

Set up a new Google Business Profile account

Last Updated / Reviewed: July 20th, 2023

Execution Time: 10 minutes (plus a few days to verify)

Goal: Create a new Google Business Profile account. Or Optimise an existing account.

Ideal Outcome: You will successfully create a new Google Business Profile to manage your business account or your business.

Prerequisites or Requirements: Google sends a physical postcard to verify that the business really exists — even if this business doesn't offer a location to service customers, you will need to provide an address where Google can send this postcard.

Why this is important: A Google Business Profile account is fundamental for businesses that have a physical presence (either in a brick-and-mortar location or by servicing an area). A Google Business Profile account allows potential customers to easily find you when performing Google Searches for businesses in an area.

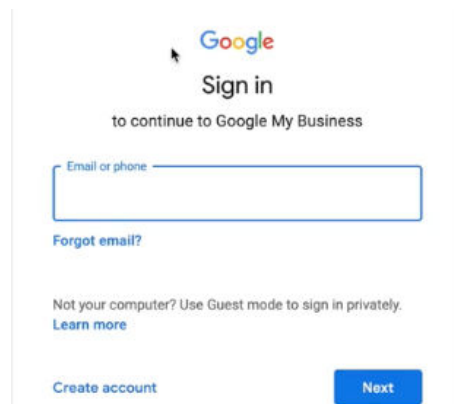
Where this is done: In Google Business Profile.

When this is done: Only once—the first time you set up Google Business Profile.

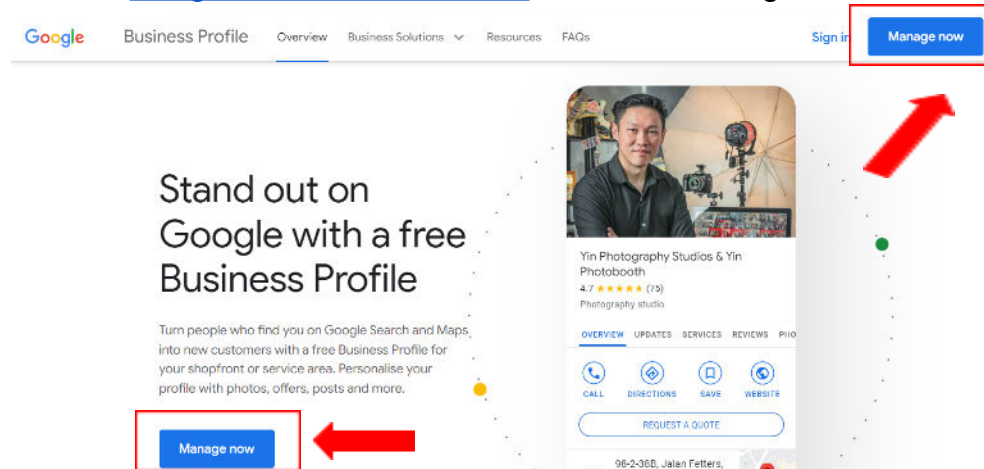
Who does this: The business owner/manager or the person/agency local digital marketing/SEO.

□ **Set up Google Business Profile and request the verification postcard**

1. If you're setting up a Google Business Profile account for your own business:
 - a. Sign in to the Google Account you will use to manage this business account

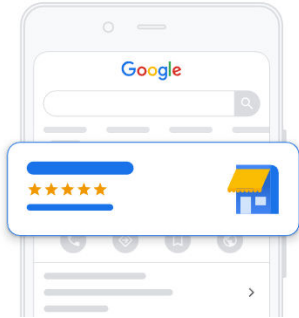


- b. Visit the [Google Business Profile site](#) and click "Manage now"



- c. Next, key in your business name to get started

Google



Get your business discovered on Google Search, Maps and more

Enter a few business details to get started

Business name*

Continue

d. Choose your business type

Google



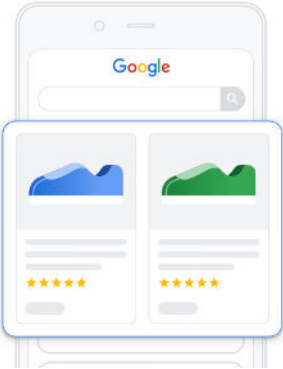
Choose your business type

Select all that apply to ck

- Online retail
Customers can purchase products through your website
- Local store
Customers can visit your business in person
- Service business
Your business makes visits to customers

e. Enter your website link and click "Next"

