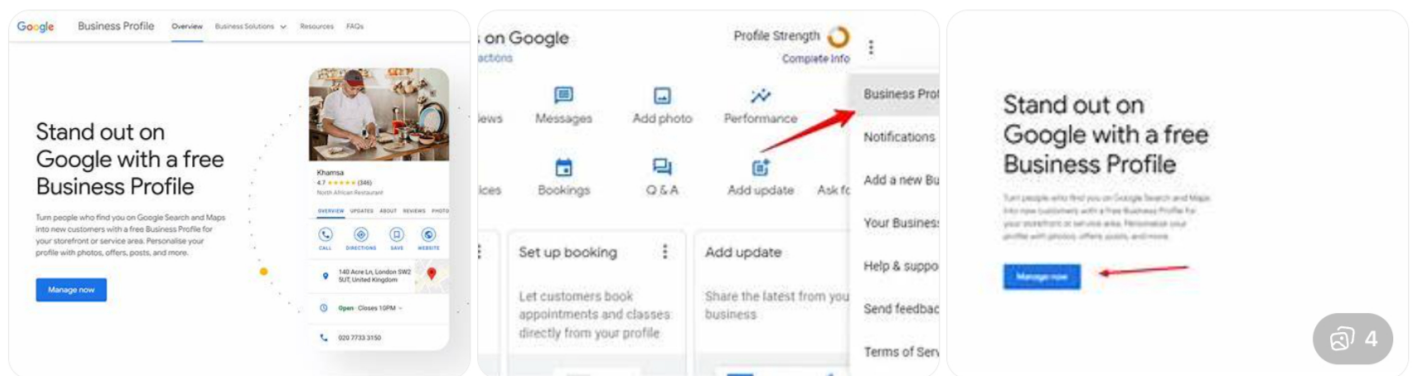


Step 1: Sign in & check eligibility



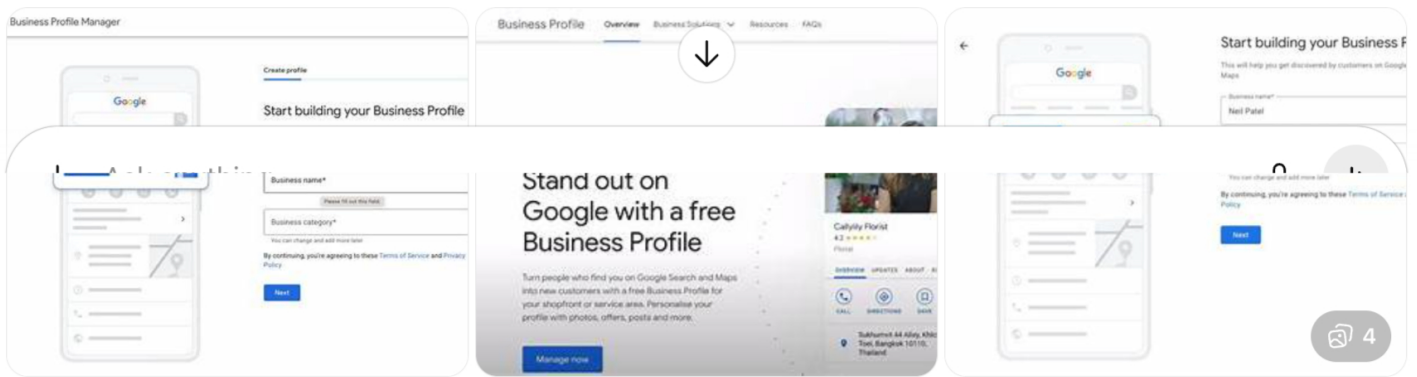
- Log into the Google account you'll use to manage this business listing. [Google Help](#) +2
- Ensure your business qualifies: you need to have either a physical storefront customers can visit **or** a service-area business that goes to customer locations. Online-only businesses without a physical location are *not* eligible. [Google Help](#) +1
- Tip: Use a business-specific Google account (rather than a personal one) so you can grant access to

