



Google Business Profile

A step-by-step setup guide for local businesses

Getting your business on Google Maps

A Google Business Profile is the free listing that puts your business on Google Maps and in the local results people see when they search for a service “near me.” For most local businesses it is the single biggest source of phone calls — often more than a website alone. This guide walks through setting one up. Plan on about 20 minutes, plus a short wait for Google to verify you.

What you'll need before you start

- A Google account — a free @gmail.com address works; no special business account needed
- Your business phone number and website address
- A few photos of your completed work, your storefront, or your vehicles
- About 20 minutes

Step-by-step

1

Check whether a listing already exists

Google often creates listings automatically for businesses it finds online, so there may already be one waiting to be claimed — especially if you've been in business a while or have a Facebook page.

Open Google Maps and search your **business name plus your city**.

- **If a listing appears** — tap it, then tap “**Claim this business**” and follow the prompts. Do not create a second one; duplicates cause problems later.
- **If nothing appears** — continue to Step 2 and create a new one.

2

Create the profile

Go to business.google.com and sign in. Choose **Add your business**, then enter your business name exactly as you want customers to see it.

For **category**, start typing what you do and pick the closest match from Google's list (for example: Plumber, Electrician, Landscaper, Roofer, Pool Contractor, Salon). You can add more categories later — choose your main service first.

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Tell Google where you work

Google needs to know whether customers come to you, or you go to them. Pick the one that fits:

- **Customers visit you** (shop, office, salon, showroom) — add your street address. It will show publicly and pin you on the map.
- **You travel to customers** (contractors, trades, mobile services) — answer **No** when asked if customers can visit, then list the cities and towns you serve.

If you run the business out of your home

Choose the second option above. That keeps your home address hidden from the public listing. Google may still ask for the address privately to confirm you're a real local business — that part is not shown on your profile.

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Add your contact details

Enter your phone number and website **exactly** as they appear on your website and other listings. Google compares these across the web, and details that match help you rank better locally.

Phone	<i>Your main business number</i>
Website	<i>Your website address</i>

5

Verify that the business is really yours

Google has to confirm you're the actual owner before the listing goes live. It will offer one or more of these — you don't choose, Google decides which are available:

- **Video verification** (most common for trades and mobile businesses) — a short recording showing your work vehicles, equipment, signage, and something proving the business is yours, such as an invoice or business card. You can record it on your phone.
- **Phone or text** — Google sends a code to your business number.
- **Postcard** — a code arrives by mail in about 5–14 days.

This step has to be done by the owner, since it's tied to the real business. Nobody can complete it on your behalf.

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Fill out the profile

Once verified, add the things customers actually look at:

- **Photos** — your best completed work first. This matters more than almost anything else; listings with strong photos get noticeably more calls.
- **Services** — list what you offer, in plain language customers would search for.
- **Hours** — when you actually answer the phone.
- **Description** — a few honest sentences about the business.

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Ask past customers for reviews

Reviews are the strongest factor in how high you appear in local results, and they're the first thing people read. Once your profile is live, Google gives you a short link you can text or email to happy customers. Even five or ten honest reviews make a real difference.

A few things worth knowing

- **Keep the profile in your own Google account.** This listing is one of your most valuable business assets — your reviews live on it permanently. You can add someone else as a *Manager* to help maintain it and still keep ownership yourself.
- **It's free.** Google never charges for a Business Profile. If you get calls or emails demanding payment to “keep your listing active,” that's a scam — they're common once a new listing appears.
- **Give it time.** After verification it can take a few days to a couple of weeks before you show up consistently in map results. That's normal.
- **Keep it current.** Updated hours, fresh photos, and replies to reviews all help you keep ranking well.

Need a hand?

If you'd like help setting this up, or want us to keep your profile updated with new photos and posts, just reach out. We can be added as a Manager on your profile without you giving up ownership or sharing your password.

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