



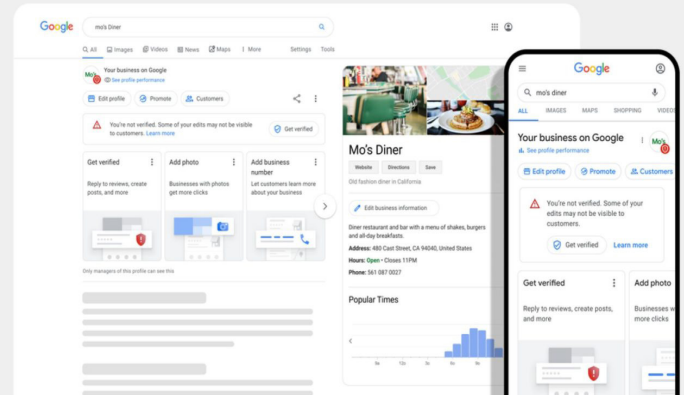
BEST PRACTICES GUIDE: GOOGLE BUSINESS PROFILE

Increase Your Visibility, Gain Credibility and Reach More People

Creating a Google Business Profile (formerly Google My Business) helps people find you, learn what you offer and get in touch.

Benefits of a Google Business Profile

- ✓ Free to use
- ✓ Improves your local search engine optimization and boosts visibility
- ✓ Provides shoppers with the information they need
- ✓ Allows customers to leave reviews, building credibility and trust
- ✓ Access to analytics, giving you insights to your target audience
- ✓ Allows your business to show in Google Maps



Creating Your Google Business Profile

1 First, you'll need to claim your business profile, using the "Get Business Profile" button on <https://support.google.com/business/answer/2911778>.

2 Enter your business name, then start typing your business category. Choose from the options in the drop-down list. Click "Next".

3 Choose whether or not you have an office location where clients can meet you.

- Choosing "Yes" and adding your office location will show your business on Google Maps.
- Choosing "No" will let you set service areas (up to 20 cities, ZIP codes or counties).

Tip: You can use both! Choose either option, and you'll be able to add the other later.

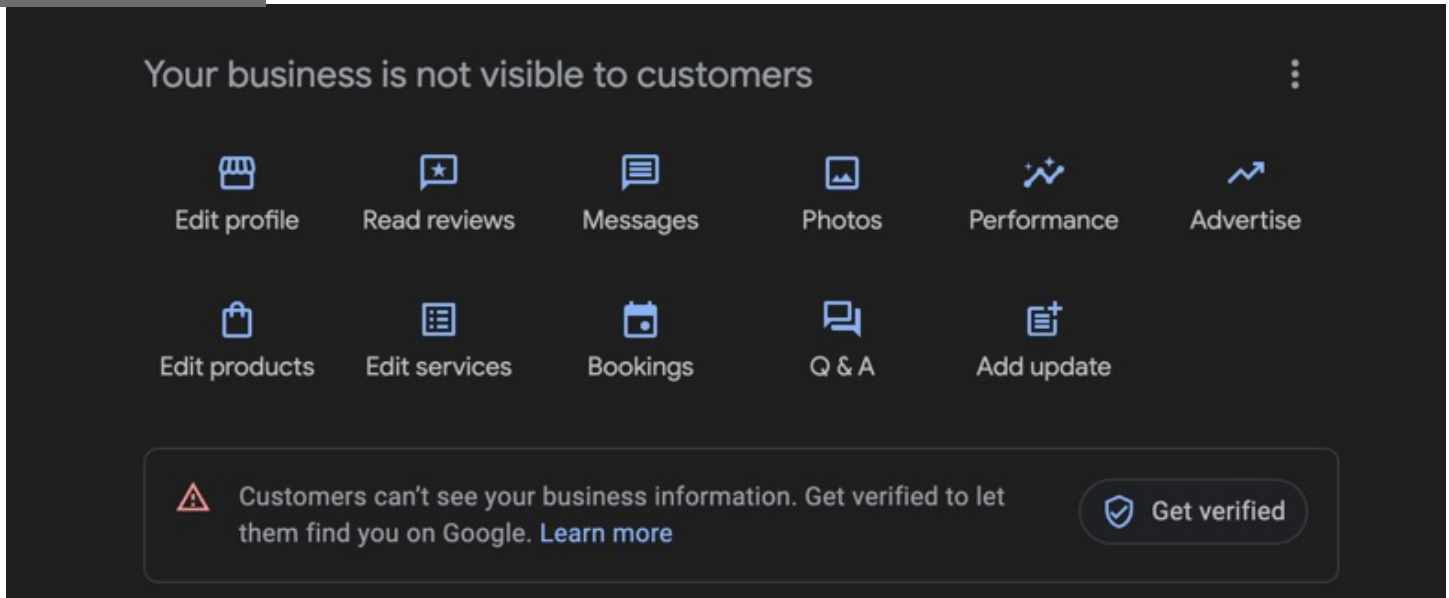
4 Keep going through these optional steps:

- Enter your business phone number and website address.
 - If you do not have a website it is not required.
- Enter your mailing address to verify.
- Add your business hours.
- Add your business description, including areas of specialization.
- Add photos of your business.



BEST PRACTICES GUIDE: GOOGLE BUSINESS PROFILE (Cont.)

Get Verified



Your profile won't be visible until it is verified by Google. On the next page, you should see an overview of the fields you can edit in your profile and a link that says "Get Verified".

If you haven't already entered your mailing address, you can enter it now for verification. Otherwise, Google may ask for other kinds of business verification, including phone or text, email, live video call, mail or video recording.

Managing Your Business Profile

To find and manage your profile, simply go to a Google search page and type in "my business". From there you can edit many parts of your profile to keep potential clients up to date.

Great job creating your Google Business Profile! Now you have one more way to be found in your community. Keep your profile up to date to help people find you when they need your help.

