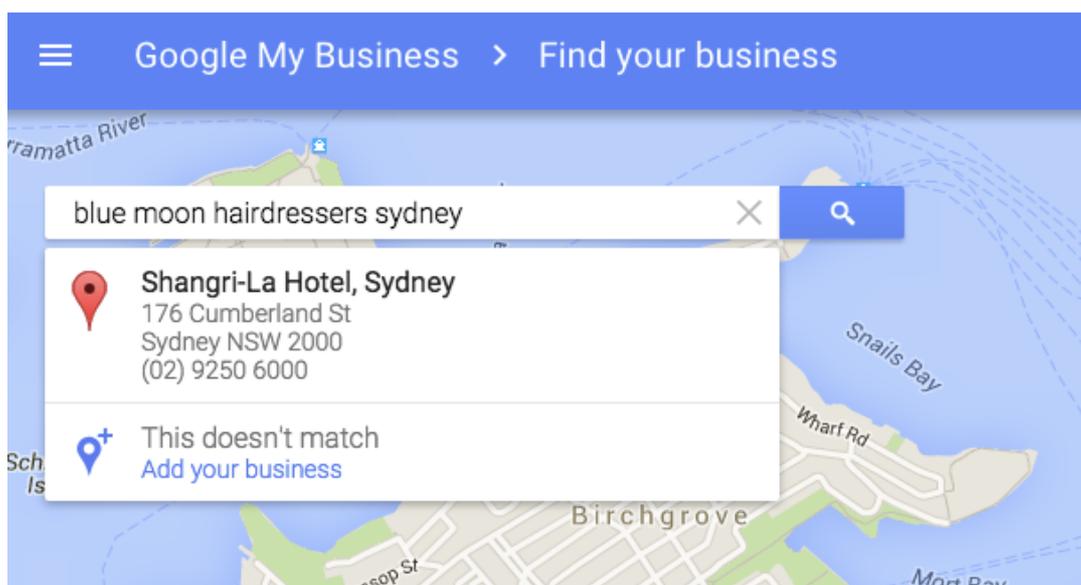
Your Google My Business profile is managed through your Google My Business Dashboard (which is where you also update and keep track of your individual location pages, maps, reviews, photos and videos).

### Step 1: Add or claim your business On Google

**Before you create a brand new profile** we recommend that you check to see if one already exists (someone else in your business may have previously set this up). If this is the case try to get hold of the person who originally set it up or the log in details so that you can edit the details on the existing profile.

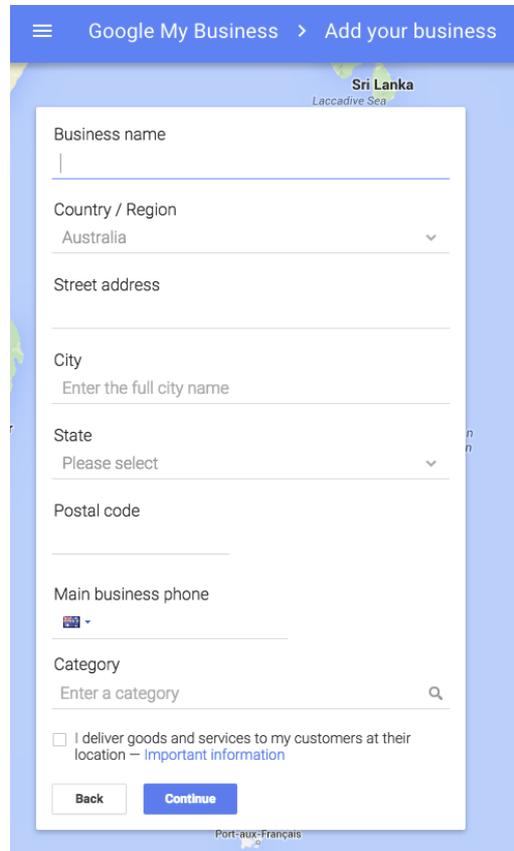
**We don't recommend that you set up multiple duplicate profiles for your business, as this can be confusing to Google and people searching for your business**

Visit <https://www.google.com/business/> and click on 'Get onto Google' located in the top right hand corner of the screen. You will then be prompted to find your business.



If Google cannot already find your business you will be asked to 'add your business'.

Click on the link to add your details and create your business profile and fill out all the requested fields.



## Step 2: Verify your business

Now you have a Google my Business page the next step is to verify your business.

This is a really important step to carry out. If you forget to validate your business Google will shut down your page after 6 months (even if the page has already existed for years).

### How can you verify your business on Google?

There are a number of ways that you can validate your business. Upon logging in to Google My Business, Google will prompt you to select one method:

- By postcard (ask google to send you a postcard with a verification code. You manually enter this code into your online Google My Business dashboard.)
- By phone (this is only available to select businesses. Google will let you know if you are eligible for this option)
- Instant verification (again this is only available for certain businesses)
- Bulk verification (this is offered to you if you have 10+ locations)

For more information please [visit this Google Help page here](#)

## **Step 3: Audit and optimise your profile**

Google can change the information it chooses to display about your business at any time.

Therefore we strongly recommended that there are no gaps in the information you provide on your Google My Business Profile.

### **Top tips on how to fill out and optimise a Google Business Profile**

There are three main text fields for a Google+ company page:

1. The Tagline,
2. The Introduction
3. The Contact/Website fields.

These sections of a Google My Business profile page are indexed by Google and should be optimised with a keyword rich description about your products and services.

For a best practice guide on how to optimise each of the sections on your profile [please download this cheat sheet.](#)

## **Things to consider**

### **Keep it up to date**

The information on your GMB profile might be the first thing a prospective or current customer sees online, so make sure it's the right information by keeping all the details on your profile page up to date.

### **Fill out as much of your profile as you can**

Google changes what information it takes from your profile to display in the search results. For example more recently Google stopped showing the address of a business and started to show opening hours instead. So make sure your business doesn't have gaps in the profile information.

## **What to avoid**

### **Multiple page managers**

A Google business profile page can have up to 50 managers. While this is great for accessibility, it is also important to make sure that there is one or two people in the business who are responsible for maintaining the page in order for it to remain accurate and up to date.

### **Not verifying your business**

If your business is un-verified then the information will not appear on Google.