Step 2: Create or claim your listing



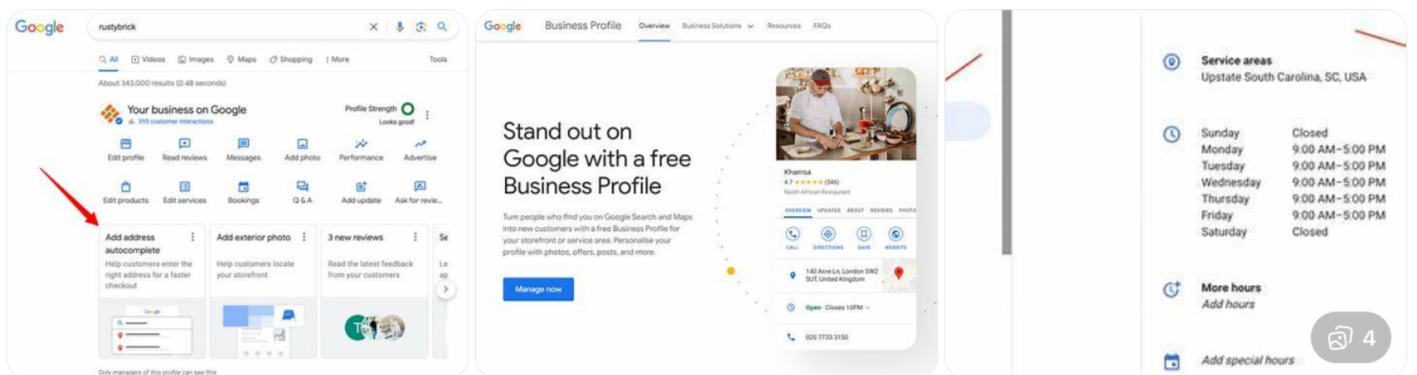
- Visit business.google.com/create or search for your business name on Google Maps to see if there's already a listing. [SEO.com](#) +1
- If a listing already exists for your business, click "Claim this business" or "Own this business?" and follow the verification process. [wiReply](#) +1
- If **not**, click "Add your business to Google" and proceed with creating a new profile. [SEO.com](#)
- Tip: If an existing listing appears that you don't control, request ownership rather than creating a duplicate. Duplication can hurt local SEO.

Step 3: Enter business name & category



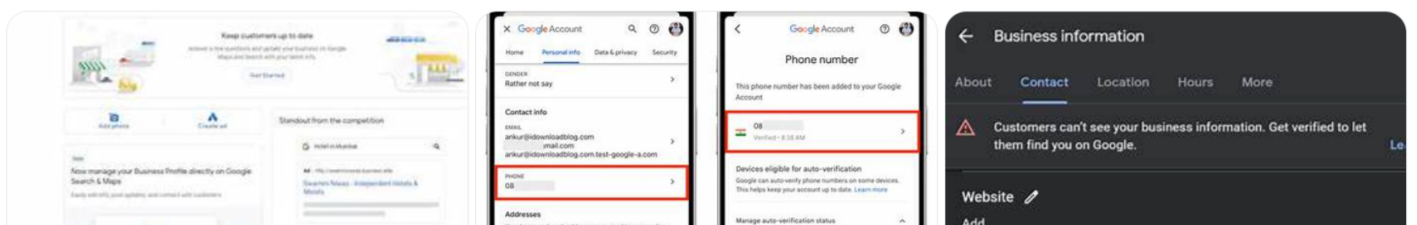
- Add your business name *exactly* as your brand uses it — consistency across web platforms matters. Dalton Luka
- Choose a primary category that best fits what you do (e.g., "Digital Marketing Agency", "Coffee Shop", etc.). This step is critical for local search visibility. SEO.com +1
- Tip: Avoid choosing overly generic categories if a more specific one fits — this helps signal your niche to Google.