Google



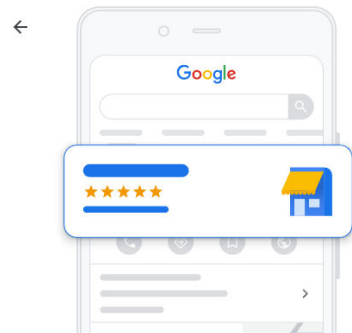
Add your online store

Enter a web address where customers can purchase products. [Learn more about supported online stores.](#)

Website

Skip Next

f. Enter your business category and click "Next"



←

Google

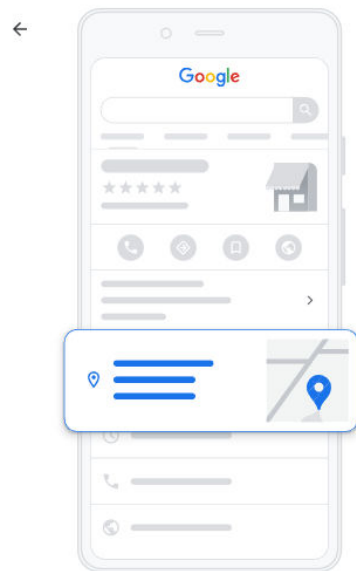
★★★★★

Business category*

You can change and add more later

Next

g. Enter your business address and click “Next”



←

Google

★★★★★

Enter your business address

Add a location where customers can visit your business in person

Country / Region
Malaysia

Street address

Village / Township

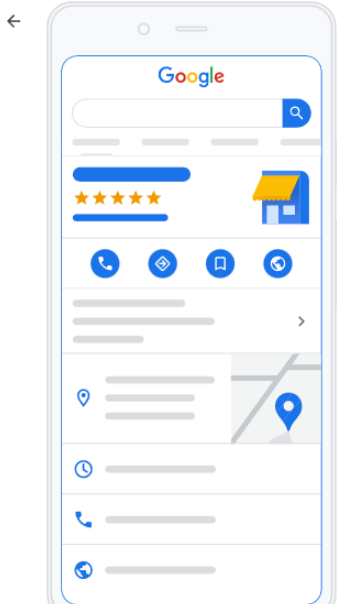
Postal code

City

State

Next

h. Select the appropriate business location and click “Next”



Is this your business?

It looks like your business might already have a Business Profile on Google Search or Maps. If you see your business below, select it, and we'll help improve your Business Profile.

- Mont Kiara Bayu Condominium
Jalan Kiara, Mont Kiara, Kuala Lumpur

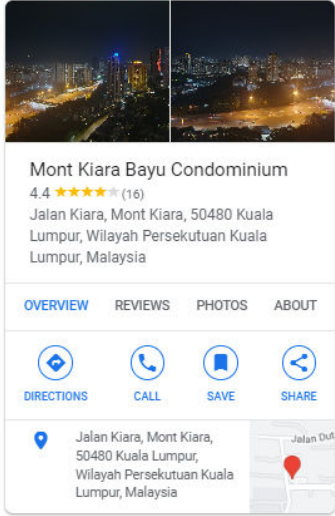
- CK Calvin Klein - The Gardens
Lot G-206, Ground Floor The Gardens, Mid Valley City,
Lingkar Syed Putra, Kuala Lumpur
03-2287 6272

- Mont'Kiara Bayu
Perdana Botanical Gardens, Kuala Lumpur

- None of these

Next

i. Click on "Manage Now"



Manage this business to reply to reviews, update info and more

– @gmail.com

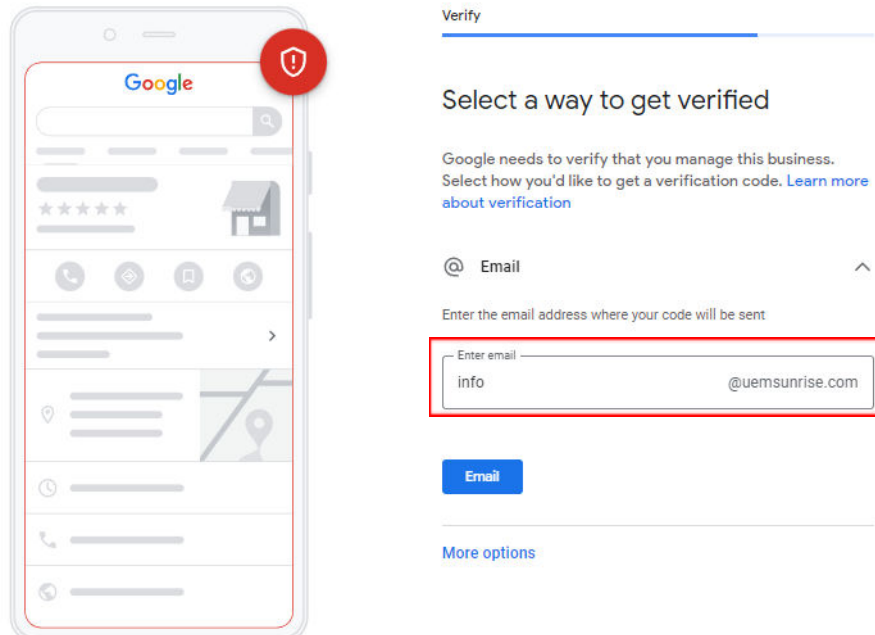
By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Manage now

