



HCEDC



A Non-Profit Economic Development Corporation

Get Your Local Business on Google Search and Maps





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Agenda

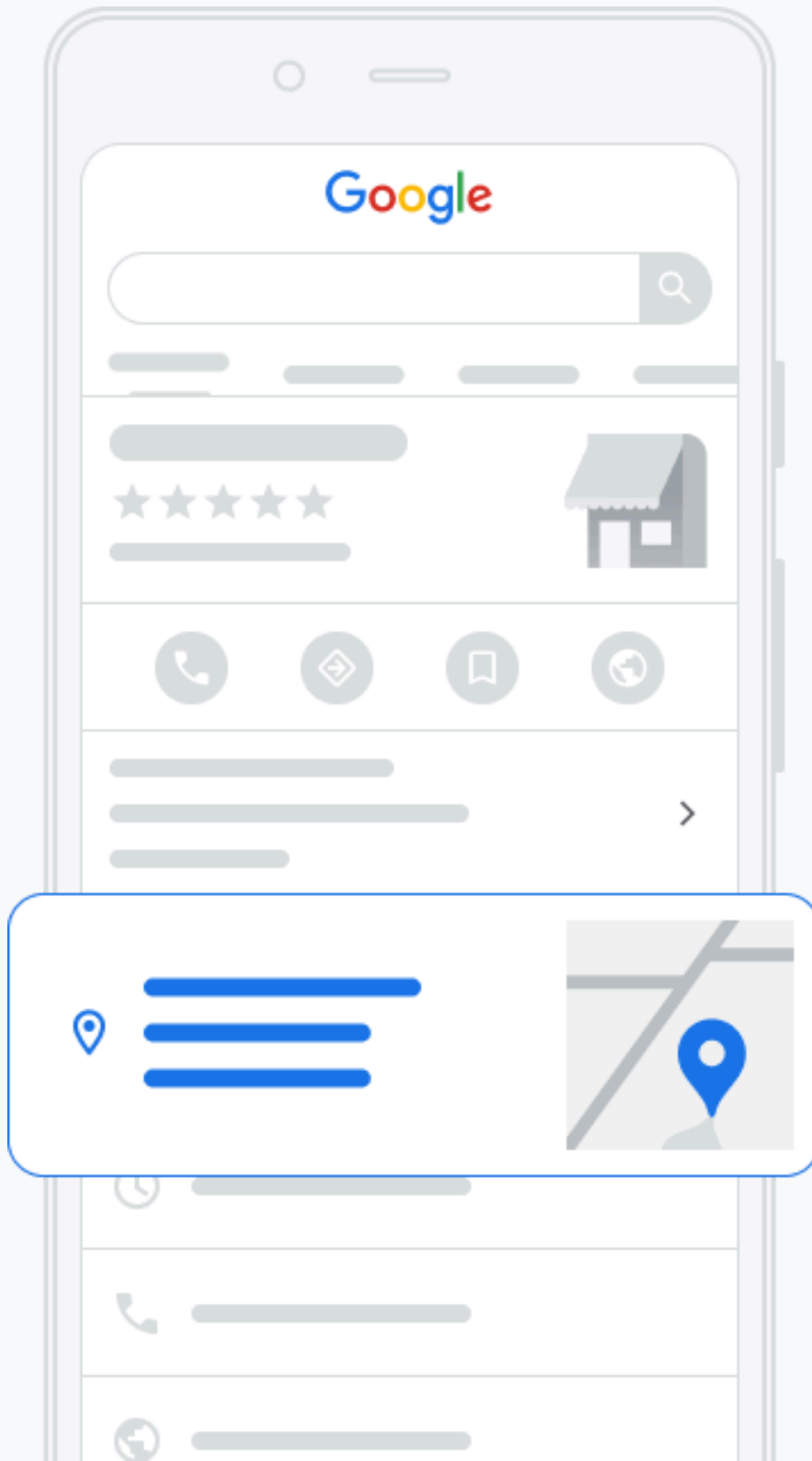
- What is a Google Business Profile?
- How to create a Business Profile
- How to manage business info
- Resources

What is a Google Business Profile?

Eligible business types

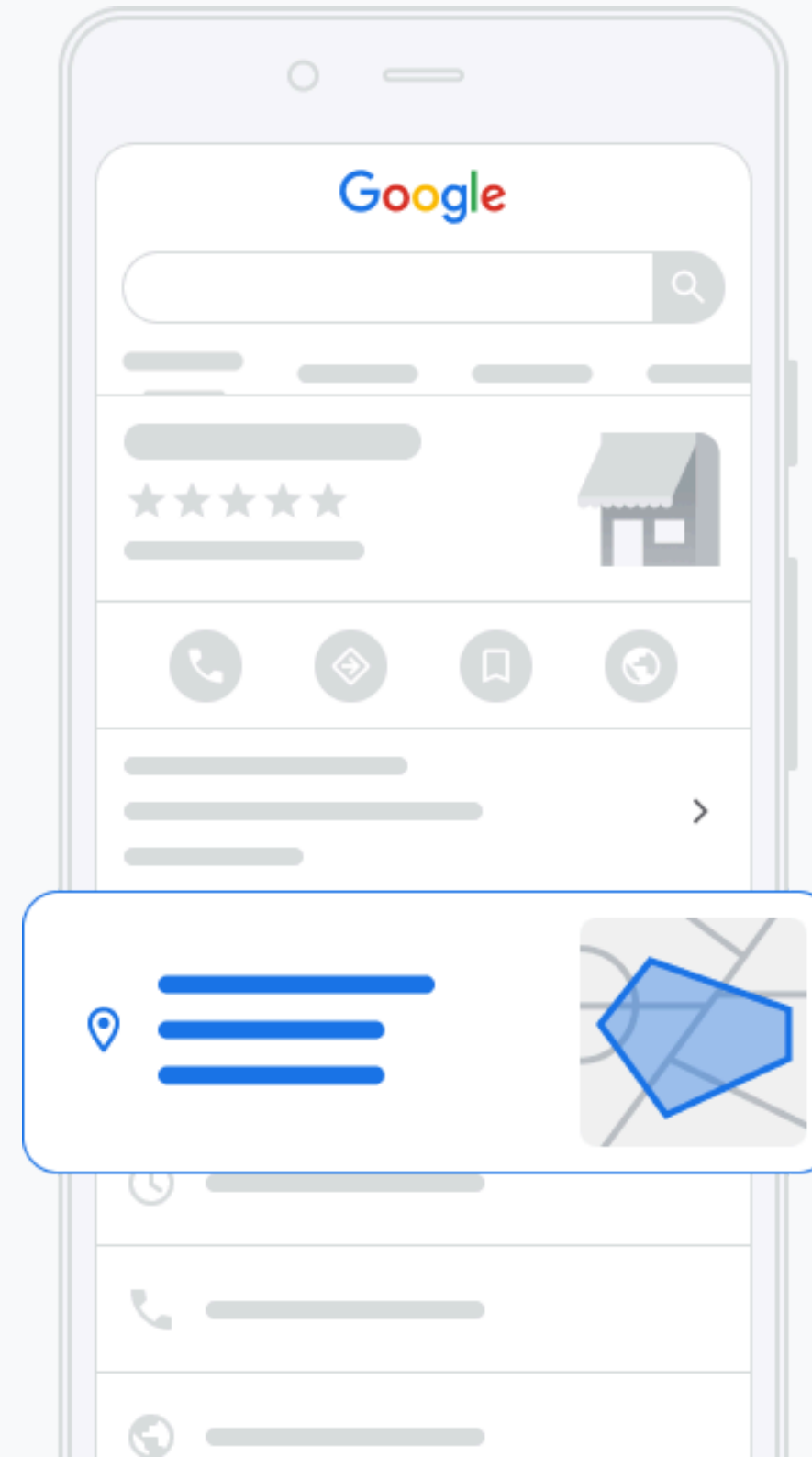
Brick & Mortar

A published address; customers **visit your location** during set hours of operation.

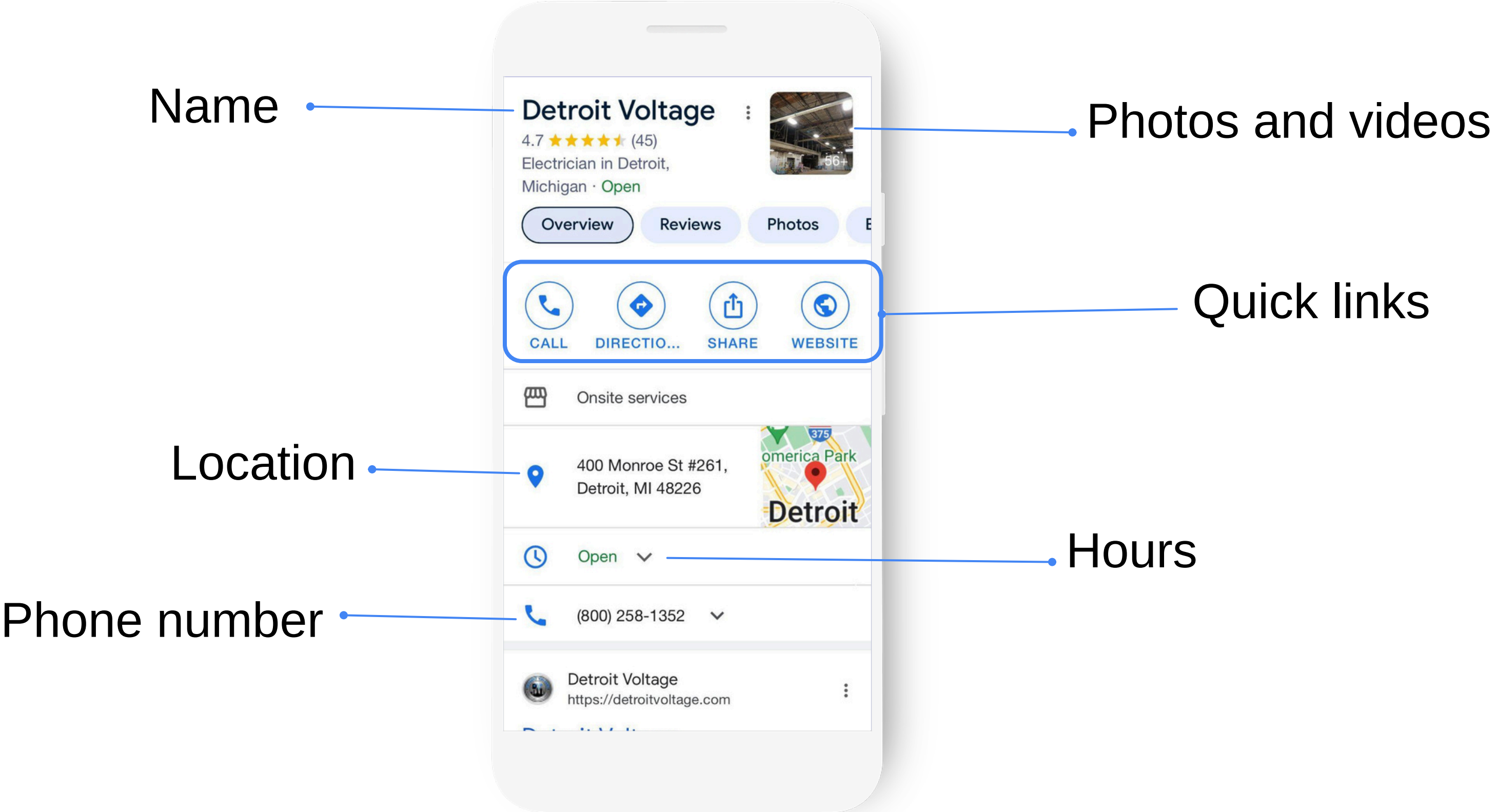


Service Area

No location open to the public; **you visit customers** at their location.

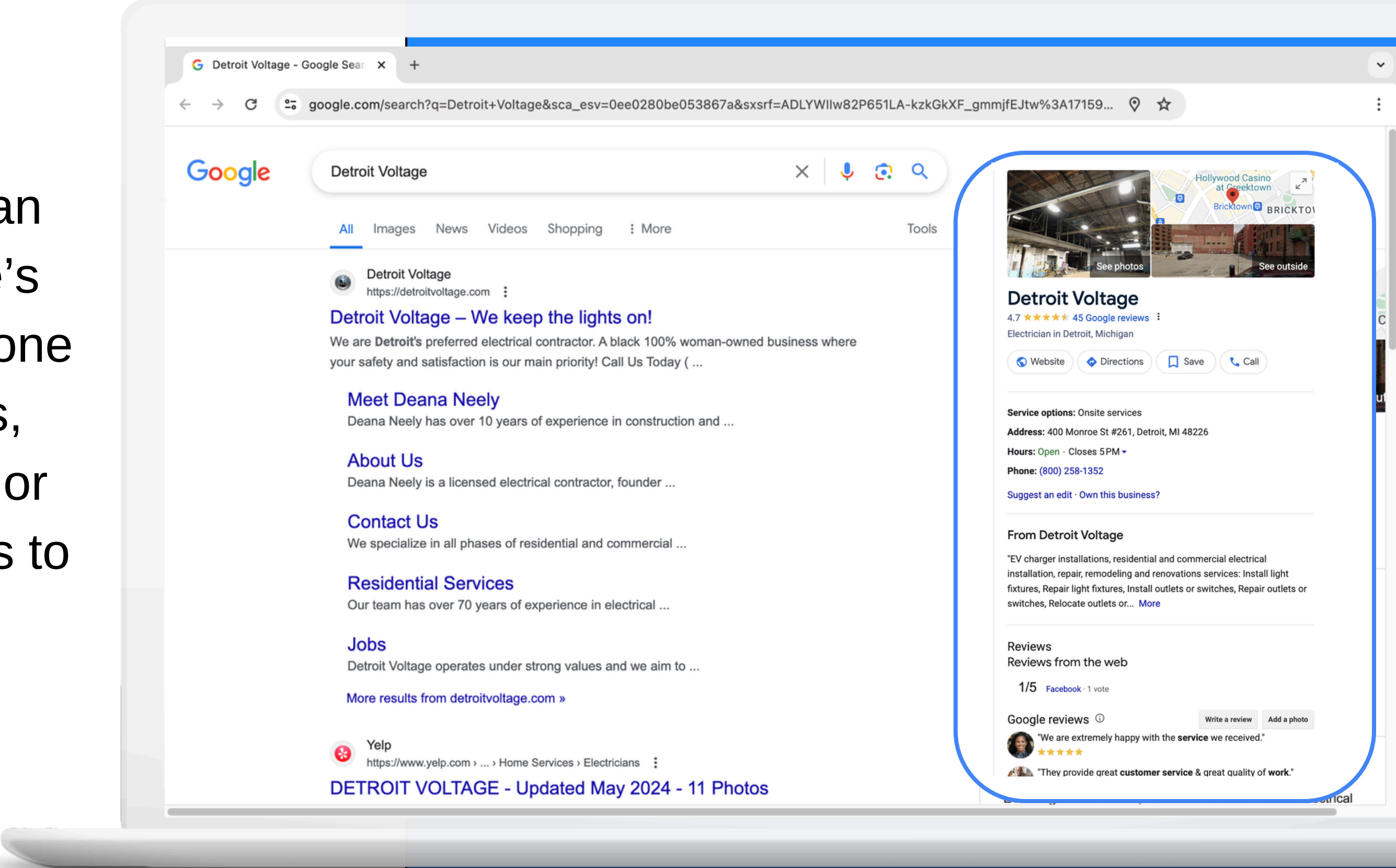


Anatomy of a Google Business Profile



Business Profiles appear on Google Search...

