

Get found on Google: A guide to setting up your Google Business Profile



Topics we cover today:

How to create a Google account

How to set up or “claim” your business online

Choosing your business “type” and “category”

Identifying your service area

Verifying your address

- What about home-based businesses?

Verifying your business

Modifying store hours and business description

Adding photos

Why set up a Google Business Profile?

Google owns 91% of the search engine market

At least 80% of U.S. consumers look up business information using Google

You manage the information about your business

Allows potential customers to find your business

Access to Google Analytics, Ads, and Review features

More ways to engage with customers

Create a Google Account

A Google Account gives you access to many [Google products](#). With a Google Account, you can do things like:

- Send and receive email using Gmail
- Find your new favorite video on YouTube
- Download apps from Google Play

Step 1: Choose a Google Account type

For myself

To manage a business

Choose the email that is best for your business

Free for 14 days, monthly charge after trial

Custom email and productivity features for your business

[Try Google Workspace](#)

- ✓ Professional email, [you@your-company.com](#)
- ✓ Up to **5 TB** of storage per user in Google Drive
- ✓ **Premium features** like longer video meetings, advanced appointment scheduling, and AI-powered tools

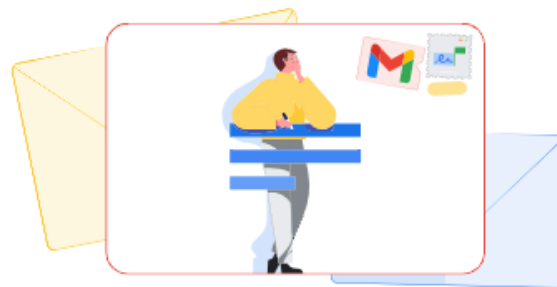


No cost

A Gmail address just for you

[Get a Gmail address](#)

- ✓ [@gmail](#) email address
- ✓ **15 GB** of storage in Google Drive





Create a Google Account

Enter your name

Next

English (United States) ▼

[Help](#)

[Privacy](#)

[Terms](#)



Create an email address

Create a Gmail address for signing in to your Google Account

☐ sarasiems53@gmail.com

☐ siemssara@gmail.com

☐ Create your own Gmail address

Use your existing email

Next



Use your existing email

Enter the email address you want to use for your Google Account

You'll need to confirm that this email belongs to you

[Get a Gmail address instead](#)

Next

English (United States) ▼

[Help](#)

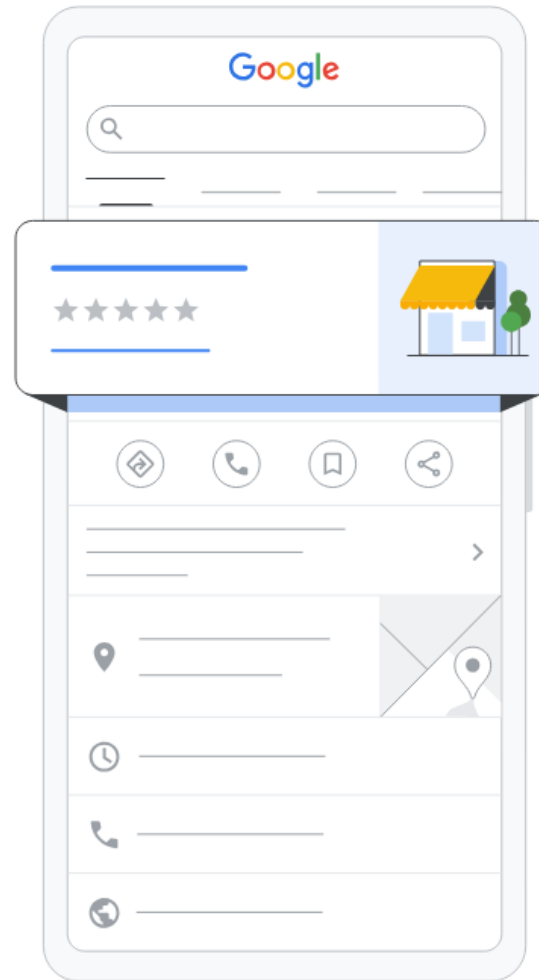
[Privacy](#)