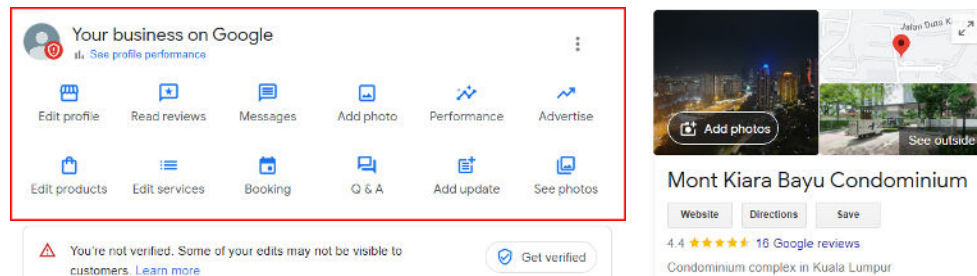


[I own or manage another business](#)

j. Select a method to verify your Google Business Profile



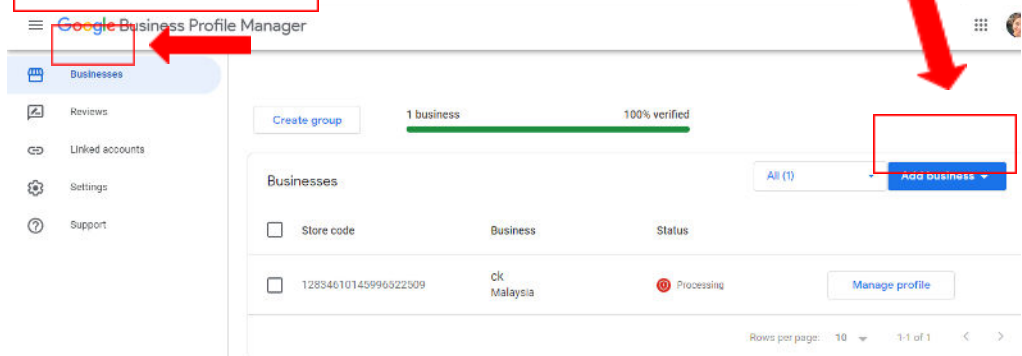
- k. Once the business details are all set up with the verification approved, you can view your Google Business Profile on your google page to edit your profile and oversee your profile performance. (For optimizing your Google Business Profile, you may follow [SOP 101: Optimizing a Google Business Profile listing](#))



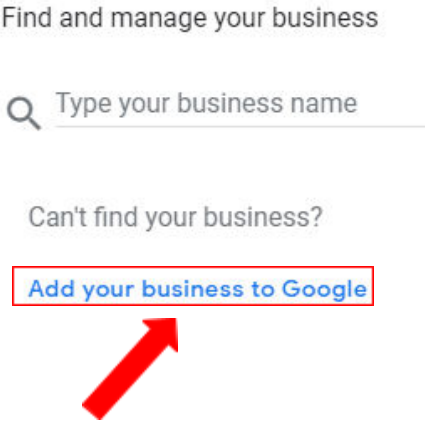
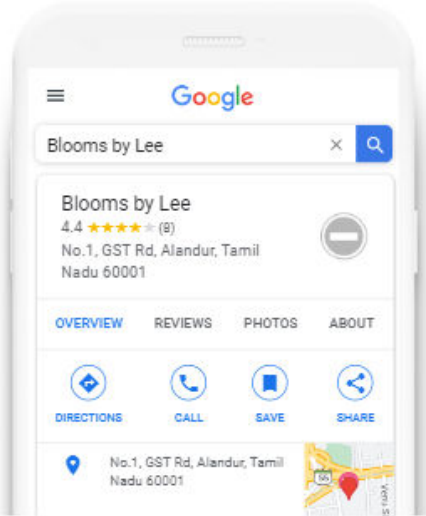
2. Suppose you're setting up a Google Business Profile account for a client. In that case, we recommend you do this through your agency's **Google Business Profile Organization** account (if you haven't set that up, follow [SOP 102: Creating and managing a Google Business Profile Organization account](#))
 - a. Log into your [organization dashboard](#). Ensure that you are on the right page labeled as "Google Business Profile Manager" and not "Google Account"
 - b. Click on the "Businesses" tab on the left
 - c. Make sure you've selected the right location group for this business and