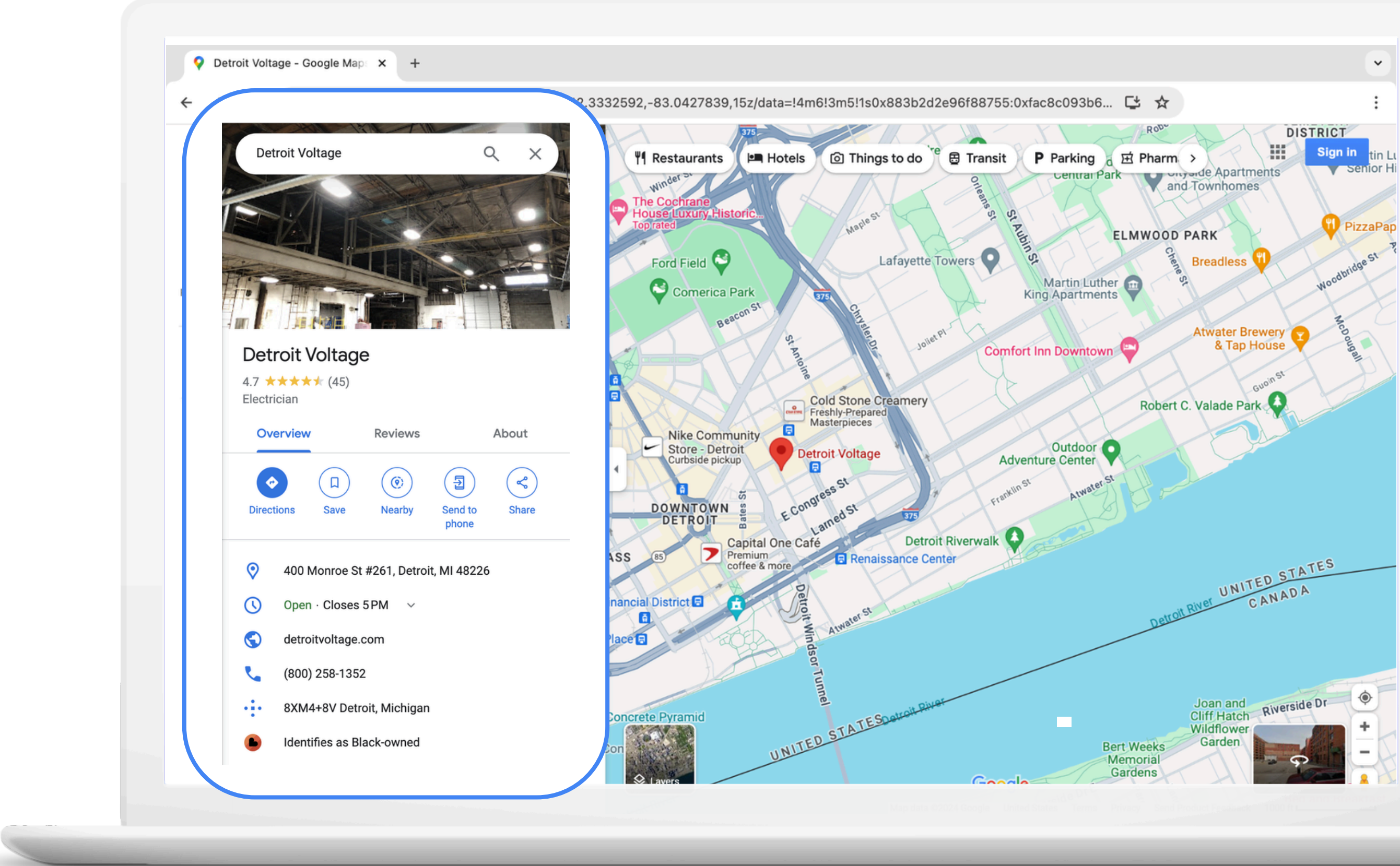
Over 18 million American businesses use Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



*Google 2023 Economic Impact Report

And Google Maps

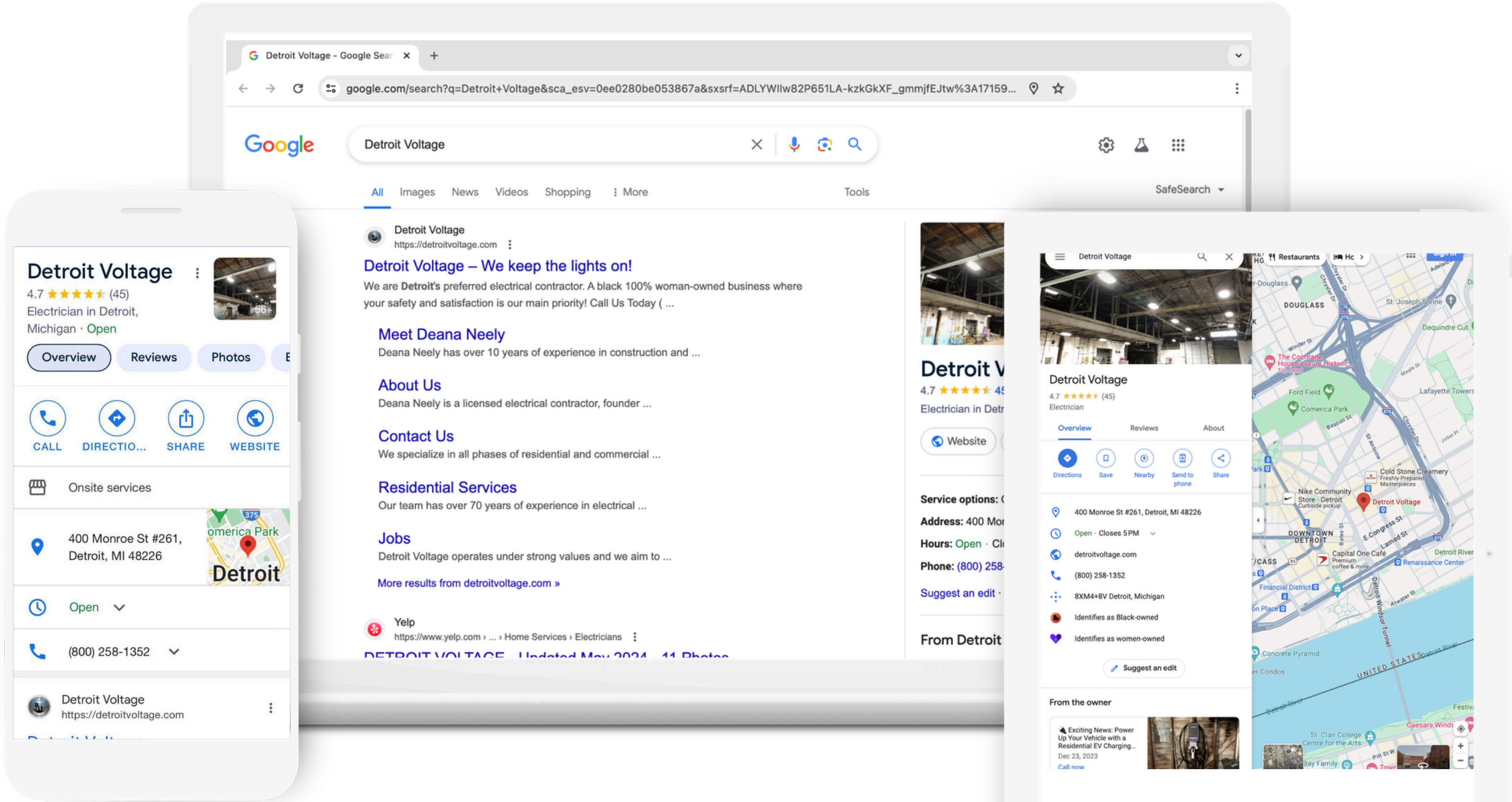
Every month in 2023, Google helped drive more than 2 billion free direct connections for American businesses.



*Google 2023 Economic Impact Report

Across all devices

A Business Profile works on desktops, laptops, tablets, and mobile phones.

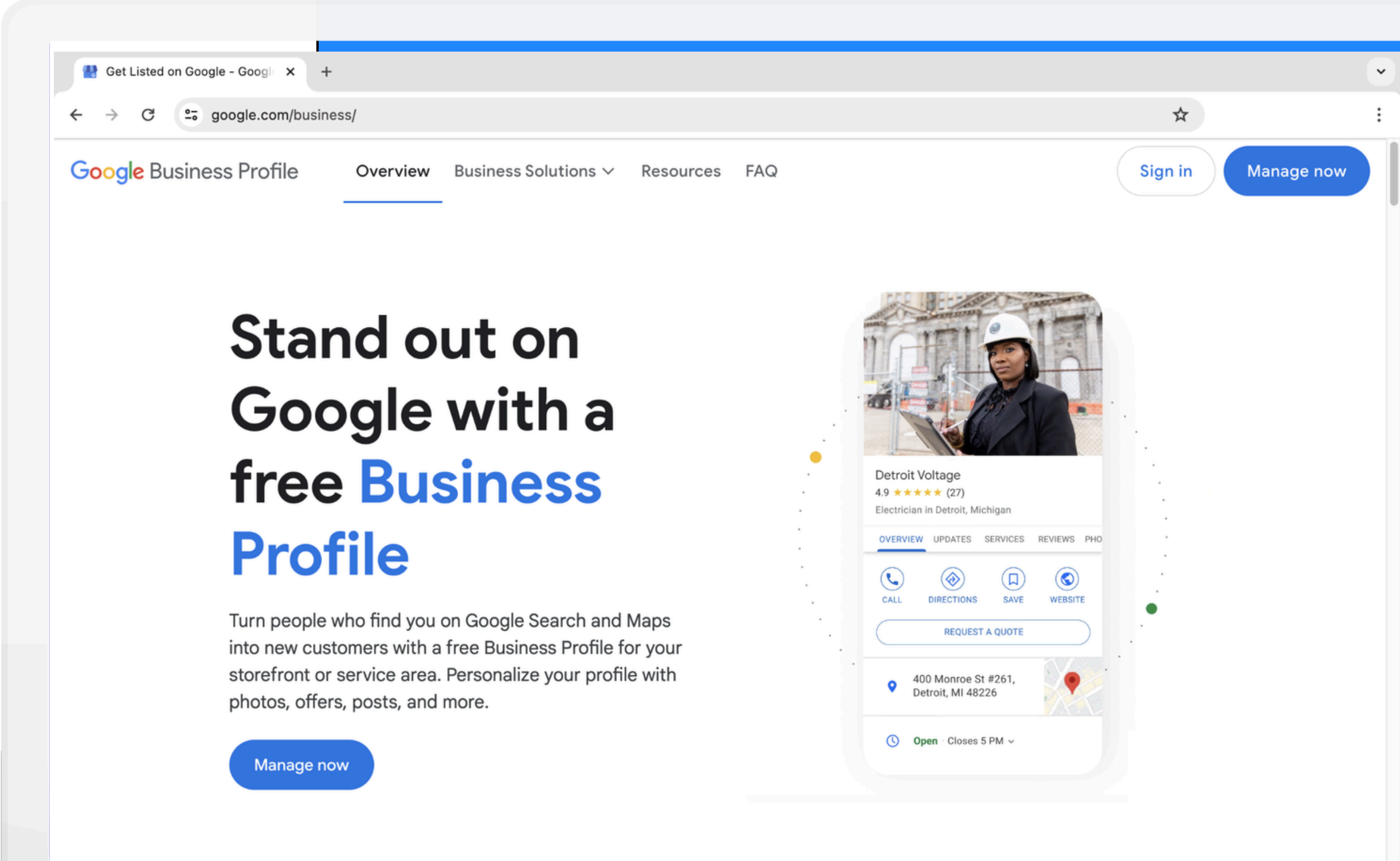


How to create a Business Profile

Create a Business Profile

Your Business Profile allows you to manage business info, connect with customers, post updates, and more.

google.com/business



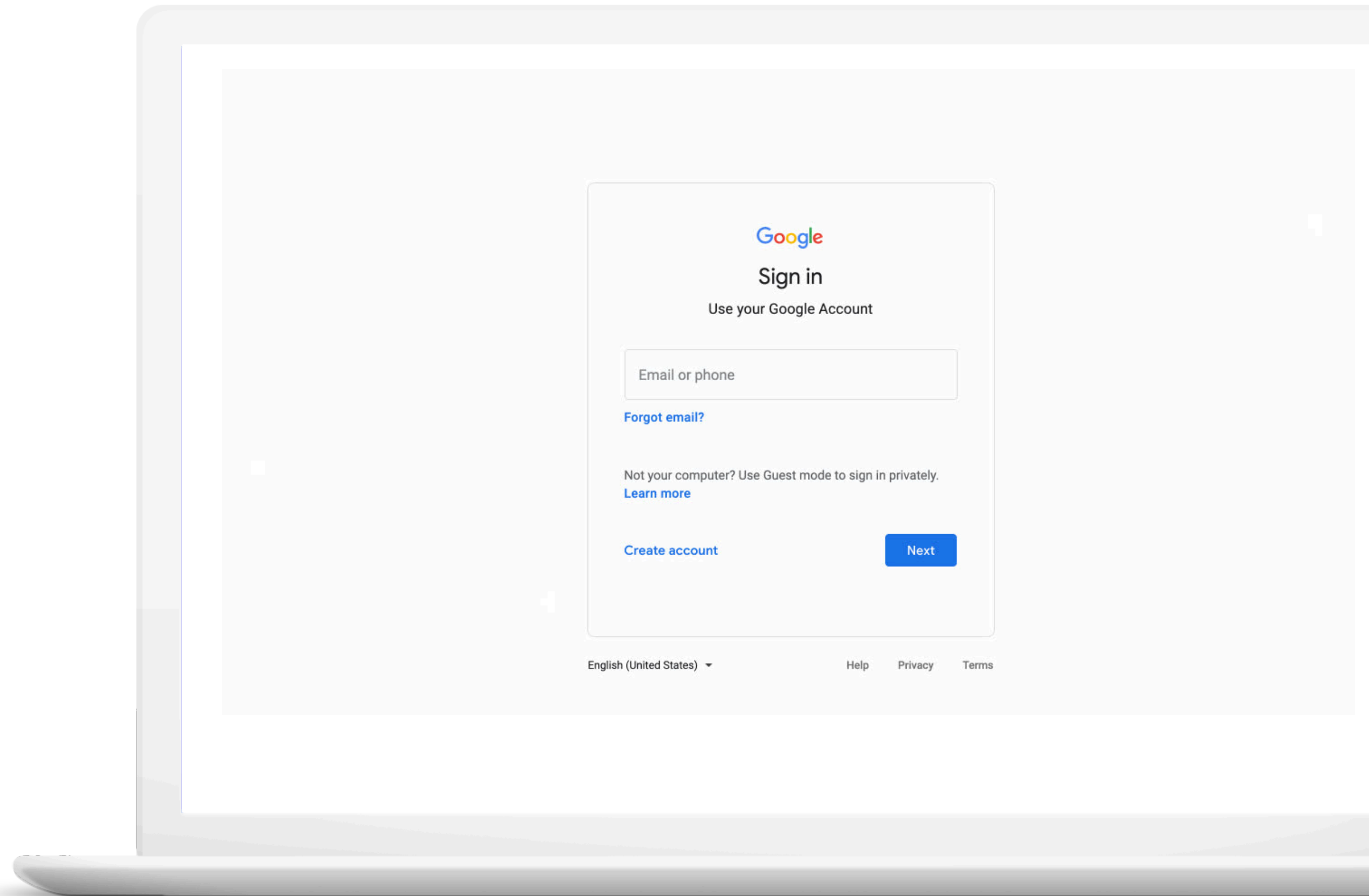
Step 1: Sign into your Google Account

Sign into your
Google Account.

Don't have a Google
Account? Sign up for free.

Quick Tip:

Create a new Google account
accounts.google.com/signup



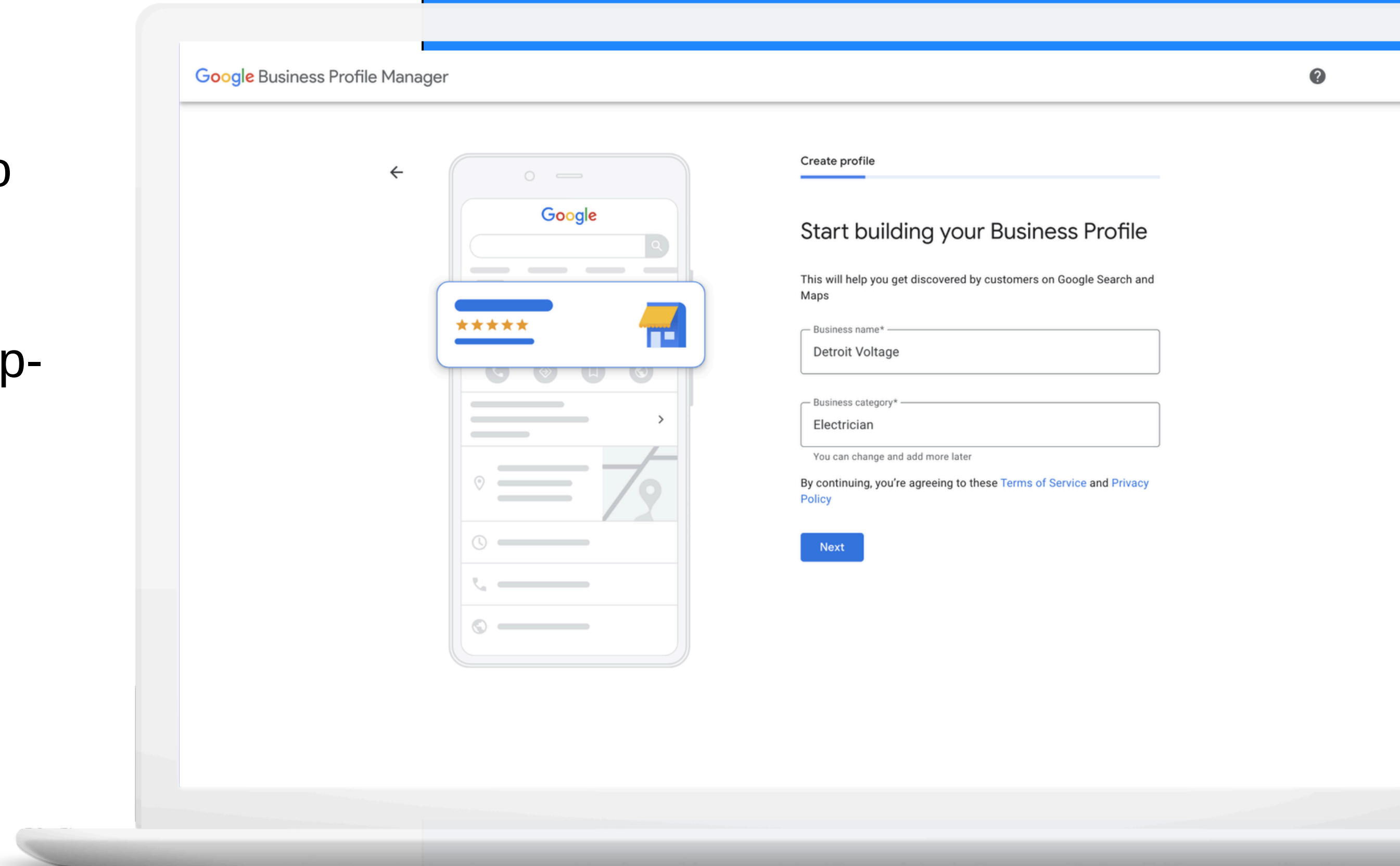
Step 2: Find or add your business

Type the business name as you want it to appear on Google.

It may appear in a drop-down list.

Enter a business category.

Select **Next**.