Step 4: Add location and/or service area



- If you have a storefront: enter your full address ↓ including suite number, city, ZIP/postal code.
- If you provide services at customer locations (service-area business): you may choose to **not** show
- Tip: Make sure this address data matches exactly the address listed on your website and other directories (consistency helps SEO).

Step 5: Add contact info (phone number & website)



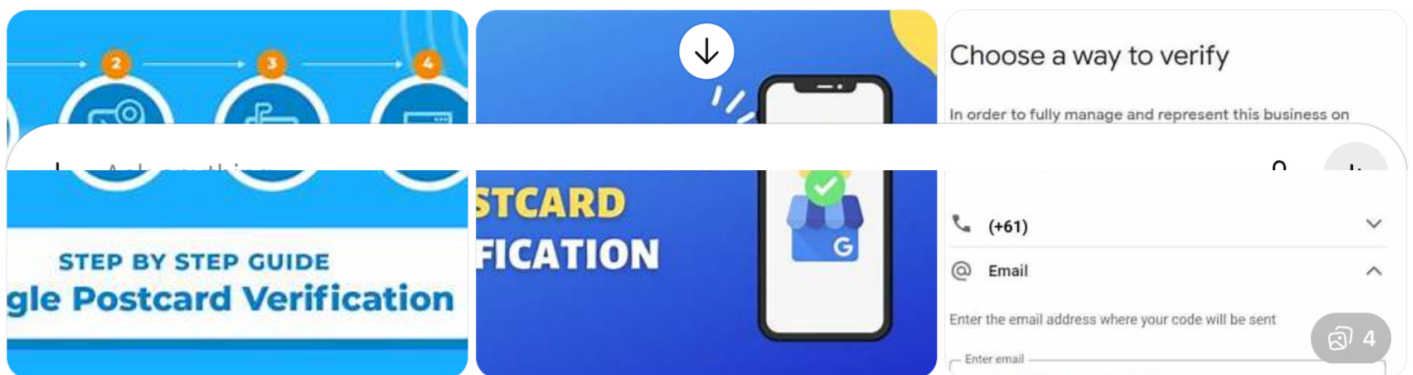


- Provide a direct phone number and the website URL for the business.
- Double-check for accuracy since incorrect contact info can reduce trust or result in missed leads.

luminary.software +1

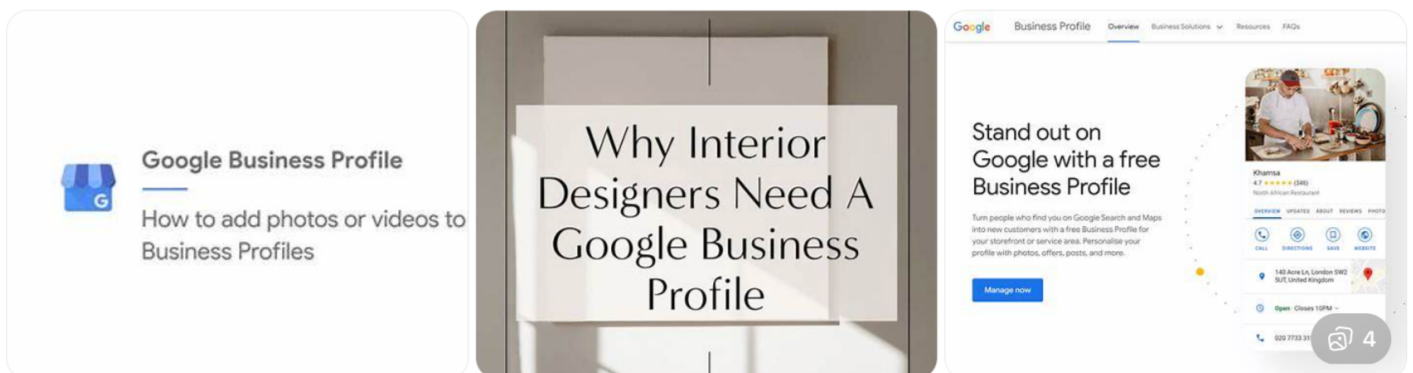
- Tip: If you have multiple locations, ensure each cloud-numbered phone is unique to that location where possible.

