



GOOGLE BUSINESS PROFILE

Step by Step Guide
for Small Businesses

THRIVE

I know technology can sometimes feel overwhelming, so I've created this super friendly guide to walk you through setting up your Google Business Profile.

We'll take it one small step at a time, and I promise to explain everything in plain English - no tech jargon here!

Before We Start: Getting Ready

First things first - you'll need a Google account (basically a Gmail address) to get started. If you already have a Gmail address that you use, great! You can skip to the next section. If not, let's create one:

1. Open your web browser and go to gmail.com
2. Click the big "Create account" button
3. Fill in your first and last name
4. Choose a Gmail address - this can be your name or your business name plus some numbers if needed
5. Create a strong password (write it down somewhere safe!)
6. Add your phone number (this helps if you ever get locked out)
7. Click "Next" and follow any additional steps to verify your account

Now that you have your Google account set up, let's create your business profile!

Creating Your Business Profile - Step by Step

Step 1: Getting to the Right Place

1. Open your web browser
2. Go to business.google.com (you can literally type this into the same place where you type website addresses)
3. Click the "Sign in" button in the top right corner
4. Sign in with your Gmail address and password
5. Look for a big blue button that says "Manage now" and click it

Step 2: Adding Your Business

1. Type your business name into the search box
2. If you see your business pop up:
 - a. Click on it
 - b. If someone else has already claimed it, you'll need to request ownership
3. If you don't see your business:
 - a. Click "Add your business to Google"
 - b. Type in your business name when asked

Step 3: Telling Google About Your Business

Now we'll fill in some basic information. Take your time with this part - accuracy is important!

1. Choose your business category

- a. Think about what best describes what you do
- b. For example: "Hair Salon" or "Pizza Restaurant" or "Plumber"
- c. Don't worry if it's not perfect - you can change this later

2. Add your location

a. If customers come to you:

- i. Click "Yes" when asked if you have a physical location
- ii. Type in your complete business address

b. If you go to your customers:

- i. Click "No" when asked about a physical location
- ii. You'll be able to enter the areas where you provide service

3. Add your contact information

- a. Your business phone number
- b. Your website address (if you have one - it's okay if you don't!)

4. Set your business hours

- a. Click on each day to set your opening and closing times
- b. If you're closed any days, just leave those blank
- c. Don't forget to account for lunch breaks if you close during the day

Step 4: Verifying Your Business

Google needs to verify you're the real owner of your business. There are several ways to do this:

Email Verification:

- Most common for online businesses and service-area businesses
- You'll receive a verification code via email
- Simply enter the code to verify your business

Phone Verification:

- You'll get a code via SMS or phone call
- Enter the code immediately to verify
- Quick and simple process

Video Verification:

- Show your business location through a live video call
- Good option if other methods aren't working
- Schedule a short call with Google's team

Postcard Verification:

- Mainly for physical location businesses
- Takes 5-14 days to arrive
- Contains a code you'll need to enter online
- Request a new one if it doesn't arrive within 14 days

Instant Verification:

- Available if your business website is verified with Google Search Console
- Fastest method when available
- No additional steps needed

Note: Google decides which verification options are available based on your:

- Business type
- Location
- Category
- Google account history

You might see one or multiple verification options.

Choose the most convenient method available to you.

Step 5: Making Your Profile Look Great

Once you're verified, let's make your profile shine:

1. Add photos

- Take some nice, clear photos of:
 - The outside of your business
 - The inside of your business
 - Your products or your work
 - Your team (if they're comfortable with this)
- To add photos:
 - Click on "Photos" on the left side of your screen
 - Click "Add photos"
 - Choose the photos from your computer
 - Give them a moment to upload

2. Write your business description

- Click on "Info" on the left side
- Find "Business description" and click "Add"
- Write a friendly paragraph about:
 - What you do
 - How long you've been in business
 - What makes your business special - your USP!
 - Keep it natural - write like you're telling a friend about your business

3. Add your services or products

- Click on "Services" or "Products" on the left side
- Add each thing you sell
- Include prices if they're fixed

Keeping Your Profile Updated

Think of your Google Business Profile like a virtual storefront - you want to keep it clean and current! Here are some simple things to do:

1. Check your profile once a month to make sure everything's still correct
2. Update your hours if they change (especially during holidays)
3. Add new photos every few months to keep things fresh
4. When customers leave reviews:
 - Thank them for positive reviews
 - Respond politely to negative ones (take a deep breath first!)

Need Help?

If you get stuck at any point:

1. Look for the "Help" button (it usually looks like a question mark)
2. Ask a tech-savvy friend or family member
3. Try Google's help center (just type "Google Business Profile Help" into Google)
4. Don't be afraid to take a break and come back later - sometimes that helps!

Remember, it's okay to take your time with this. Every small business owner started exactly where you are now. You've got this!

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Let's Help Your Business Thrive Online

Just Thrive Marketing specialises in helping small businesses like yours build a powerful online presence. We offer:

- Social media management
- Digital marketing strategies
- Content creation and management
- Website optimisation
- Google Business Profile setup
- Email marketing campaigns
- Lead generation strategies
- Brand development

Get in Touch:

- 📱 Book a free 30-minute strategy call - [click here](#)
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