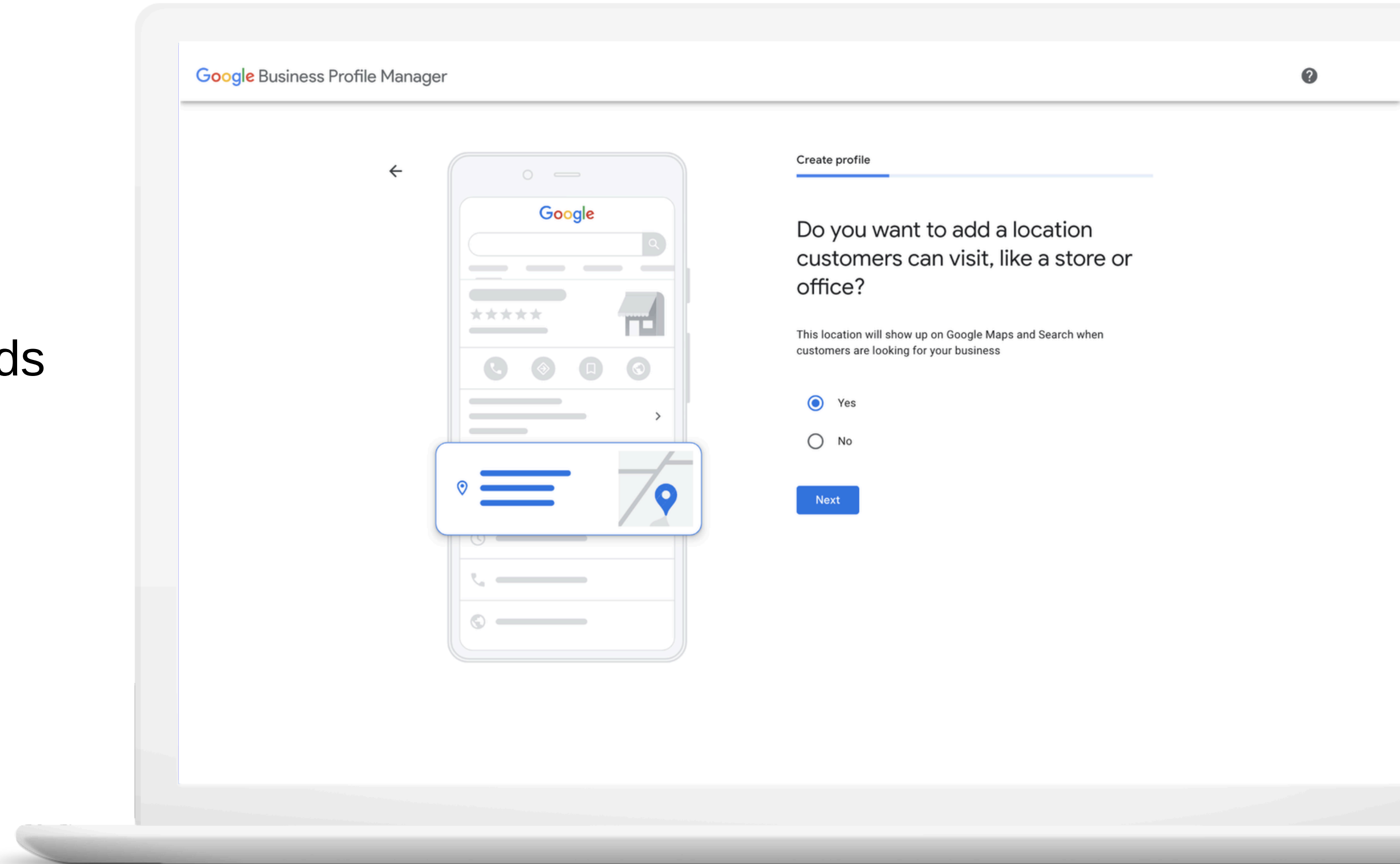


Step 3: Do you have a location customers visit?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

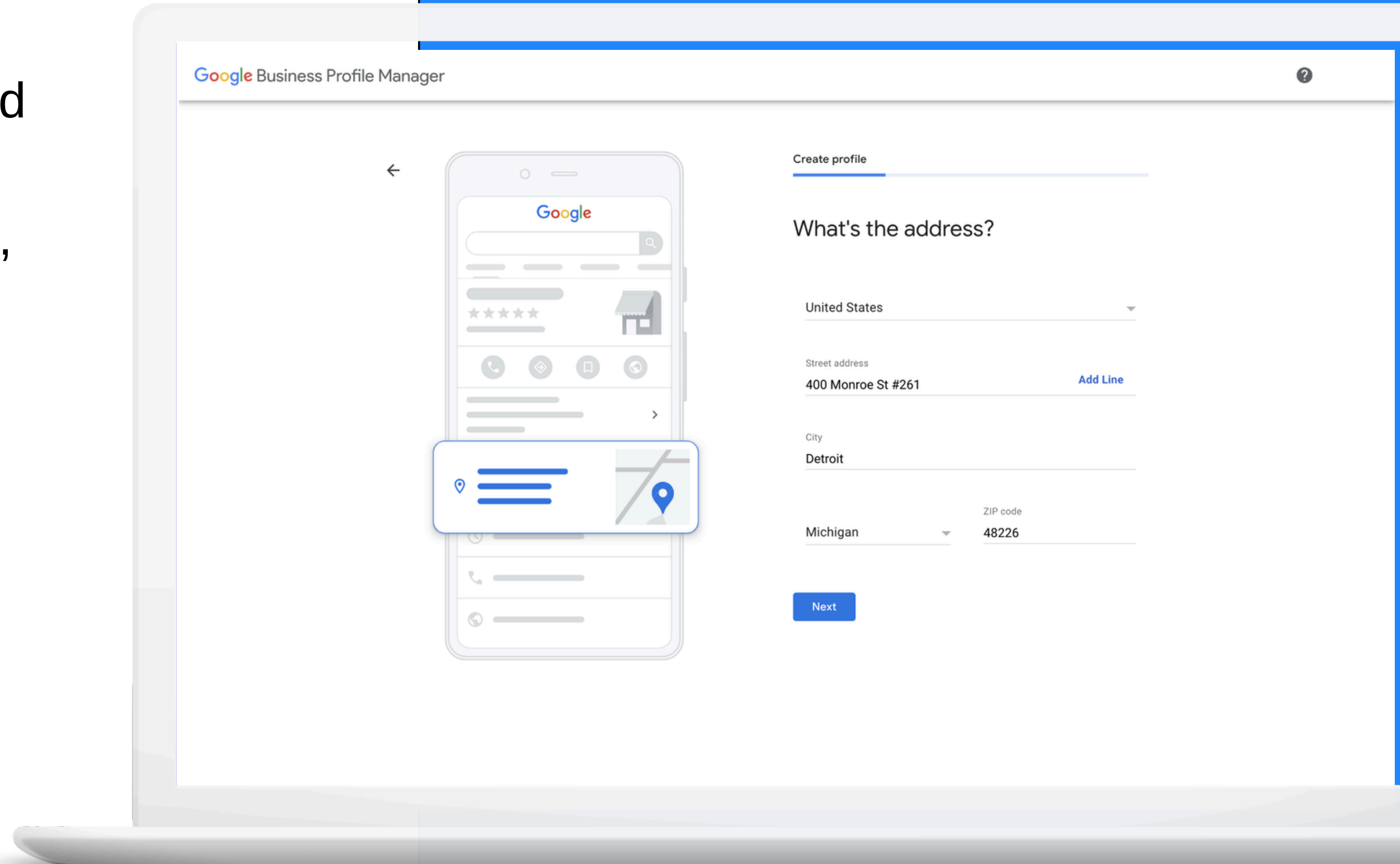
Click **Next**.



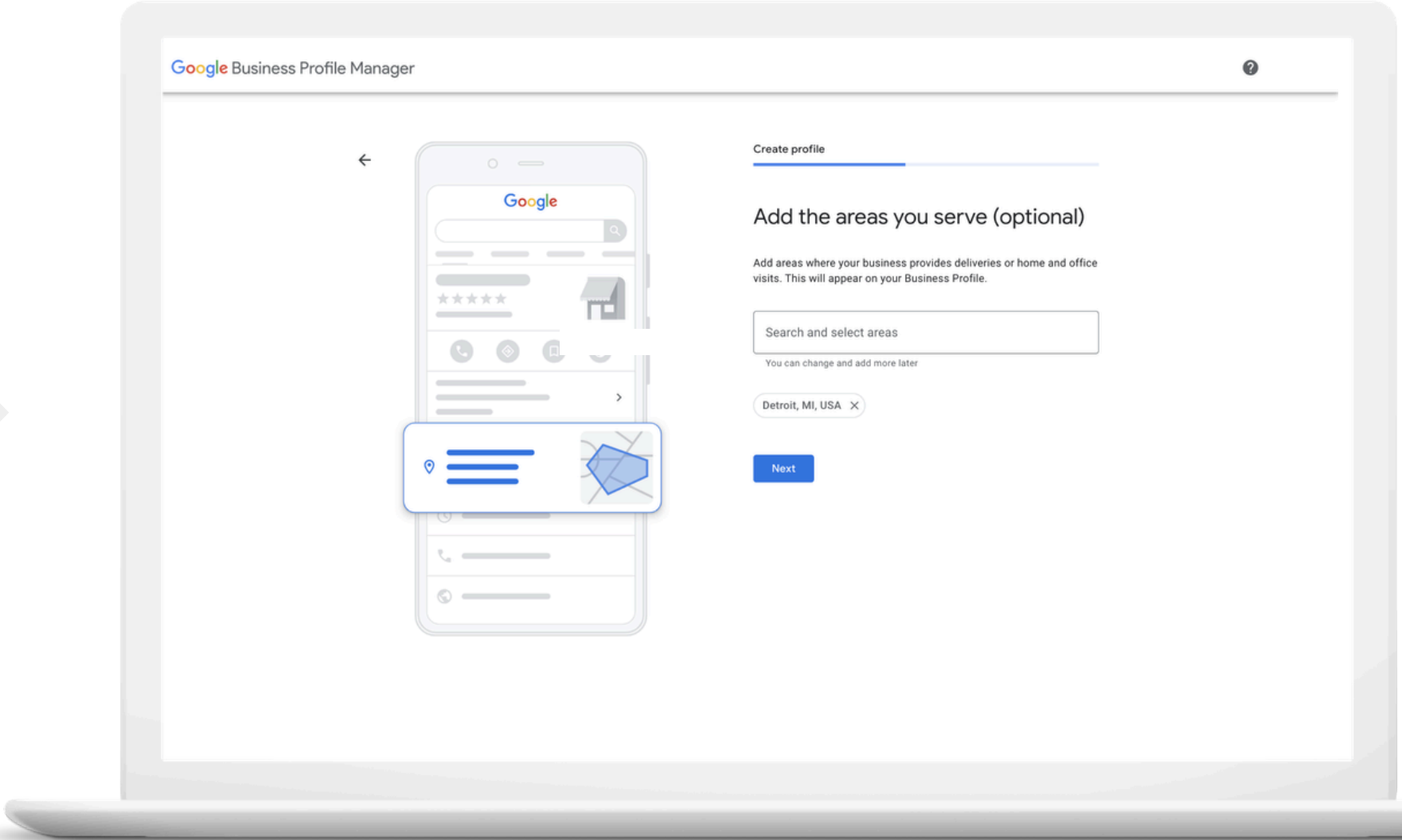
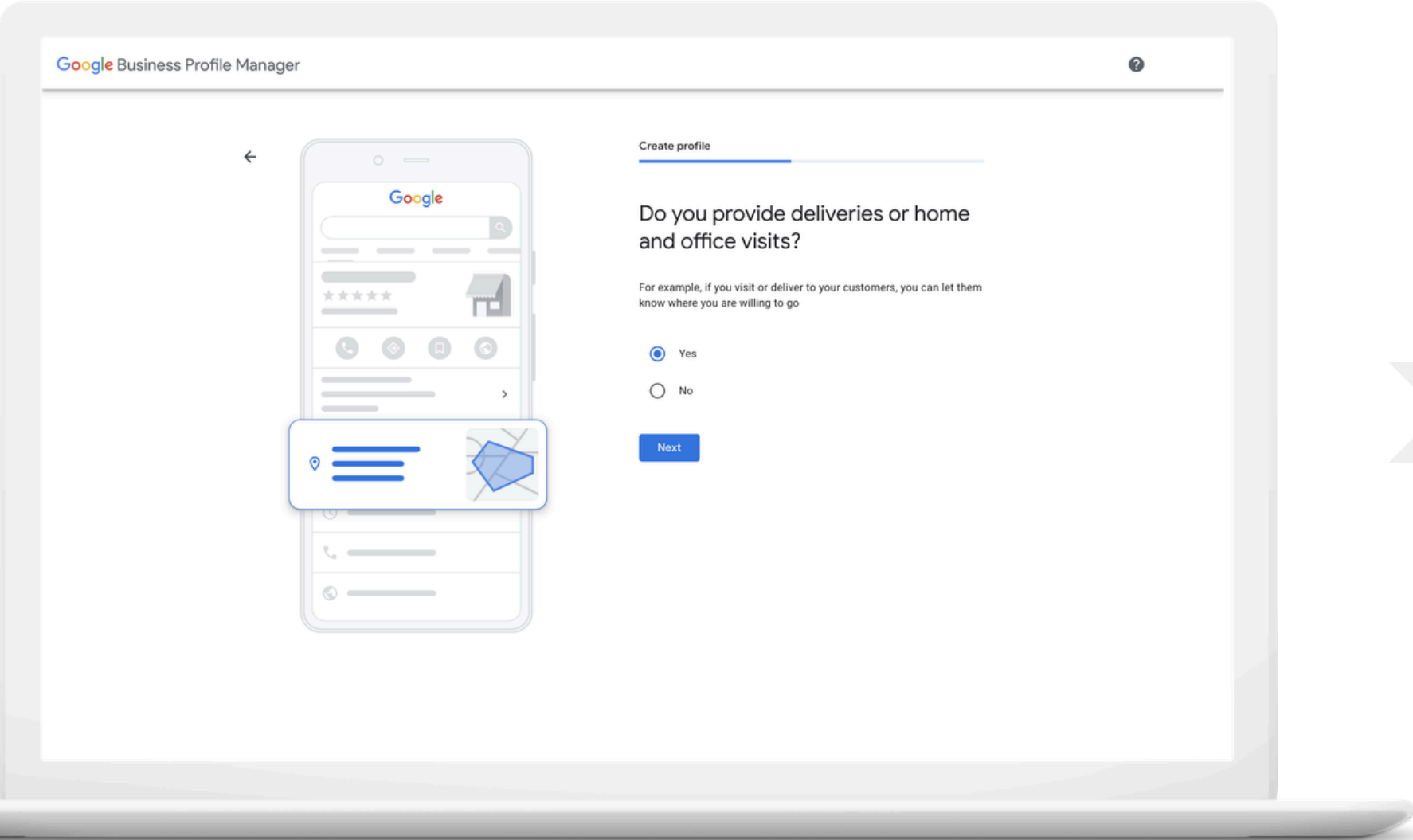
If yes, enter the address

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

Click [Next](#).



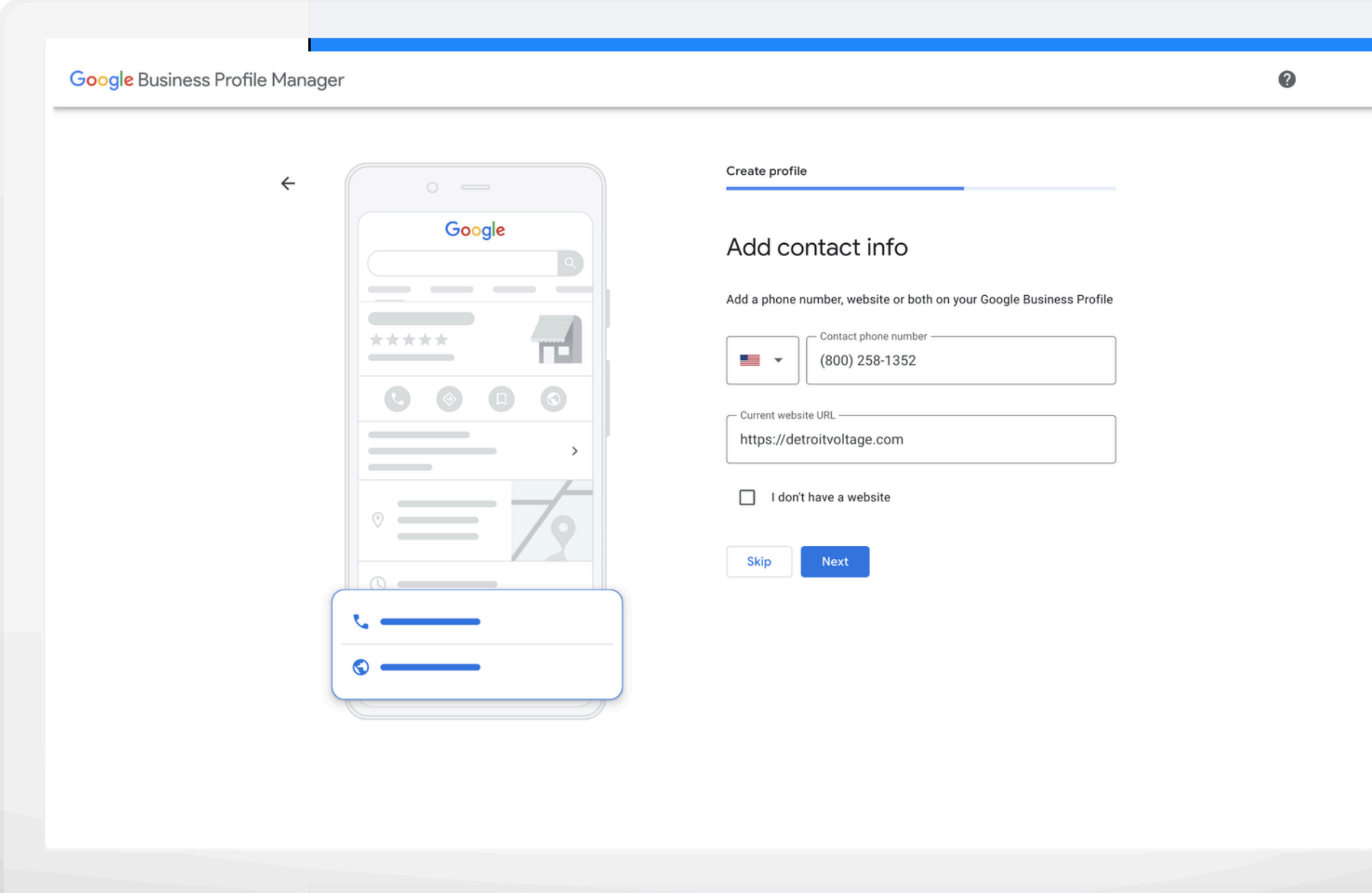
You can also add a service area



Step 4: Enter business contact info

You have the option to include a phone number and a website.