[Terms](#)

Creating a Google Business Profile

- You WILL need a Google account
- You DO NOT need a Gmail
 - You can use your existing Gmail *or* email address
 - You can use your business email that is already established

business.google.com



Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
Jen's Flower Market

Business category*
Florist

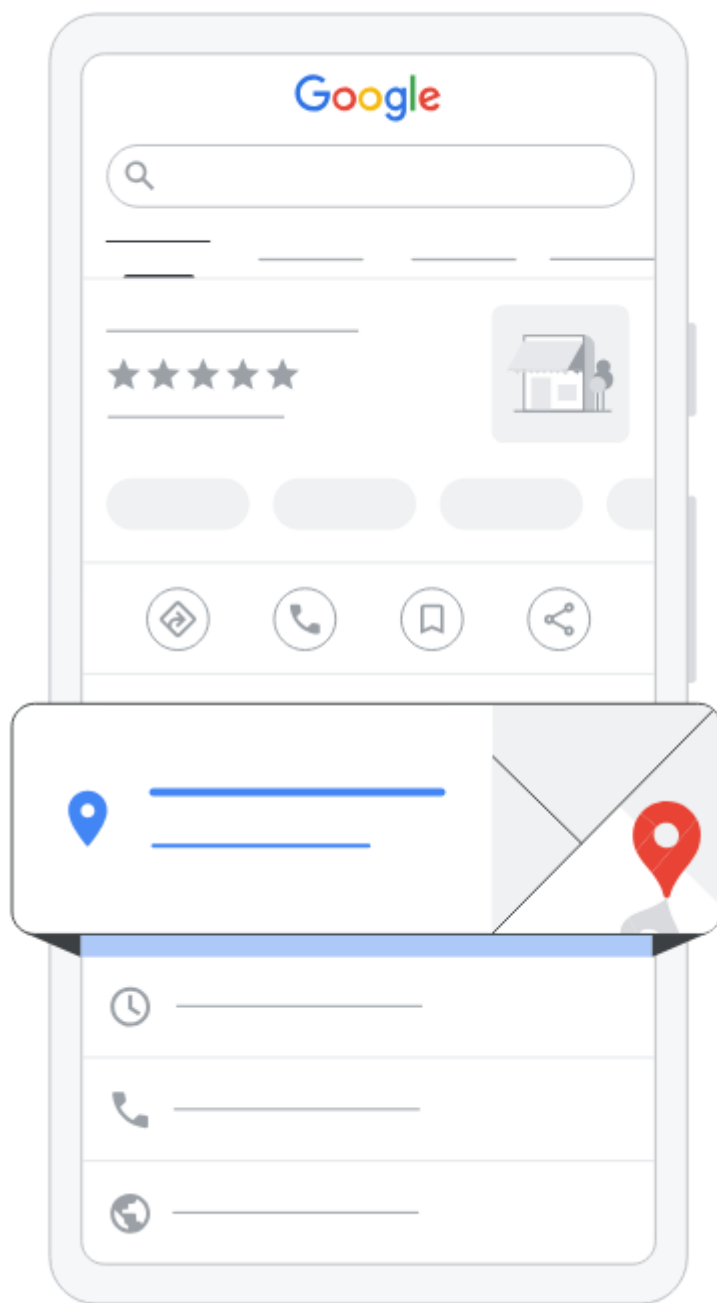
You can change and add more later

By continuing, you're agreeing to the [Business Profile Terms of Service](#). Your apps data will be shared with [Business Manager](#). The [Google Privacy Policy](#) describes how Google handles your data.

Next

What if your businesses already exists online but you need to “claim” it?

1. Enter your business name
2. If it populates, be sure it also matches your city and state to confirm it is your actual business
3. You can “claim” your business by selecting the populated name, then selecting “Request Access”
4. You can then choose “Primary Owner” or “Manager”
 - a) Primary Owner gives you full control
 - b) Manager let’s you edit, respond to reviews, and post updates
5. Google then has 7 days to approve or deny your request to claim.
6. As a reminder- if your business name does not populate, this means there is no existing Google Business Profile and you need to create one.