Step 6: Verification



- After submitting your profile, Google will ask to verify you are the owner. Methods include: postcard by mail, phone call/text, email, or video. SEO.com +1
- Your listing will not be fully manageable or optimized until verification is complete. SEO.com
- Tip: If selecting postcard verification, make sure your address is correct and accessible — the code expires if unused too long.

Step 7: Upload photos & logo



- Once verified, upload high-quality images: exterior of business, interior, team/staff, products/services.

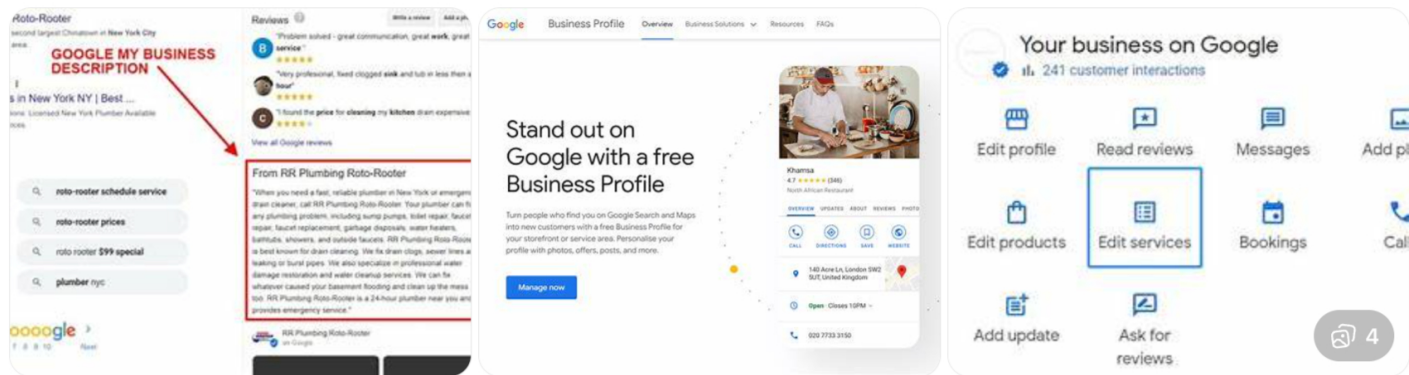
luminary.software +1



- Also upload your brand logo and a cover photo (Google sometimes uses this in your profile).

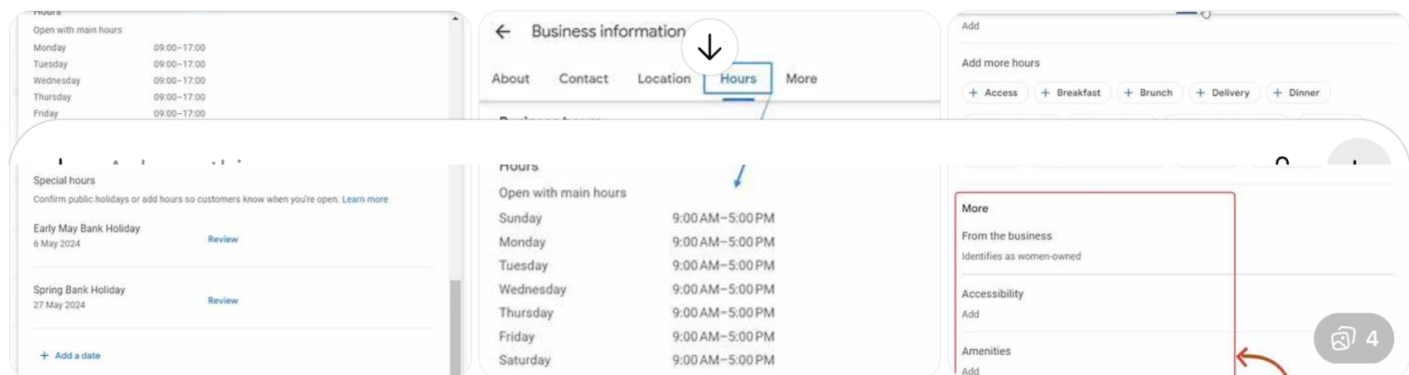
mislead customers.