Click [Next](#).

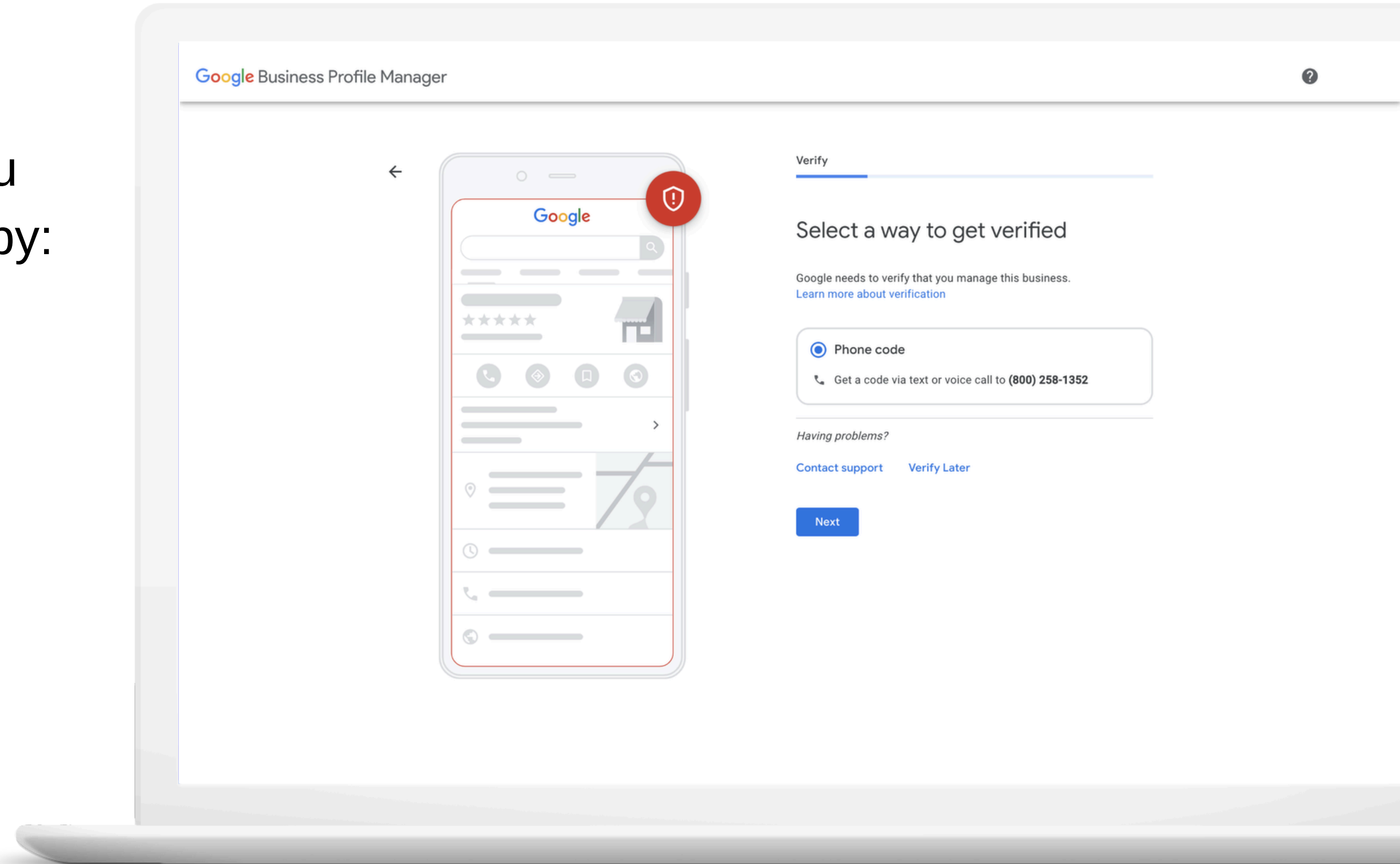


The screenshot shows the 'Google Business Profile Manager' interface. On the left, a smartphone displays a business profile with a search bar, stars, and icons for phone, location, and website. A callout box highlights the phone and website icons. On the right, the 'Create profile' progress bar is partially filled. The 'Add contact info' section includes a dropdown for country (USA) and a text field for 'Contact phone number' containing '(800) 258-1352'. Below that is a text field for 'Current website URL' containing 'https://detroitvoltage.com'. There is an unchecked checkbox for 'I don't have a website'. At the bottom are 'Skip' and 'Next' buttons.

Step 5: Choose verification method

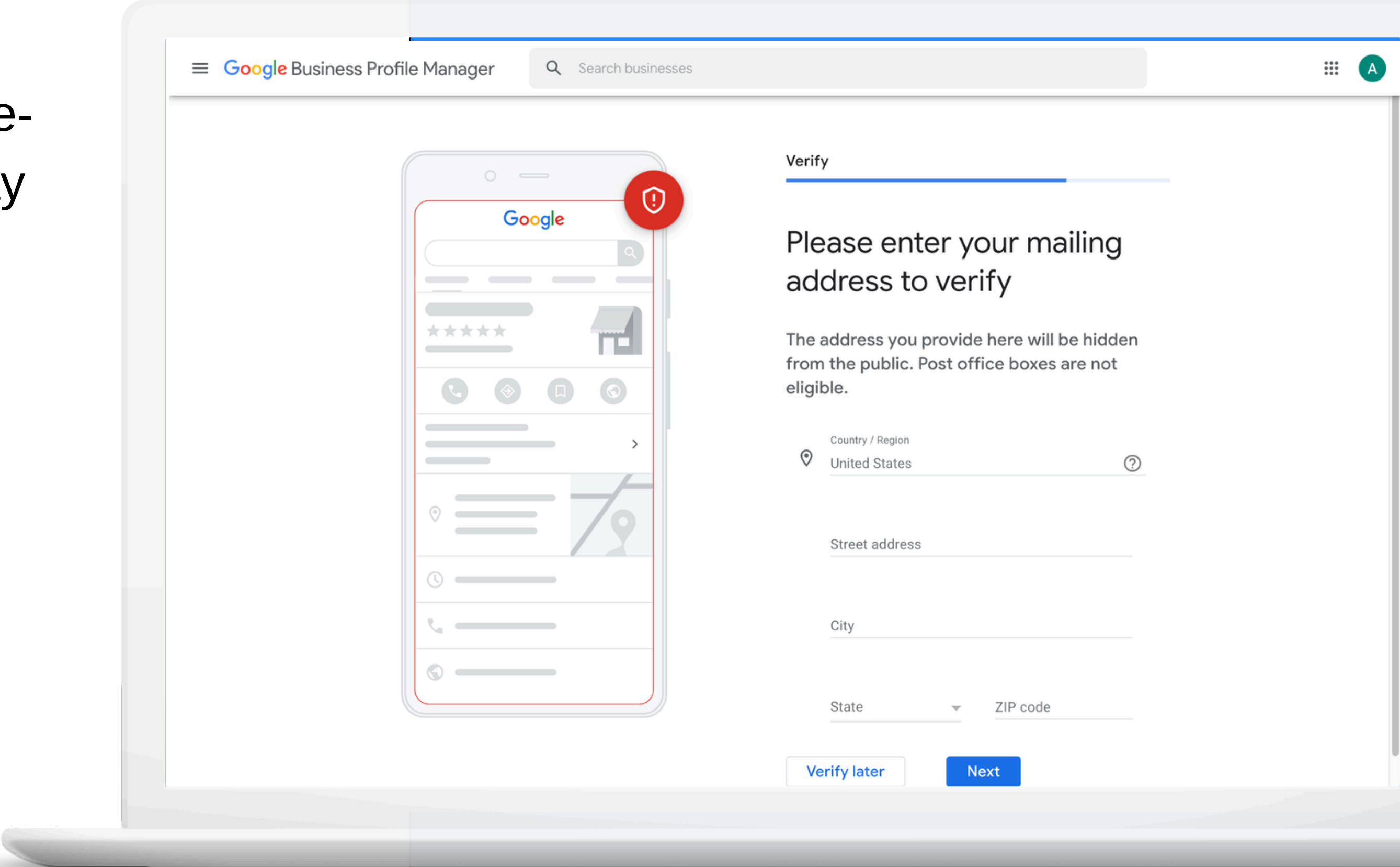
Depending on your business situation, you may be able to verify by:

- Phone
- Text
- Email
- Video



Step 5: Choose verification method

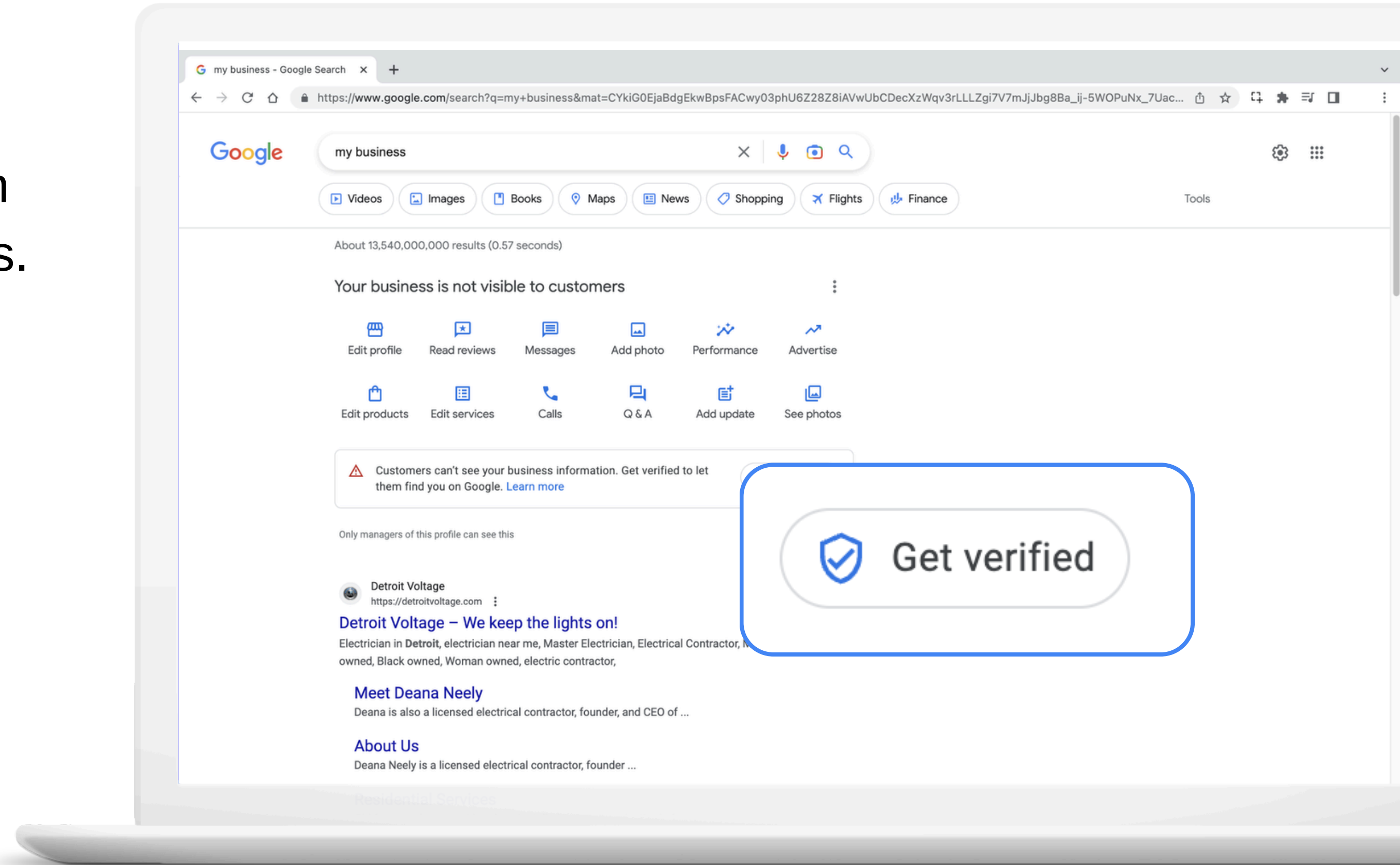
If you operate a service-area business, you may need to enter your mailing address.



Waiting for verification

Google reviews info before verifying, which can take up to 14 days.

In the meantime, add more business info.



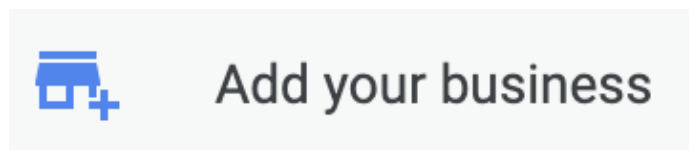
Three more ways to add your business

Visit maps.google.com.

OPTION

1

Search for your address. Click



OPTION

2

Click the three-line icon in the left menu.

Click [Add your business](#).

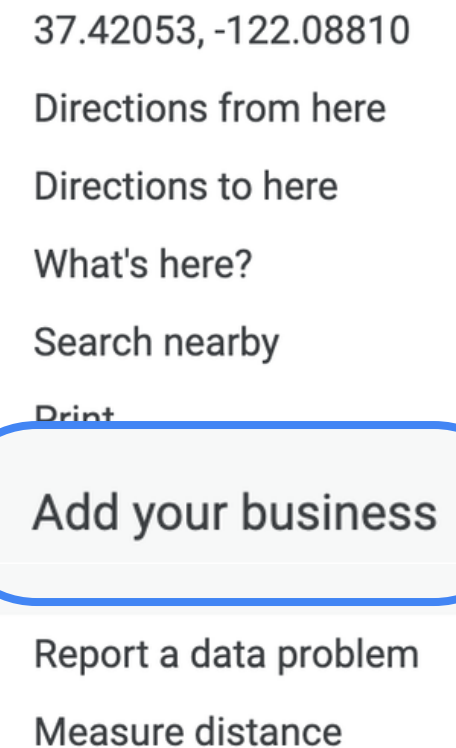


OPTION

3

Right-click on the map.

Click [Add your business](#).



Follow the prompts to create and verify your Business Profile.

How to manage business info

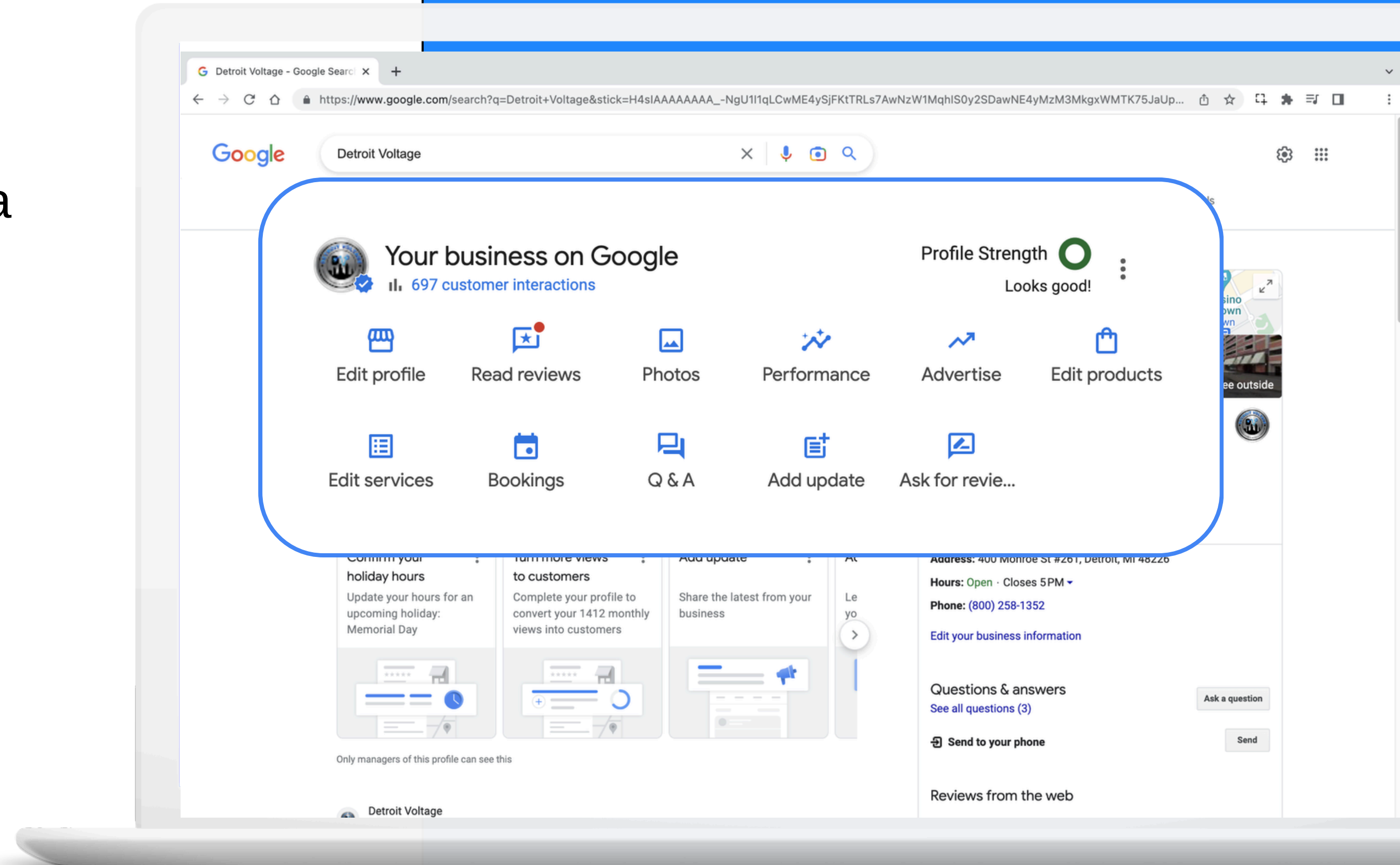
Manage info directly from Google's search results

Make edits directly on a search results page.

