

How to claim a Google Business Profile

Claiming a Google Business Profile is an essential step to manage your online presence and ensure accurate information is displayed across Google Search and Maps. Follow these steps to claim your profile:



1 Sign into Google My Business

- ✔ Go to the Google My Business website
- ✔ Sign in with your Google account. If you don't have a Google account, you'll need to create one

2 Search for Your Business

- ✔ In the Google My Business dashboard, search for your business name in the search bar
- ✔ If your business appears in the list, click on it. If it doesn't appear, you'll need to create a new business profile (see step 4)

3 Claim the Business

- ✔ If your business is already listed, you'll see an option to "Claim this business" or "Own this business?" next to the business name
- ✔ Click on the link and follow the on-screen instructions
- ✔ You may need to verify that you're the owner by receiving a verification code via phone, email, postcard, or video (explained in step 5).



4 Create a New Business Profile (if not listed)

- ✔ If your business isn't listed, you can create a new profile by clicking on "Add your business to Google."
- ✔ Enter your business name, category, location, and contact information.
- ✔ Click "Next" and continue to fill out the required information, such as your business address, phone number, and website

5 Verify Your Business

- ✔ After claiming or creating your business, Google will ask you to verify your business
- ✔ Depending on your business type and location, you can choose from several verification methods:
 - ▶ **Postcard by Mail:** Google will send a postcard with a verification code to your business address. This can take up to 5 days. Once you receive it, log in to your Google My Business account and enter the code to verify your business.
 - ▶ **Phone:** Some businesses may be eligible to receive a verification code by phone. If this option is available, Google will call or text you with the code.
 - ▶ **Email:** If available, Google may send a verification code to your business email.
 - ▶ **Instant Verification:** If you've already verified your business with Google Search Console, you may be eligible for instant verification.
 - ▶ **Video Verification:** In some cases, Google may require video verification. This involves recording and uploading a video that shows:
 - Your business location (inside and outside)
 - Your business equipment
 - Proof that you operate at the location (showing business signage, tools, or relevant employees)
 - ▶ Follow the instructions provided by Google to capture and submit the video through the Google My Business app.

6 Complete Your Business Profile



- ✔ Once verified, you can log in to your Google My Business account and complete your profile by adding photos, business hours, a business description, and more
- ✔ Make sure all information is accurate and up to date

7 Manage and Optimize Your Profile

- ✔ Regularly update your business information, respond to customer reviews, and post updates or offers to engage with customers
- ✔ Use the Google My Business dashboard to track insights, such as how many people are viewing your profile and where they are coming from

8 Stay Engaged

- ✔ Monitor your profile regularly for updates or changes
- ✔ Encourage customers to leave reviews and respond to them to build customer trust

By following these steps, you'll be able to claim and manage your Google Business Profile effectively, ensuring that your business is accurately represented online.