Step 8: Add business description & services



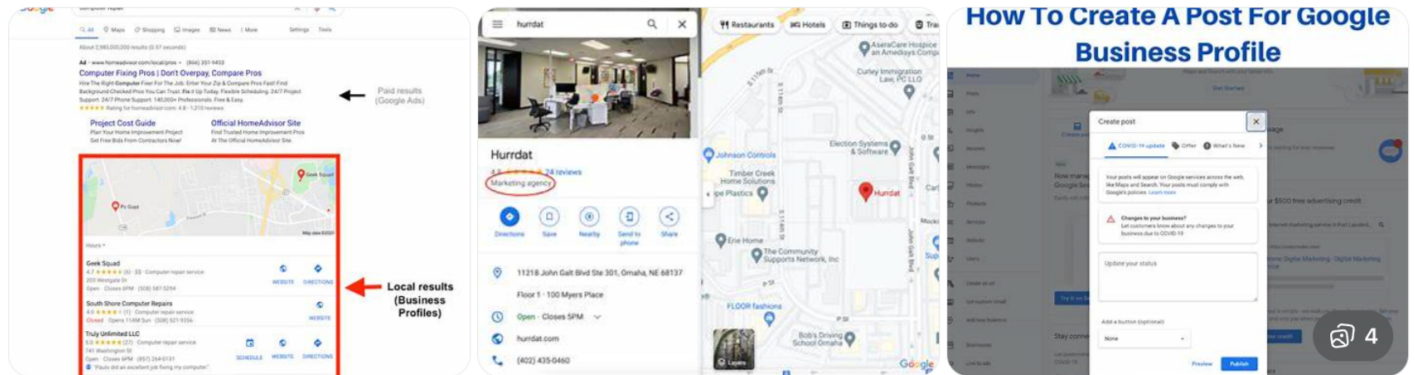
- Write a concise business description that clearly states what you do, your value proposition, and key keywords (e.g., "local Minnesota digital marketing agency offering web design and SEO for small businesses").
- Add a list of core services or products in the provided fields.
- Tip: Keep the description customer-focused (what you solve for them) rather than just a list of features.

Step 9: Set business hours & attributes



- Input your regular business hours and update any special/holiday hours.
- Add relevant attributes (e.g., "Wheelchair accessible", "Free Wi-Fi", "On-site parking") depending on your business type.
- Tip: If you occasionally close for staff training or events, mark those days as "Temporarily closed" in advance to avoid confusing customers.

Step 10: Publish & maintain your profile



- Once everything is entered and verified, your business listing will appear on Google Search and Google Maps. Dalton Luka +1
- But setup isn't the end — you'll want to monitor and maintain your profile:

- Post updates (offers, events, new services)
- Keep photos up to date
- Ensure business hours and services stay current. G2 Learn Hub +1
- Tip: Treat your listing as a live asset — regular updates help with SEO and client trust.

Additional Tips & Best Practices

- **Consistency is critical:** Make sure your business name, address, phone number (NAP) match exactly across your website, directory listings and Google profile.
- **Use relevant keywords:** In your business description and services, use terms your target clients search for (but keep it honest).
- **Encourage reviews:** Positive customer reviews help visibility and trust. Respond promptly.
- **Avoid duplicates:** Multiple listings for the same business confuse Google and may dilute visibility.
- **Track performance:** Use the Insights tab in Google Business Profile to see how people find you, what actions they take (calls, directions, website visits).
- **Optimize for mobile:** Many local searches happen on phones — ensure your site, phone number link, and directions work well.