You must be signed into an account that manages the Business Profile.

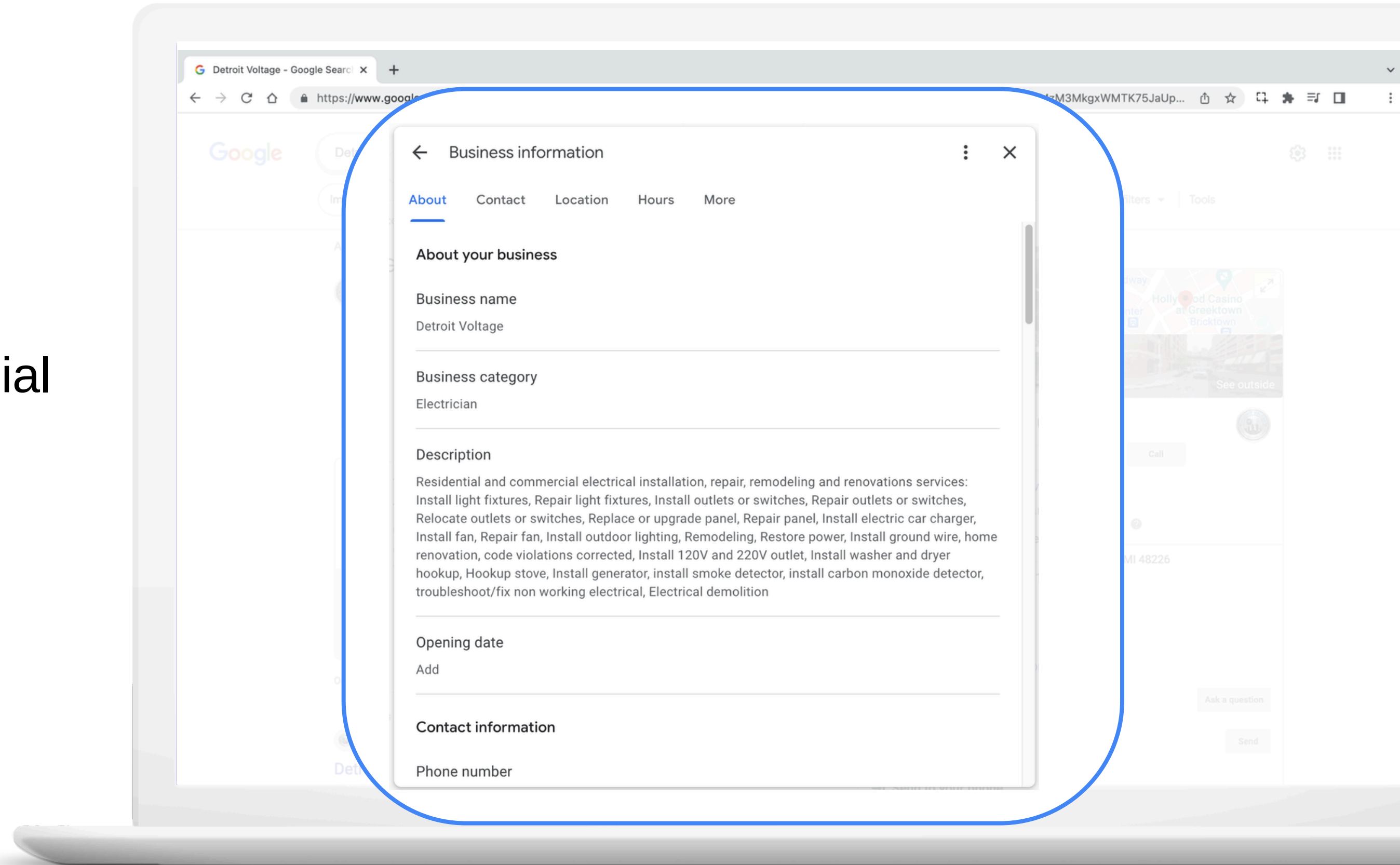
Quick Tip:

Search for your business at [google.com](https://www.google.com)



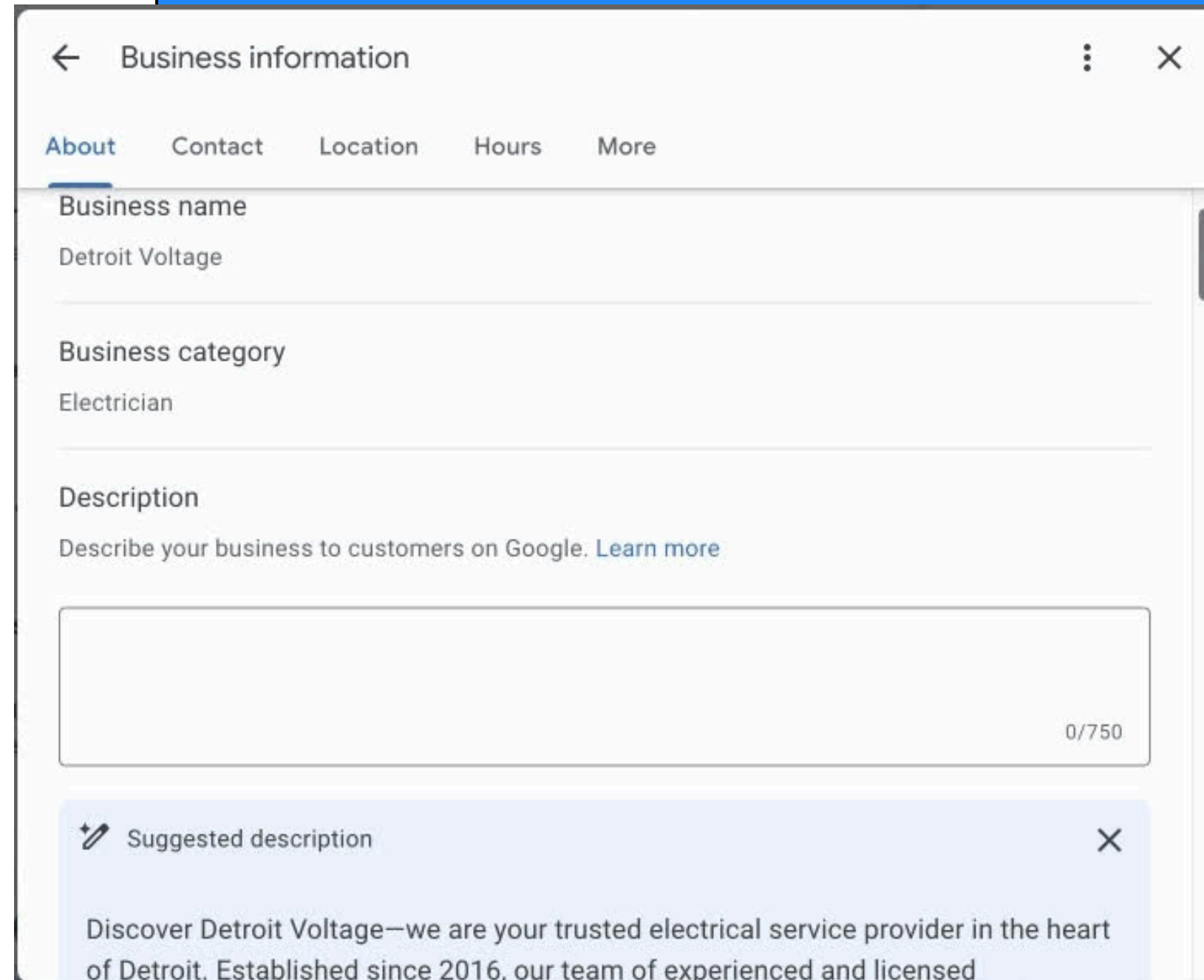
Click 'Edit Profile' to manage:

- Business name
- Category
- Description
- Phone numbers
- Website and social media profiles
- And more



Use AI to write a business description

- This AI tool uses business info to write a description.
- Help the tool by writing a draft or entering details about your business.
- Review for accuracy.



The screenshot shows a mobile interface for editing business information. At the top, there's a title bar with a back arrow, the text 'Business information', and a close button. Below the title bar are navigation tabs: 'About' (selected), 'Contact', 'Location', 'Hours', and 'More'. The form is divided into sections: 'Business name' with the value 'Detroit Voltage', 'Business category' with the value 'Electrician', and 'Description'. The description field is currently empty, with a character count '0/750' at the bottom right. Below the description field is a 'Suggested description' box with a pencil icon and a close button. The suggested text reads: 'Discover Detroit Voltage—we are your trusted electrical service provider in the heart of Detroit. Established since 2016, our team of experienced and licensed'.

Pro Tip: Stand out with attributes

Click [More](#) to choose attributes that can help your business stand out in search.



Asian-owned



Indigenous-owned



Veteran-owned



Black-owned



Latino-owned



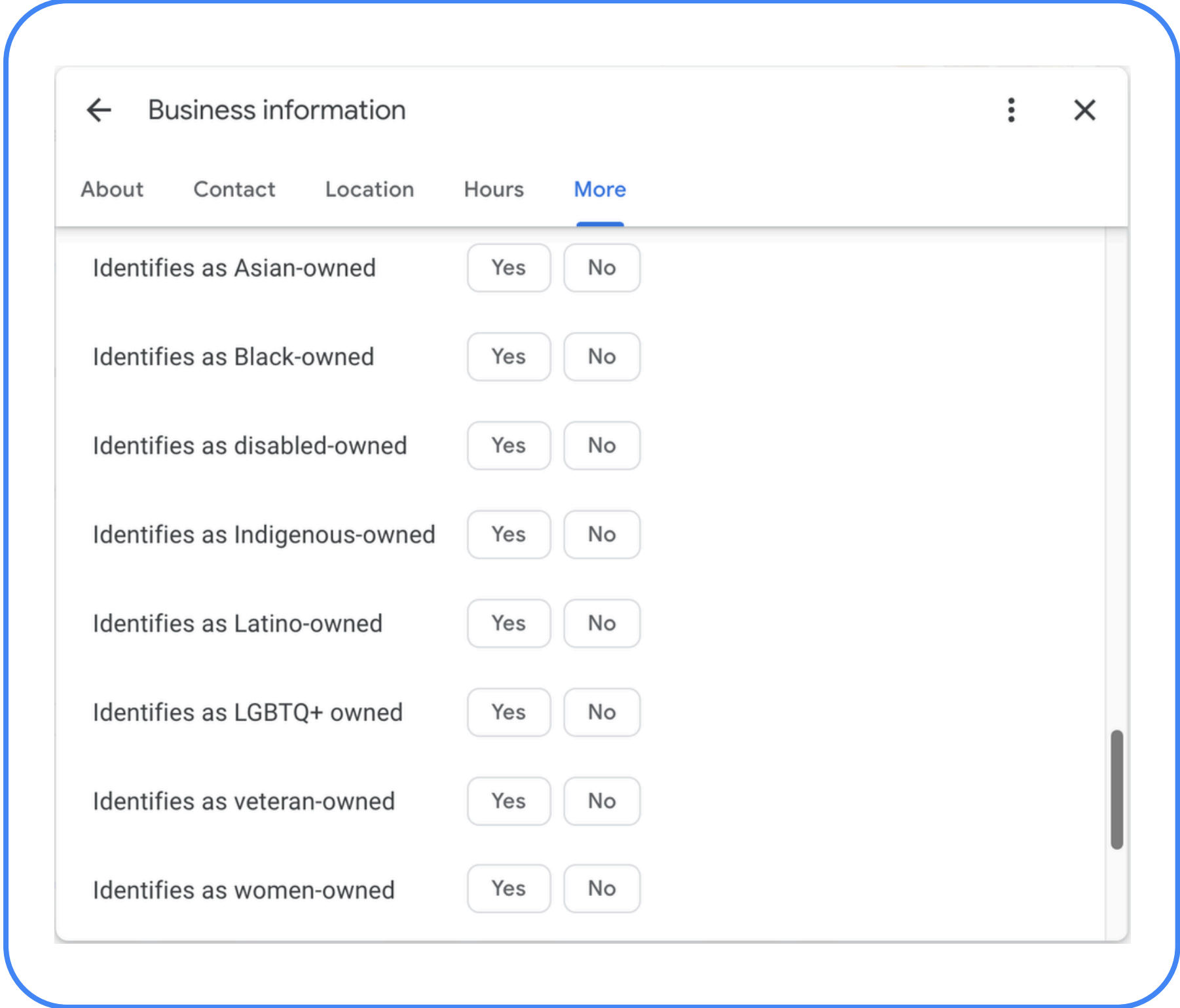
Women-owned



Disabled-owned



LGBTQ+ owned



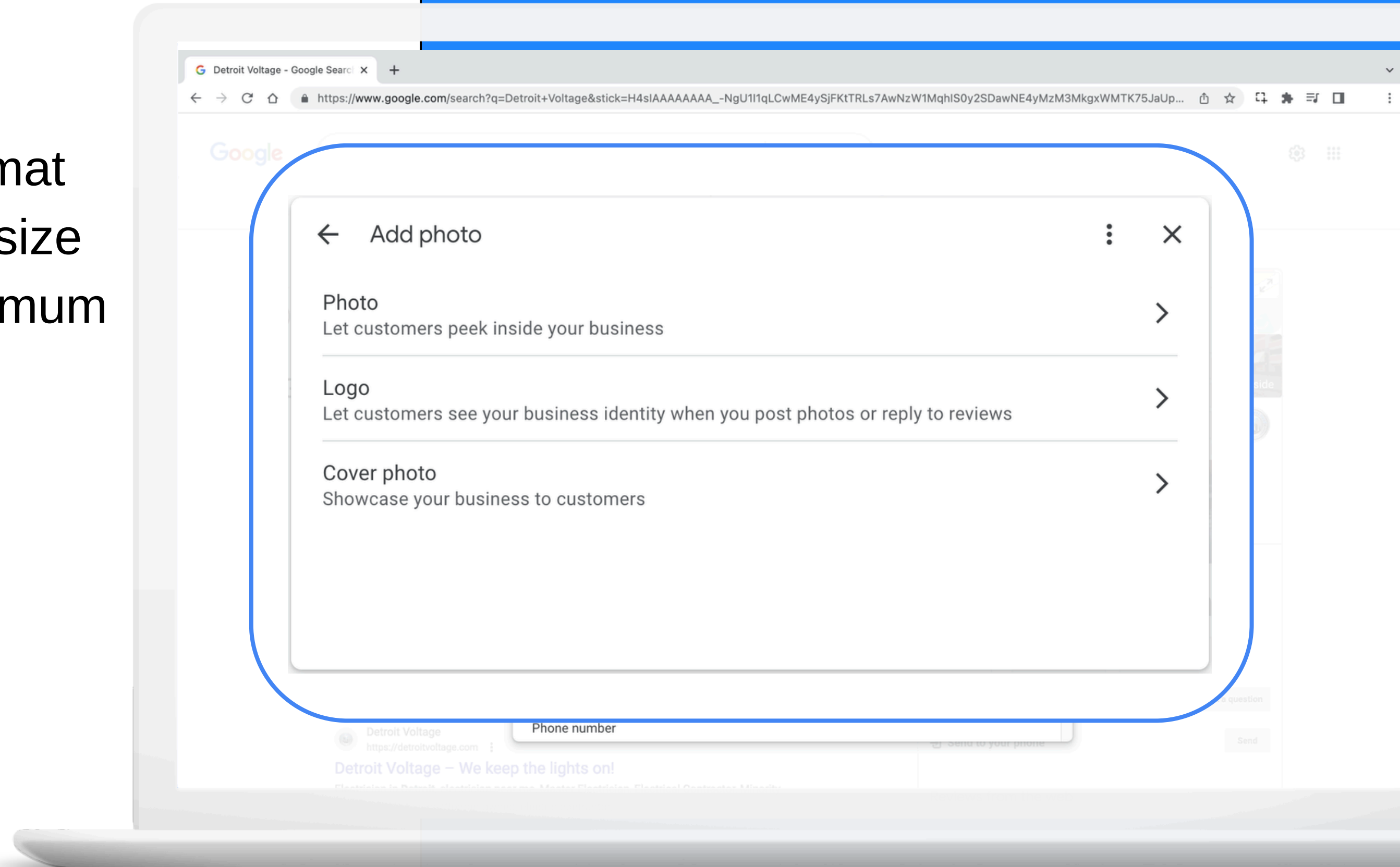
How to add photos and videos

Photos:

- JPG or PNG format
- 10KB - 5MB file size
- 250x250 px minimum

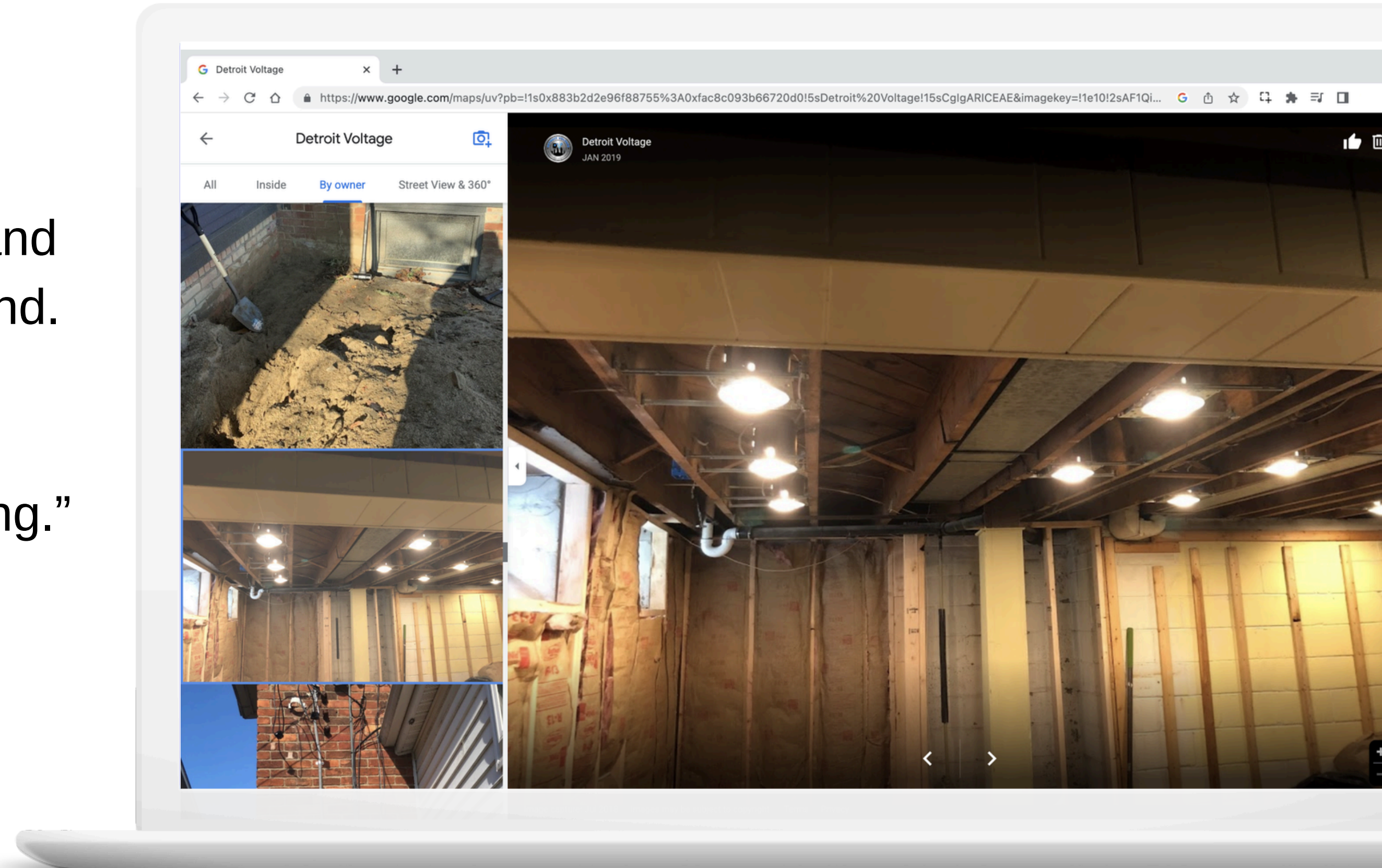
Videos:

- 30 seconds max
- 75MB max
- 720p minimum



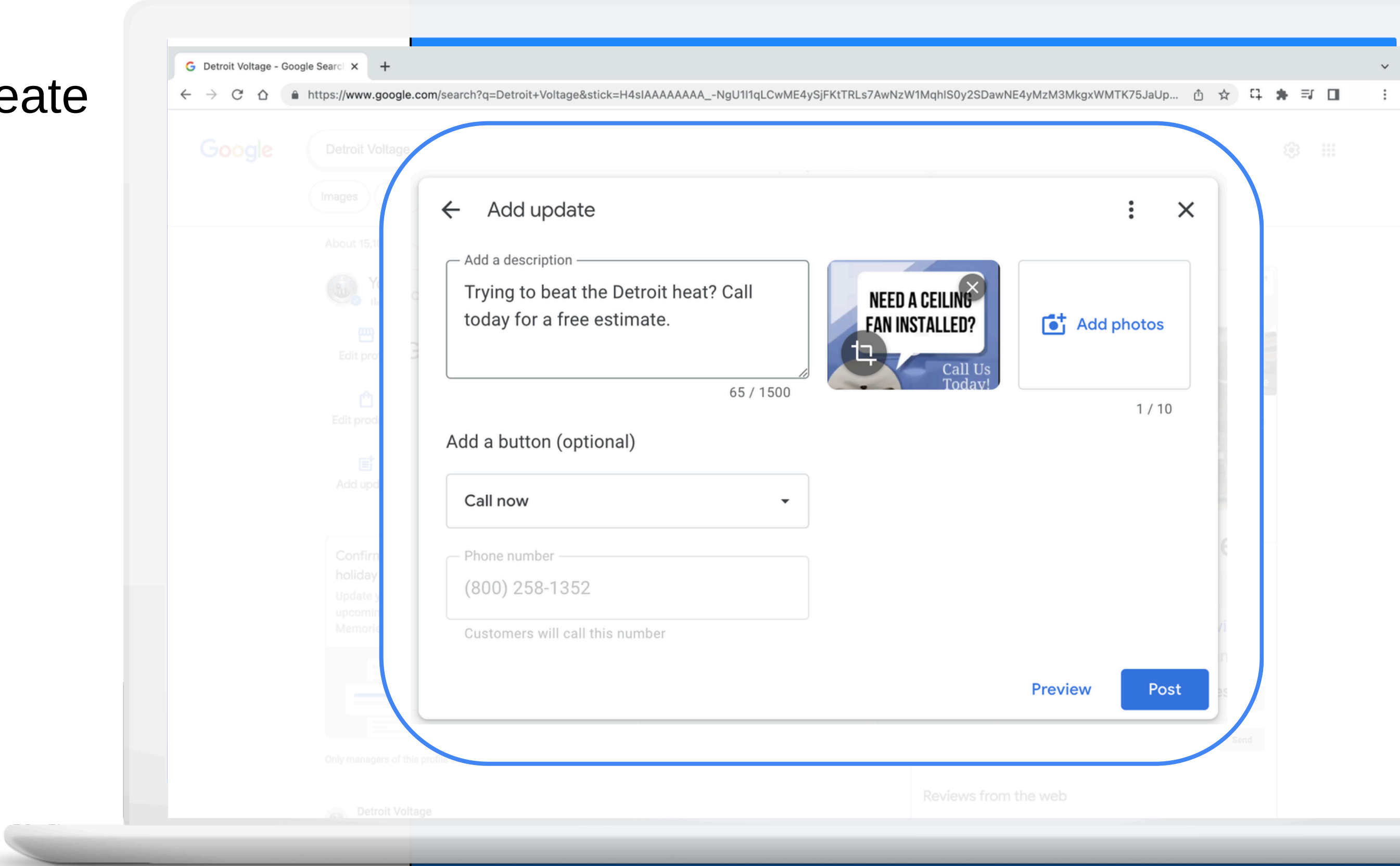
Tips for great photos

- Use focused, well-lit images.
- Highlight features and showcase your brand.
- Include a logo and cover photo.
- Avoid “phone stuffing.”



Create posts to share timely info

Click **Add update** to create a post.



Post examples



Update

Detroit Voltage
Dec 23, 2023

Exciting News: Power Up Your Vehicle with a Residential EV Charging Station!

Elevate your home to the next level of sustainability and convenience! We install residential EV charging stations. Say goodbye to range anxiety and hello to hassle-free charging at the comfort of your own home. Contact us today to power up your home for a greener tomorrow! #EVcharging #SustainableLiving #GreenTech 🌱



Offer

Moda Domani C...
Feb 8, 2024

15% Off New Shirtings

As warm weather begins to roll into Kansas City, treat yourself to luxurious new shirts crafted from our latest fabric arrivals. Enjoy 15% off when you purchase 3 or more - the perfect opportunity to stock up on unique, bespoke pieces. Choose from our new line of linen shirting fabrics in addition to vibrant new cotton



Event

CitySwing
Mar 7, 2024

Swing it 'n Wing it
Mar 28, 6:00 PM - 9:00 PM

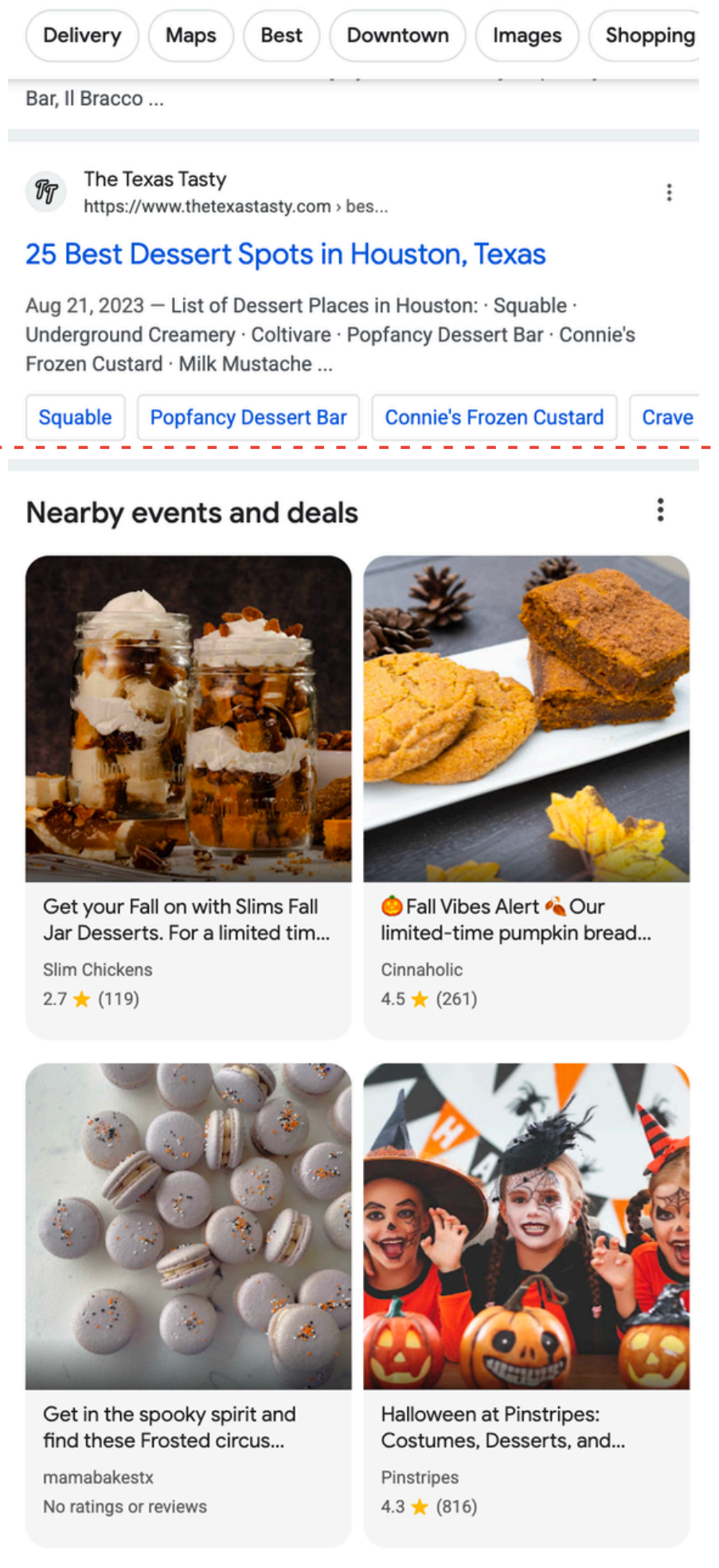
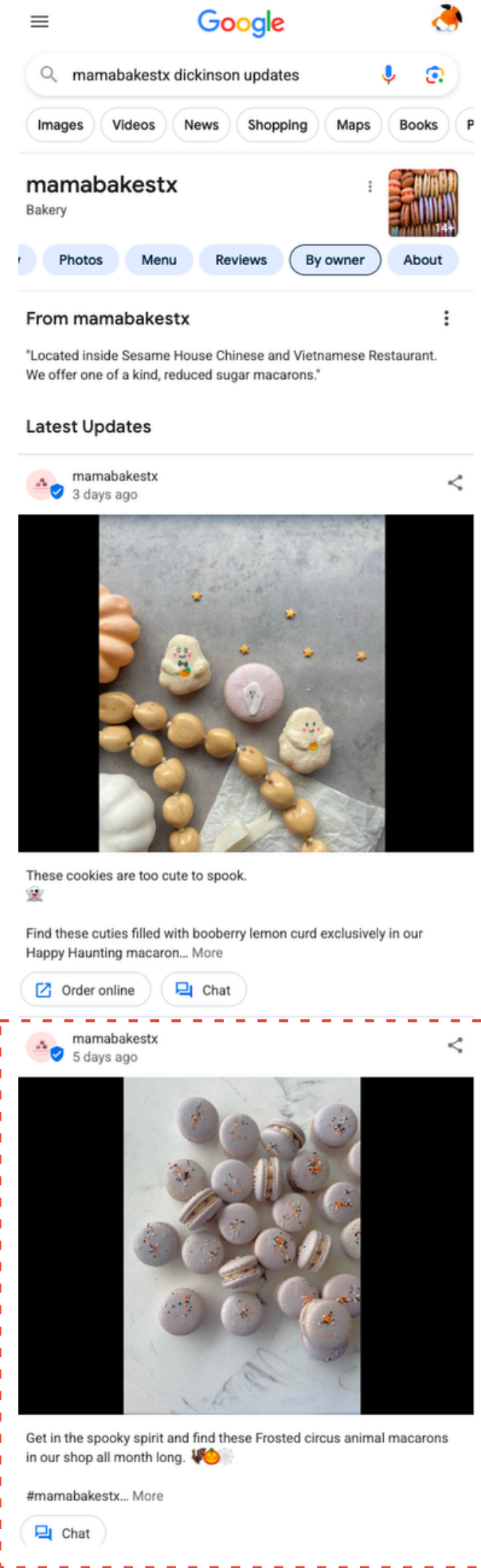
Join us every month for unlimited wings, swings, raffle prize giveaways & some liquid courage. Purchase tickets via the link or at the door. See you there!

Cauliflower wings also available :)

[Sign up](#)

Posts may appear in ‘Nearby events and deals’