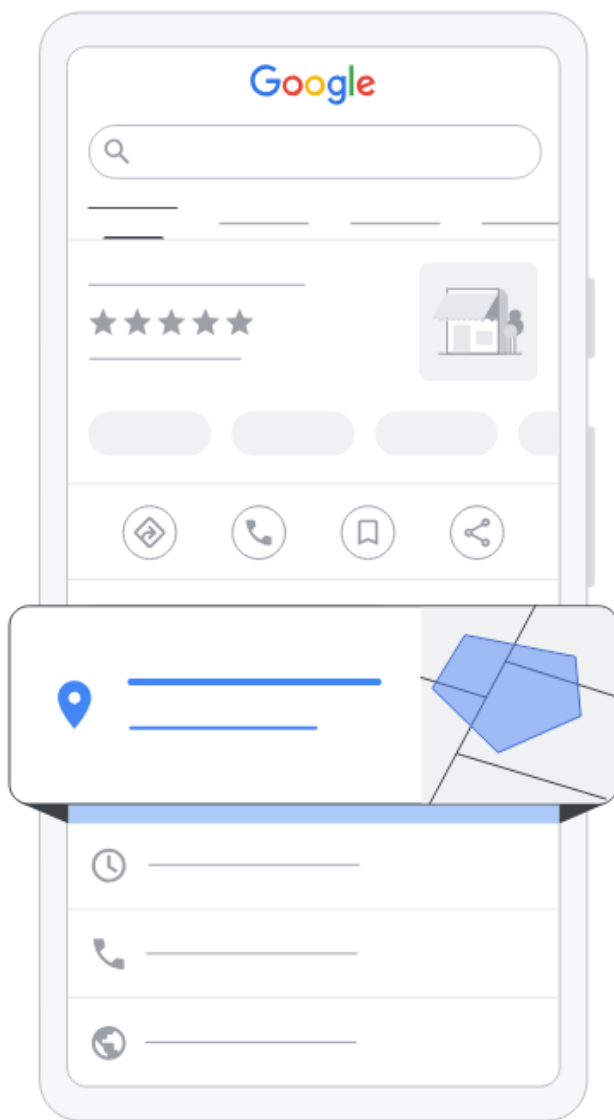
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

☒ No

Next



Where do you serve your customers? (optional)

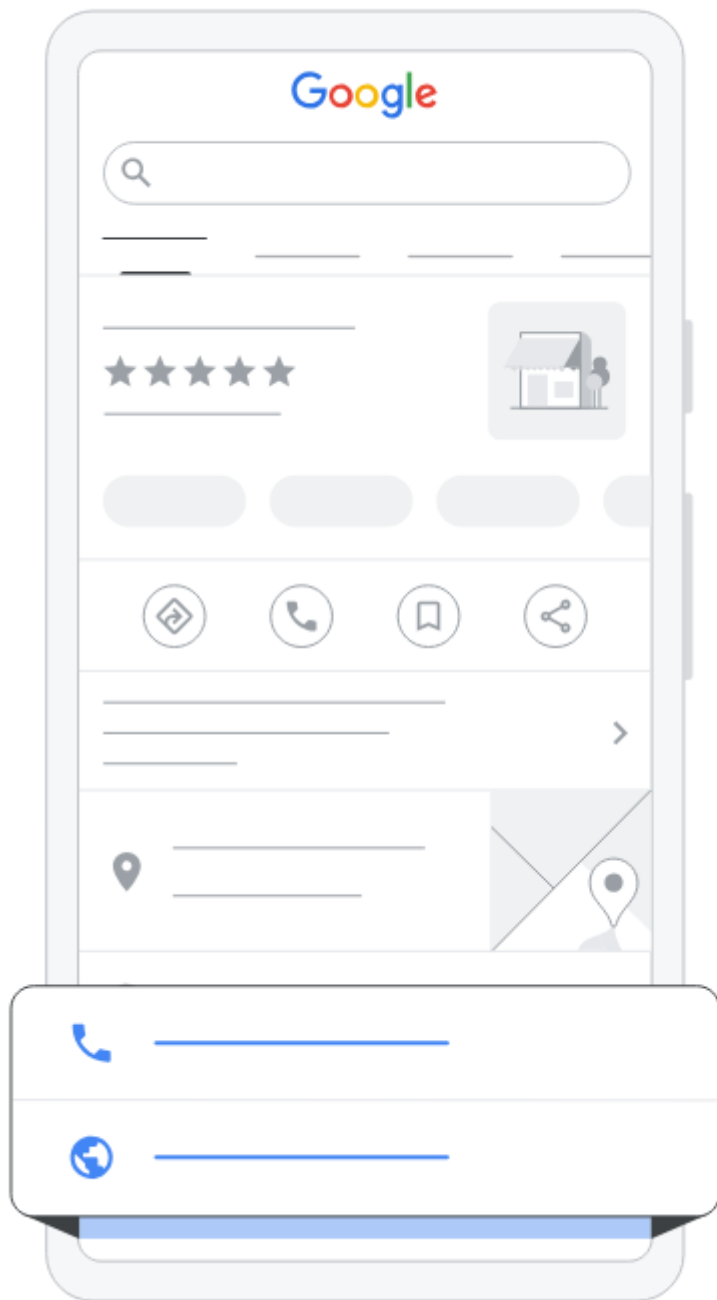
Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

