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Google
My Business

This guide was created using the information from Google support, the full guide can be found at: https://support.google.com/business/answer/6300665?hl=en&ref_topic=6300675

What is Google My Business?

Google My Business is a free tool that lets you manage how your local business appears across Google products, like Maps and Search. If you run a business that serves customers at a particular location, or you serve customers within a designated service area, Google My Business can help people find you. Verified businesses on Google are twice as likely to be considered reputable by users.

Imagine yourself in the shoes of a potential customer. This customer is three blocks from your storefront and looking for exactly what you do best in the neighborhood—maybe they've seen your sign or heard about your business from a friend. If they search for your services on Google, what will they find?
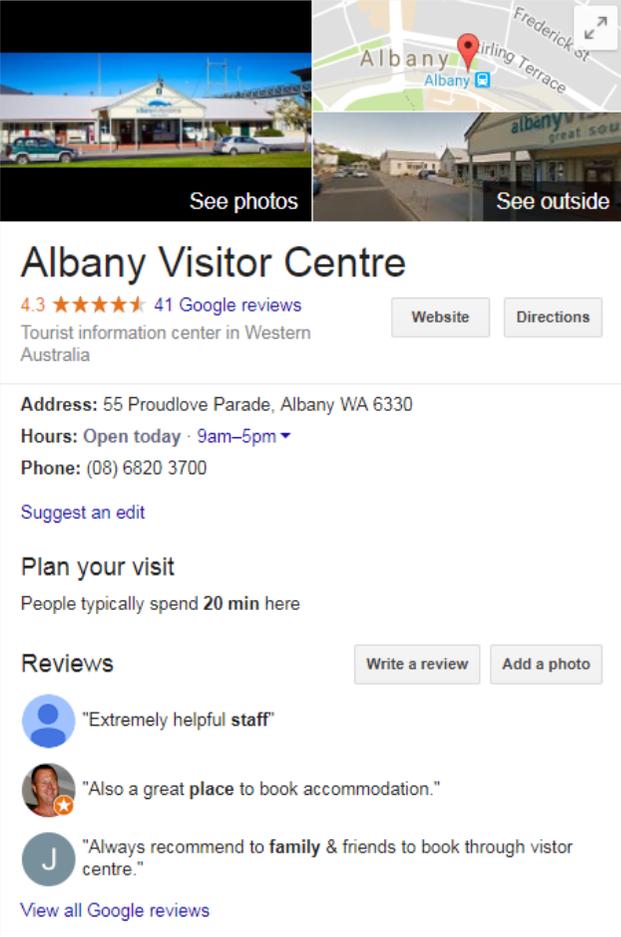
Maintaining your business presence on Google My Business can help customers discover the products and services you provide, contact you, and find your location.

And it's all free.

What you can do with Google My Business

You can think about the benefits of Google My Business in three categories.

1. *Maintain accurate information about your business online*

- Tell Google your hours, website, phone number, and location (a street address, service area, or place marker, depending on your business)

- Use the mobile app to stay up-to-date with your online presence wherever you are

2. *Interact with customers*

- Post photos of your business and its products and services

- Collect and respond to reviews from customers

3. *Attract new customers*

- Improve how your business appears online so new customers can find you

- Point customers to your website

- When you're ready, consider using location-based ads with AdWords Express to reach an even larger audience

Sign up for Google My Business

Follow these steps to sign up:

1. Go to google.com/business and click **Start now** at the top right corner of the page.

2. Sign in to your Google account, or create one if you don't already use Google services.

3. You'll see a map of your country with a form at the top left. Enter your business name in the first field.

4. As you type, suggestions for possible matches will appear. If you see your business, select it from the suggestions.

5. Complete the rest of the fields with your business information, then click **Continue**.

- You may see a potential matching business suggested to you. If this is your business, click it. If it's not your business, click **Keep the information I entered**.

6. You'll see the option to confirm that you're authorized to manage the business. If you are, check the box, then click **Continue**. If you *aren't* authorized to manage the business, find the person in your organization who is, then continue signing up.

Double-check your business information

No matter what you see, double-check that your business information is correct. It's crucial that when you verify your business information—as we'll see in a moment—everything is ready to appear live to customers across Google.

If any of your information is incorrect:

1. Click **Verify later**.
2. If you manage more than one location, click **Manage location** for the location you'd like to edit.
3. Click **Info** at the top of the page.
4. Click the section you'd like to change and enter your business information.
5. When you've finished editing all of your business information, click **Done editing** at the bottom of the page.

Now that you've either claimed or created your listing, it's time to verify your business. Once you verify, your business information will be eligible to appear across Google.

Begin verification

Verification helps ensure the accuracy of your business information across Google. Verified businesses are twice as likely to be considered reputable by users.[1]

Verification also protects you from anyone who might otherwise pose as a representative of your business. Until you've completed verification, you won't be able to edit the business information that appears on Google products.

For most businesses, verification means requesting, receiving, and reading a verification postcard from Google.

Tip

Some business owners may be able to verify through other methods like phone call, text, email, or Google Search Console. If you see any of these options, follow the directions on the page to verify your business, and skip the instructions in this guide.

If you've continued to verification directly after signing up, you'll see **Mail** in the top left corner of the page, over the map where your business is pinned.

1. If your business information is correct, click **Mail**. Make sure *not* to click **Verify later** below.
2. Enter the name of the person the verification postcard should be mailed to. (This is optional—you can leave it blank if you'd like.) We'll send it to the address you provided for your business.
3. Click **Send postcard**.

You may have signed up for Google My Business, then stopped before beginning the verification process. In that case:

1. Sign in at google.com/business. Your Google My Business dashboard will appear.
2. Find the red banner at the top of the page, and click the **Verify now** button to the right.
3. You'll see **Mail** in the top left corner of the page, over the map where your business is pinned. Confirm that your business information is correct, then click **Mail**. Make sure *not* to click **Verify later** below.
4. Enter the name of the person the verification postcard should be mailed to. (This is optional—you can leave it blank if you'd like.) We'll send it to the address you provided for your business.
5. Click **Send postcard**

Wait for your postcard

In a few weeks (depending on where you're located), you'll receive a postcard from Google at your business address. The postcard will include a *unique verification code*, which you'll enter in Google My Business to confirm that your business is located at the listed address.

While you're waiting for your postcard, you can start laying the groundwork for success online:

- Visit your website as if you were a customer who found it on Google. Take this chance to spruce up your site or update any old information.
- Take pictures of your business and the products and services it provides, which will make great additions to your Google My Business listing. You can even take customers inside your space with Business View.

Complete verification

Once you receive your verification postcard, return to google.com/business. Sign in and click E**nter code** in the blue banner at the top of the screen. Then follow the instructions to enter the verification code from your postcard.

Congratulations: you're now verified and ready to edit your business information, respond to reviews, and add photos!

It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears.

If you don't like what you see, make sure to read the next guide in this series to find out how to improve your listing. Keep in mind that search results vary for a number of reasons, and what you see may not be the same as what someone else sees.

Thirsty for more? Check out the next guide in our series to learn how to improve your business information online.