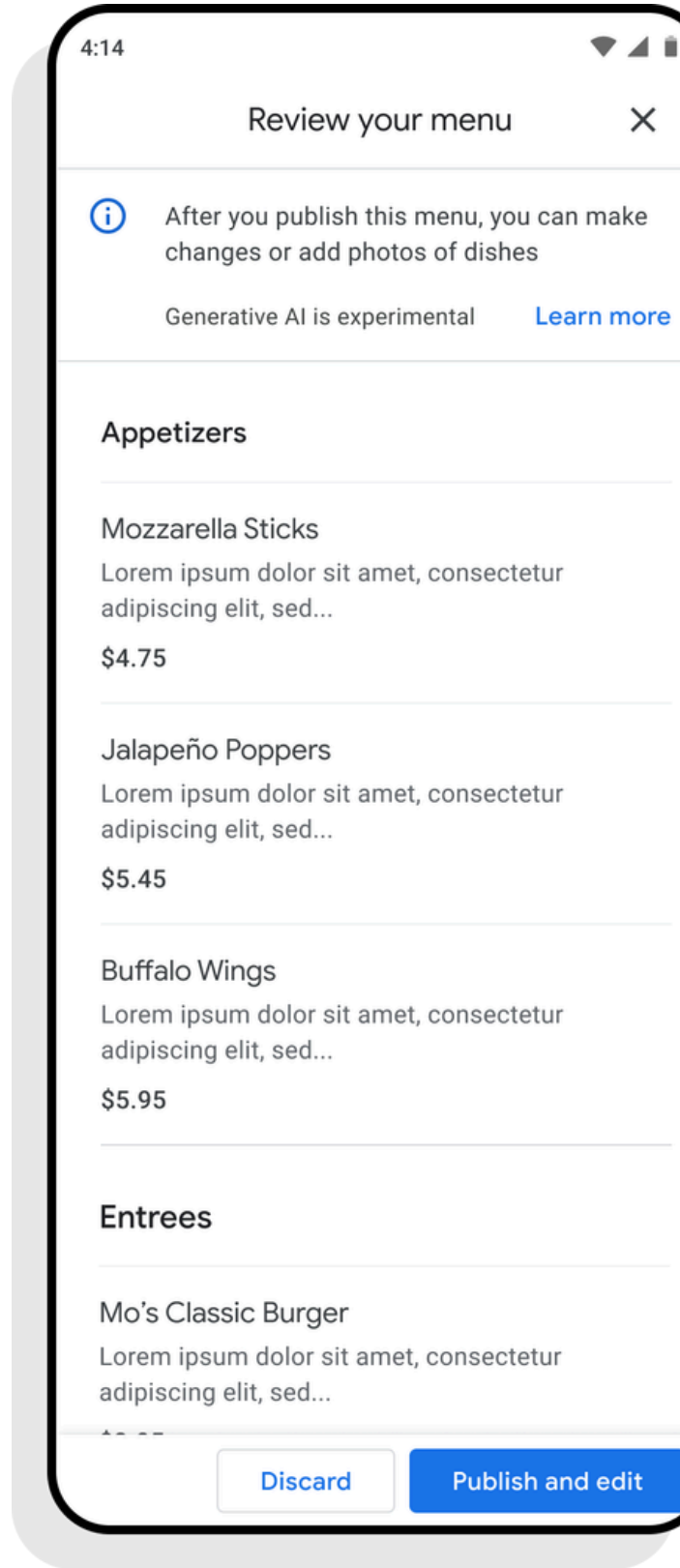
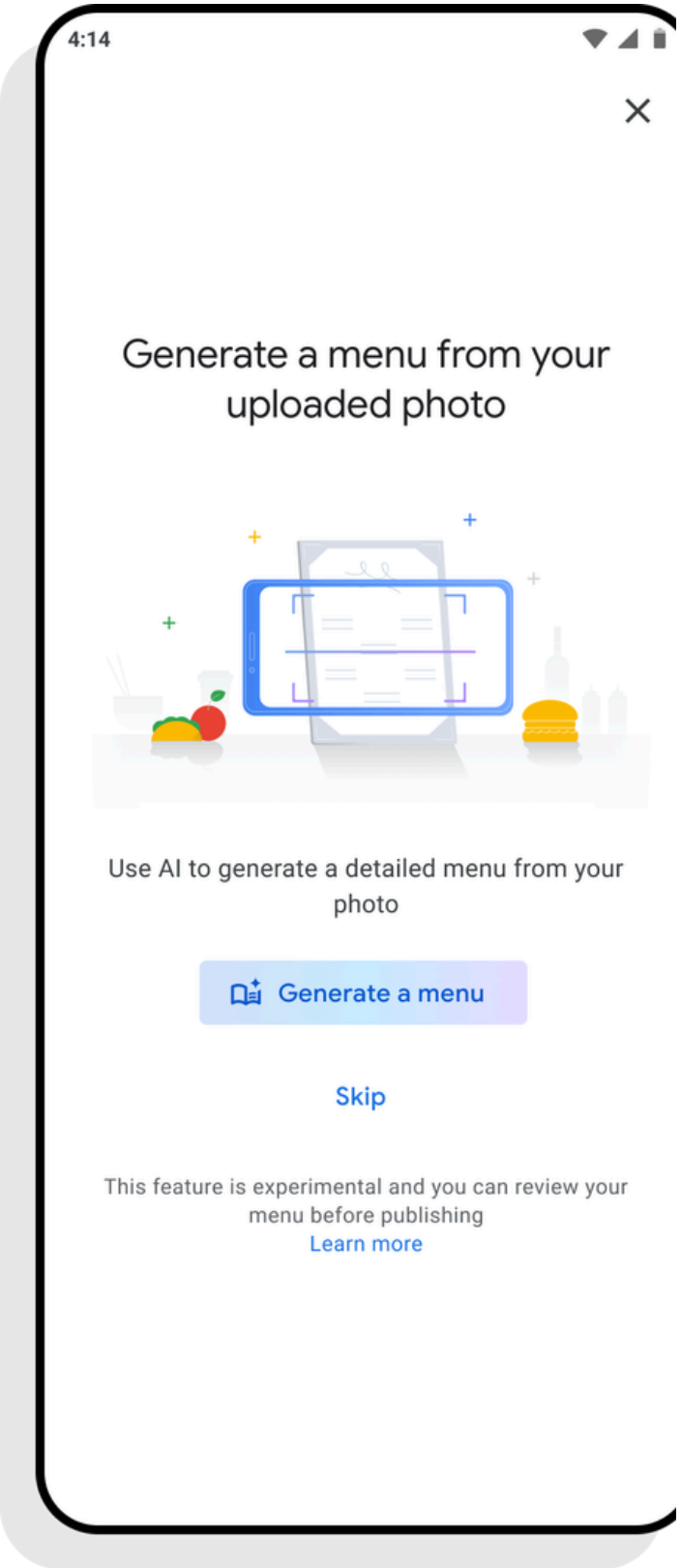
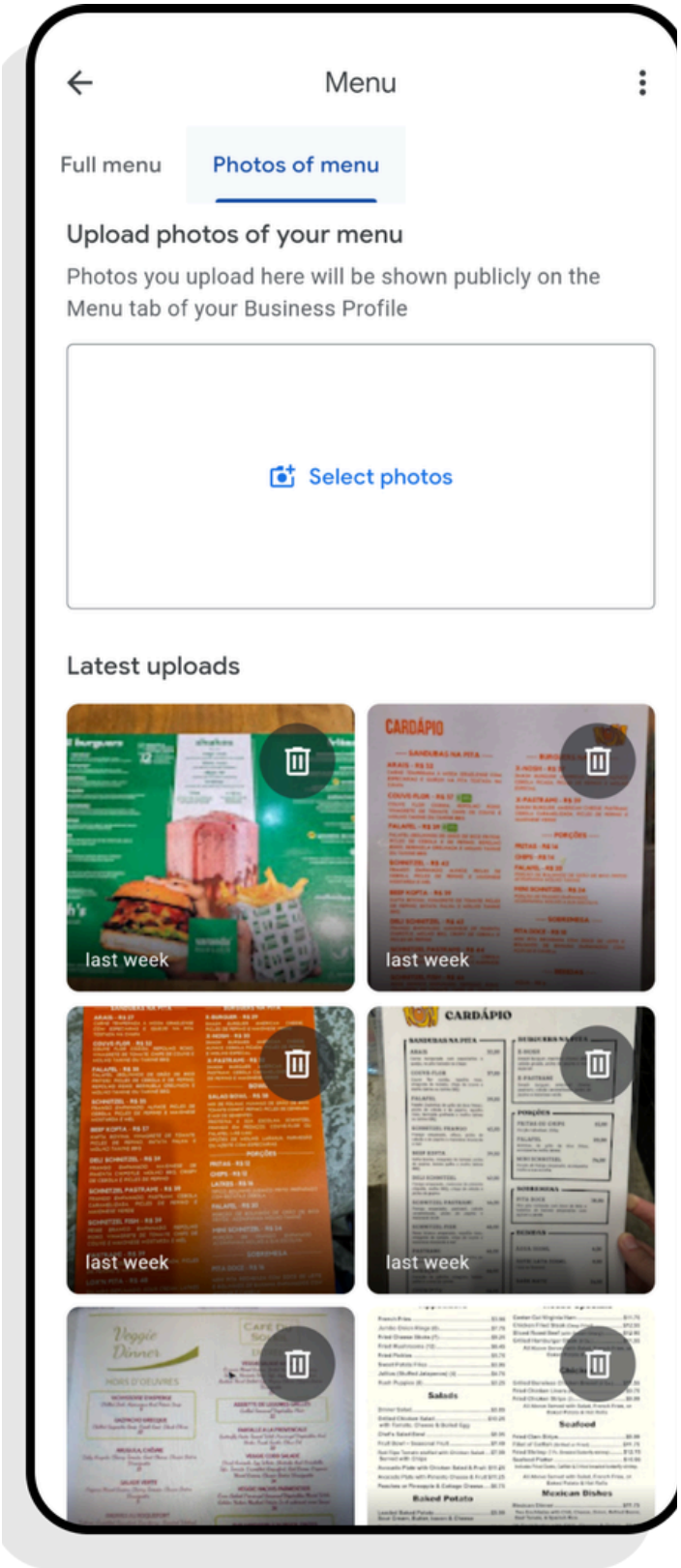
- Posts about local events and deals may appear in a “Nearby events and deals” module.
- The module is available for mobile devices.



Bonus for restaurants

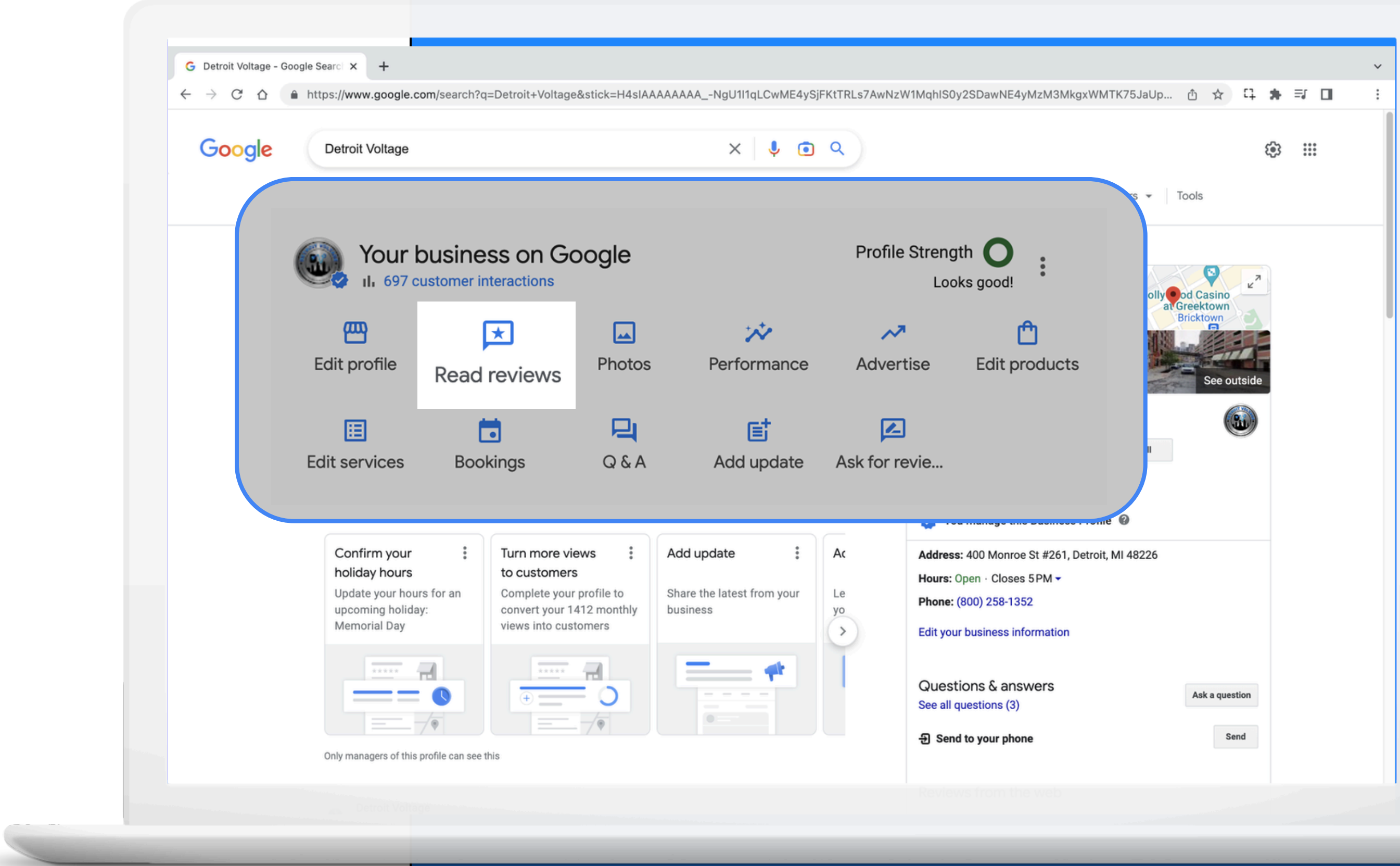
**Create a digital menu in
less than 30 seconds
with Google AI.**

Use AI to create a menu



Read and respond to customer reviews

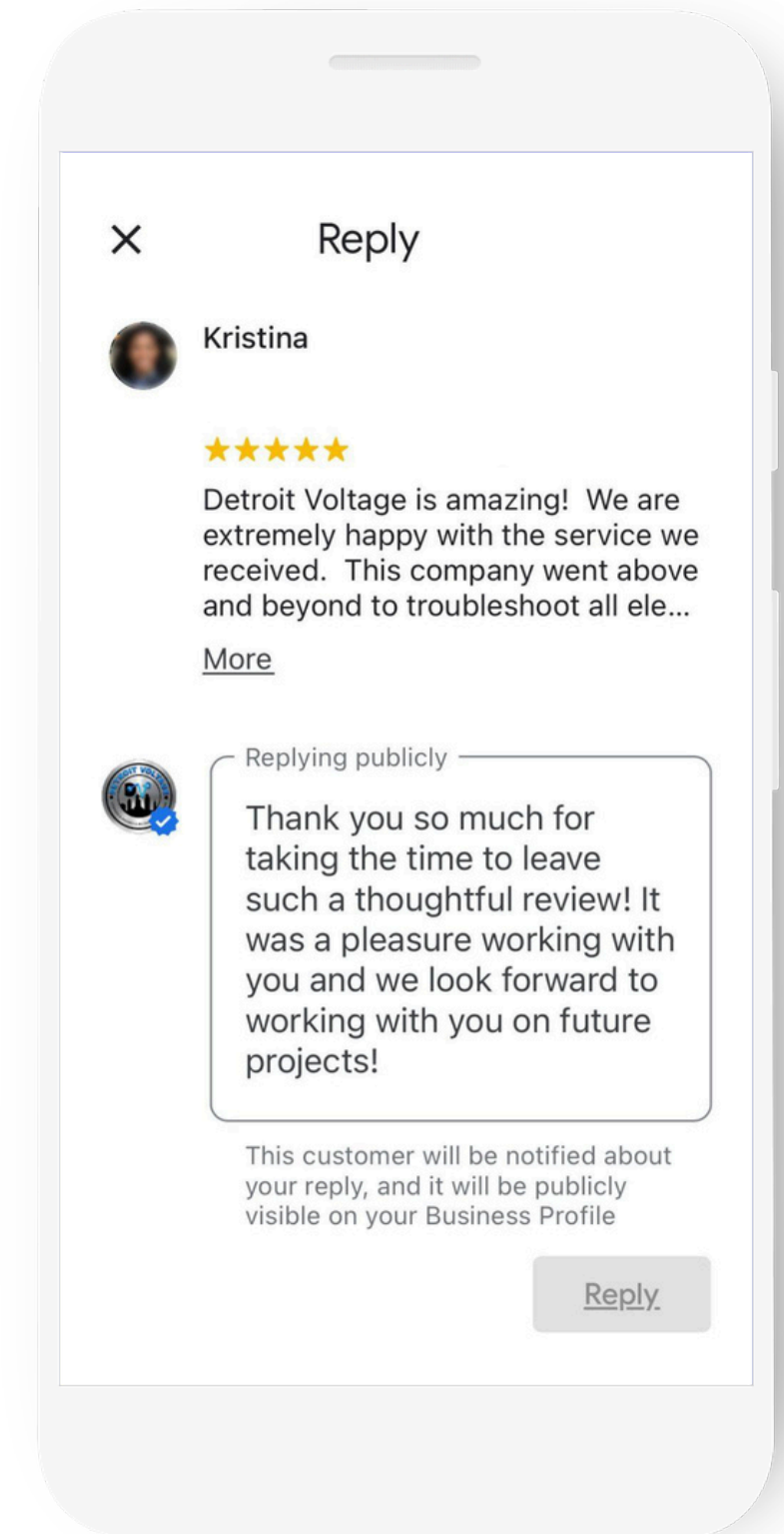
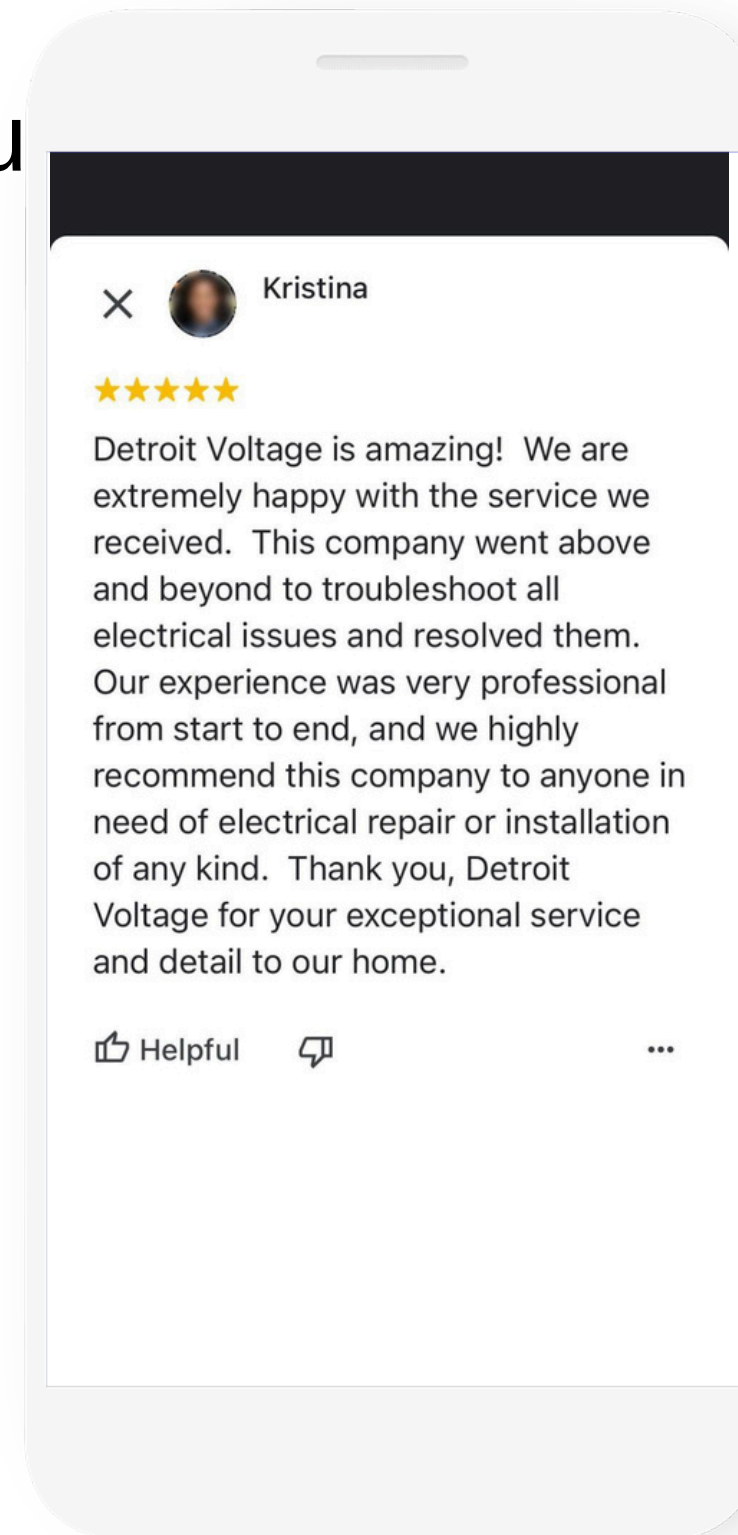
Click **Read reviews** to publicly respond.