You can change and add more later

Central, Oklahoma, USA ✕

Next



What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

 ▼

Phone number

Website (optional)

Add chat (optional)

Allow customers to chat with your business via SMS or other apps

[Learn more](#)

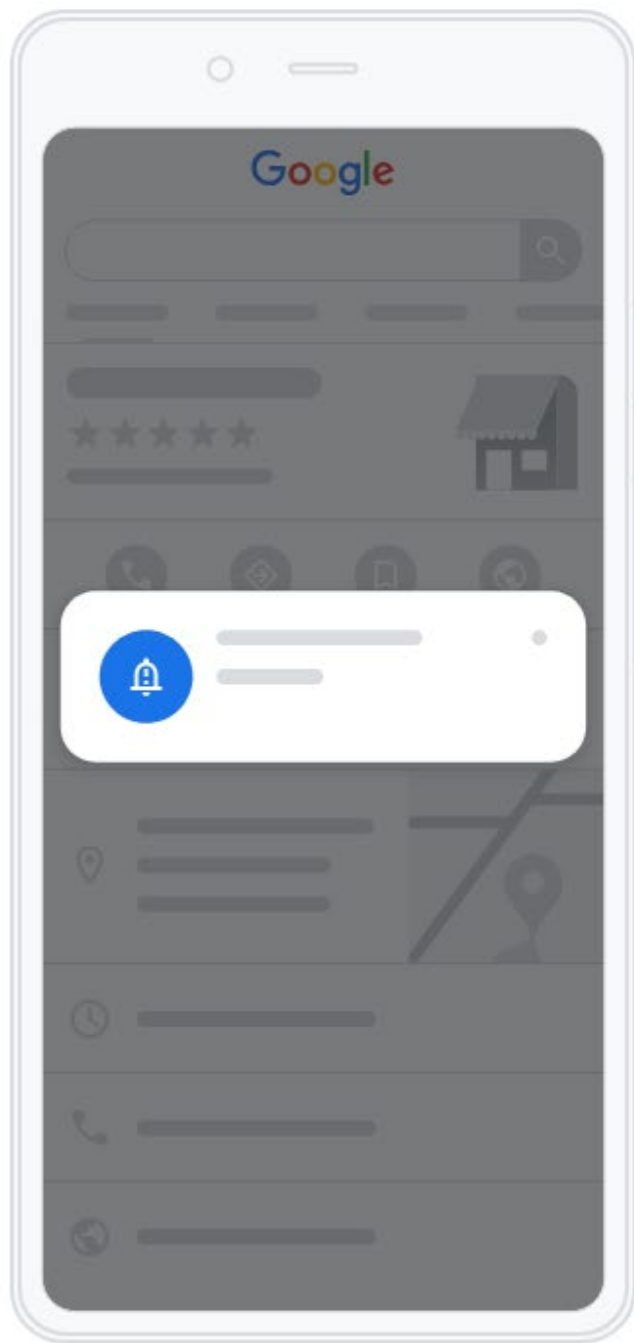
Chat

 Text message ▼

 ▼

Contact phone number

Next



Get updates about your business

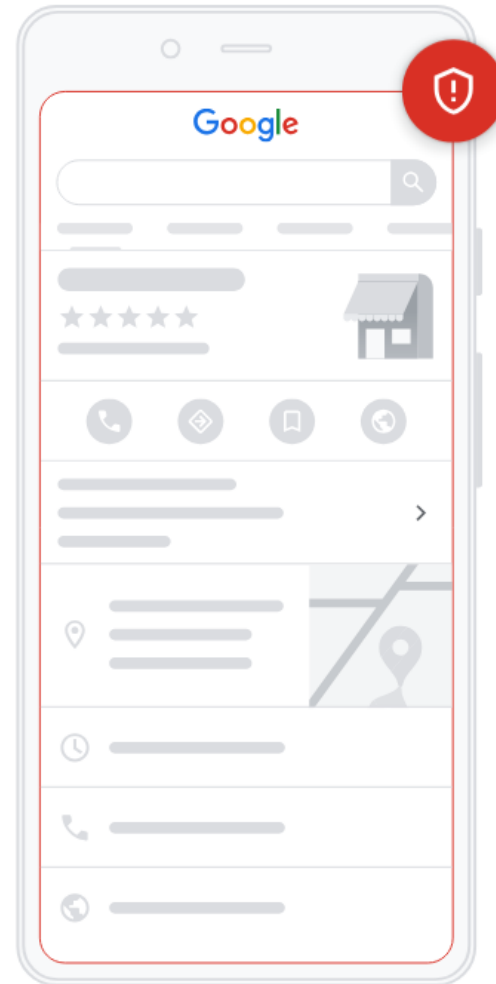
Would you like alerts, notifications, or tips about ways to manage your business on Google?

☒ Yes

☐ No

Next

-
- Google might ask you again to “drop a pin” at your location. If you have a home-based business, you can continue to skip this prompt.



Verify

Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region
United States ?

Street address

City

State ZIP code

Verify Later

Next

Verify your business



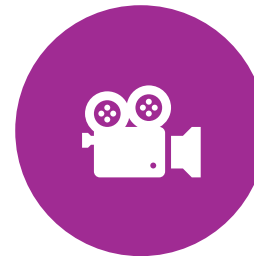
MAIL



EMAIL



**PHONE OR
TEXT**



**VIDEO
RECORDING**



**LIVE VIDEO
CALL**

Customize your profile



PROFILE &
BUSINESS PICTURES



DISPLAYED NAME



VISIBILITY



THEME & COLOR

Tips to improve your visibility

- Make sure your business is verified...even if you already have an online presence, make sure you've claimed and verified it!
- Keep your business information up-to-date (hours, location, services)
- Respond to reviews
- Add photos and videos
- Add in-store products

Factors that determine local ranking

Relevance- How well a Google Business Profile matches what someone is searching for.

Distance- How far each business is from the customer who is searching.

Prominence- How well-known a business is. These factors are based on how many websites link to your business, how many reviews you have, and how positive those reviews are.

Reminders on editing your Google Business Profile

Make sure you're logged into the Google Account that is linked to your Google Business Profile.

When logged in, you can edit your Google Business Profile on Google and with the Google Maps app

Adding in-store products is only available if you have a brick-and-mortar retail establishment.

Congratulations! Your Google
Business Profile is searchable
on Google and Google Maps!

Find this and more online!



Lastly, help us learn more about the needs of Oklahoma rural small businesses!

Rural Small Business Survey



Thank you!



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Webinar survey