Tips for managing reviews

Once your Business Profile is verified you can respond to customer [reviews](#).

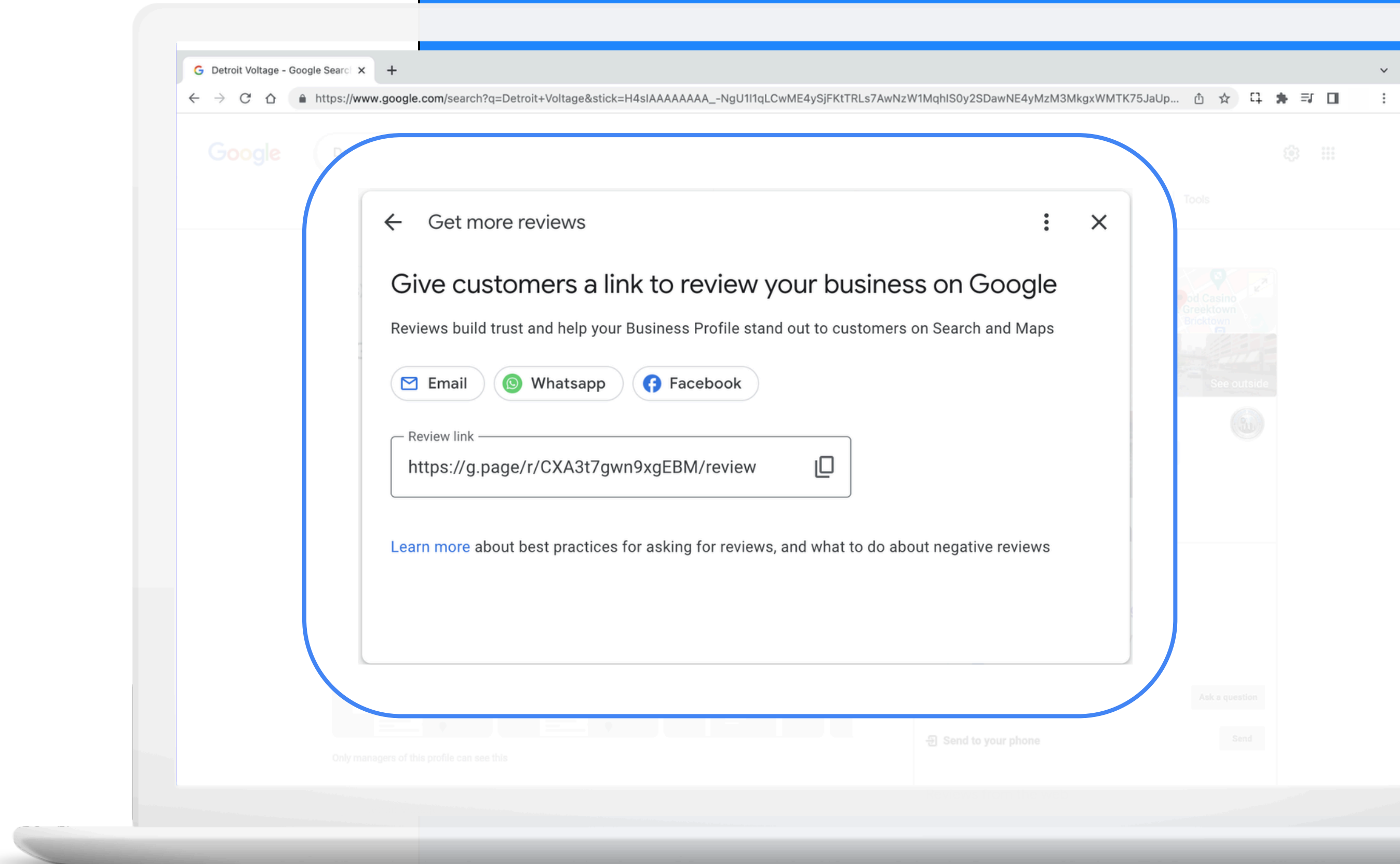
- Be professional and polite.
- Respond promptly.
- Don't use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve issues privately, if possible.



How to ask for reviews

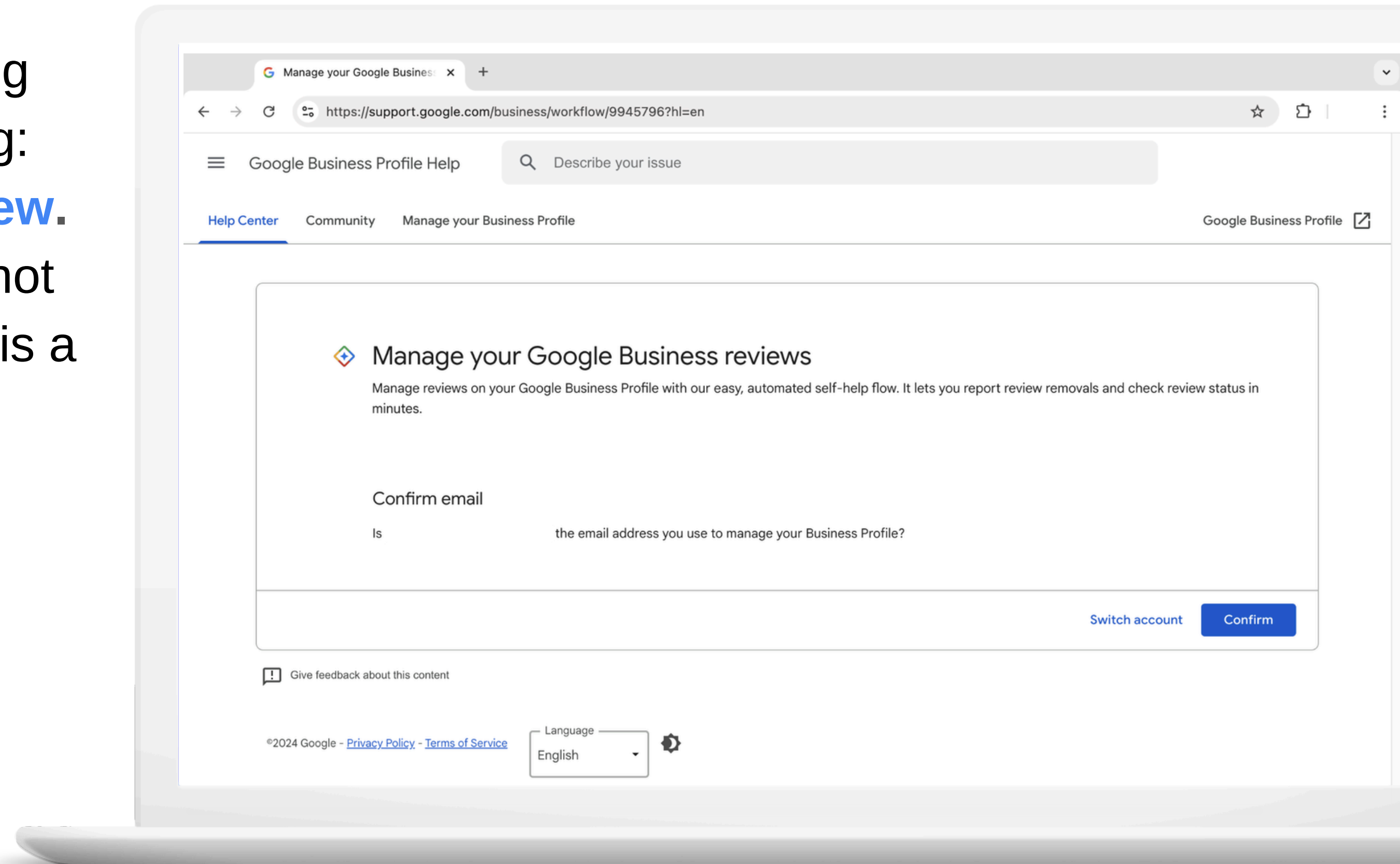
Click [Ask for reviews](#)

- Share via email
- Share via social
- Share via link



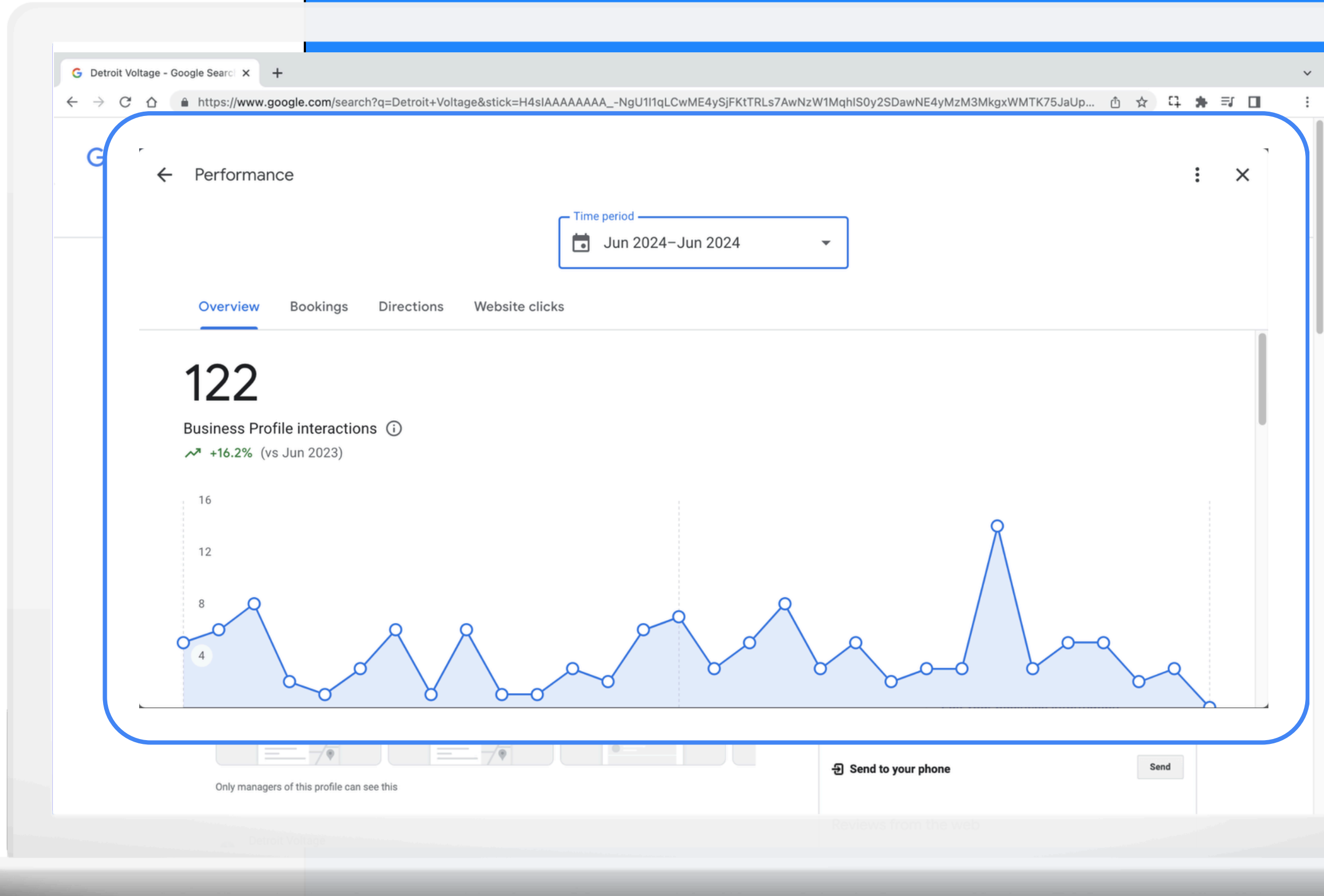
How to report a review violation

Flag reviews by clicking the alert icon or visiting: g.co/grow/reportreview. Negative reviews are not removed unless there is a policy violation.



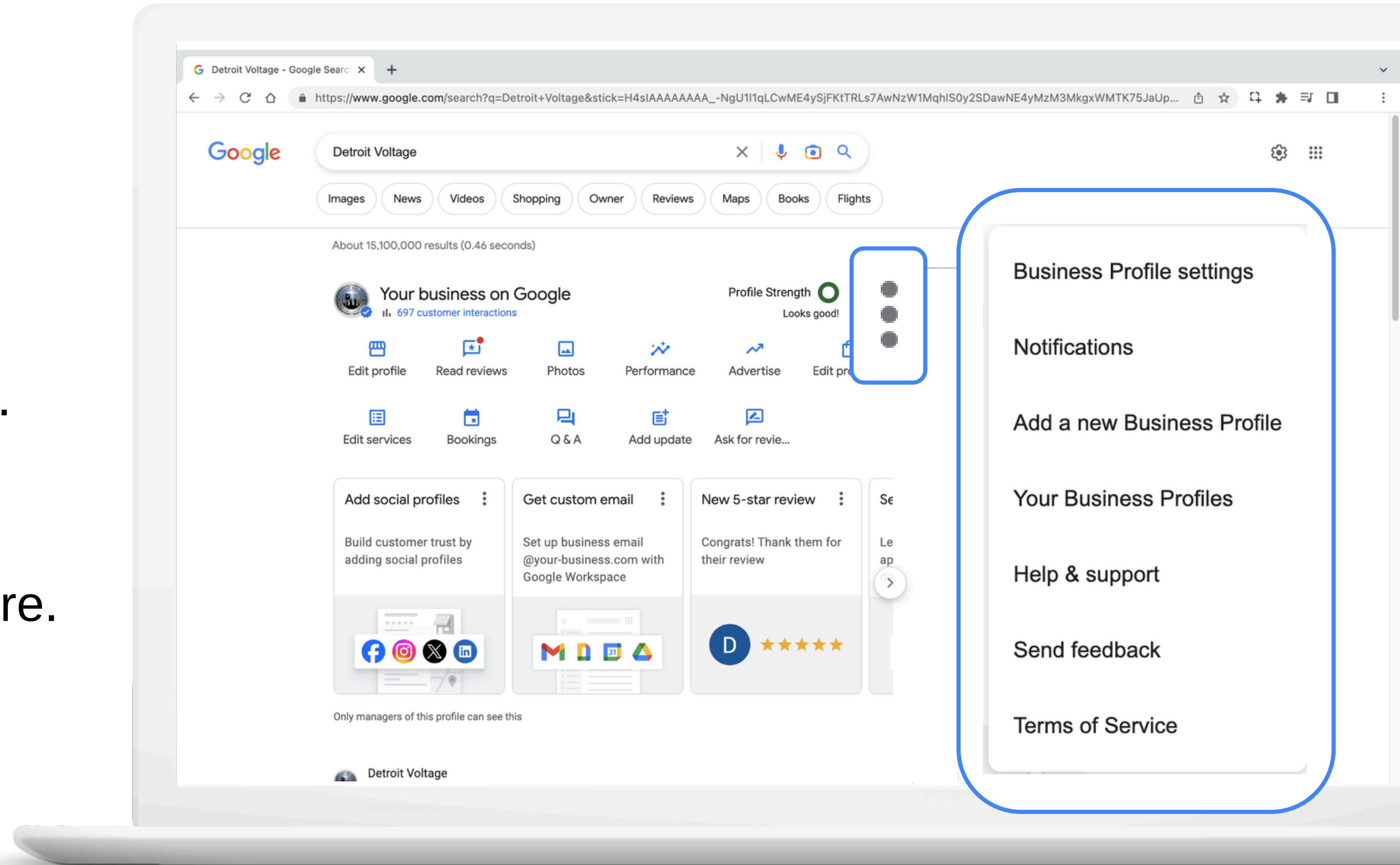
Performance reports show interactions

- See how people interact with your Business Profile.
- See reports for bookings, directions, and website clicks.



Click the three-dot icon to access more features

- Add managers.
- Set notification preferences.
- Add a new Business Profile.
- Access the Help Center, contact support, and more.



Next steps

- 1 Claim or complete your Business Profile.
- 2 Verify your profile through phone, text, email or video.
- 3 While waiting for verification, explore your Business Profile and update info.

Once your Business Profile is created

1

Make a habit of reviewing and updating your business info.

2

Add business [info](#), [photos](#) and [videos](#), share [posts](#), and more.

3

Explore [Performance](#) reports to learn how customers find you.

QUESTIONS? COMMENTS?





Resources & Solutions
for Small Business

UCEDC

A Non-Profit Economic Development Corporation

Tanesha Halstead, thalstead@ucedc.com

Visit us at:



UCEDC.COM



Partner Contacts

We are here to support your needs. Reach out to us for any questions

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