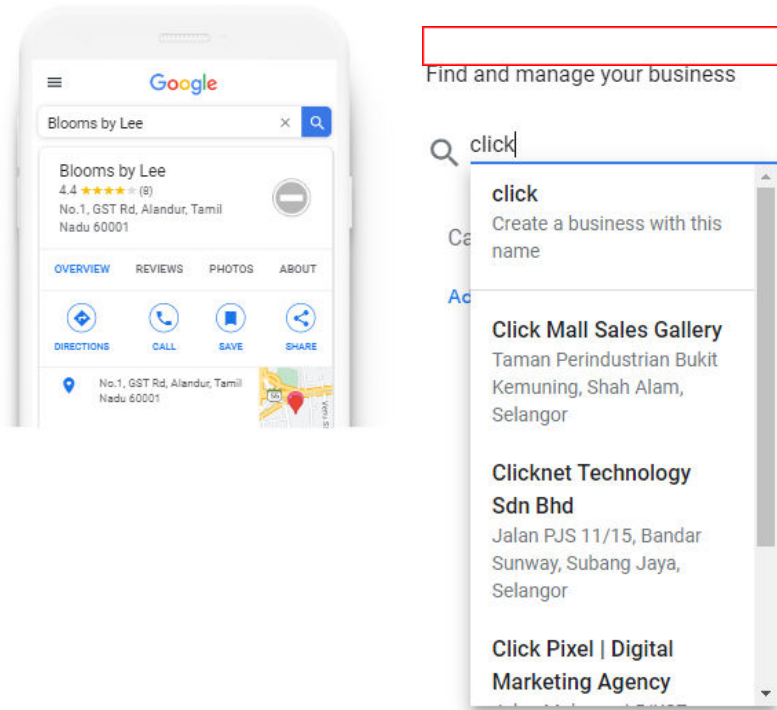
click on "Add Business" > "Add a single business"



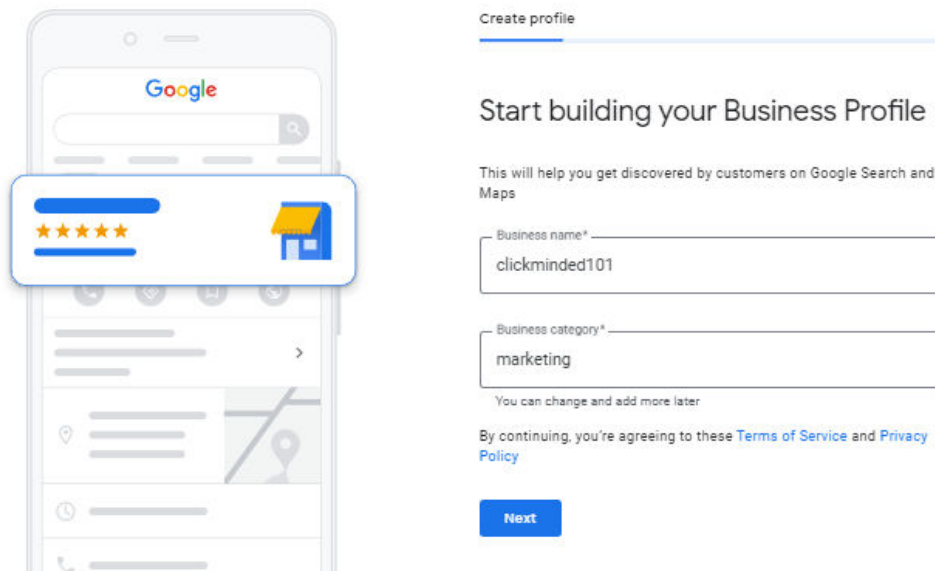
- 3. Google will give you two options:
 - a. If the business doesn't have a Google Business Profile account (this will be the case for most people), create a new business.



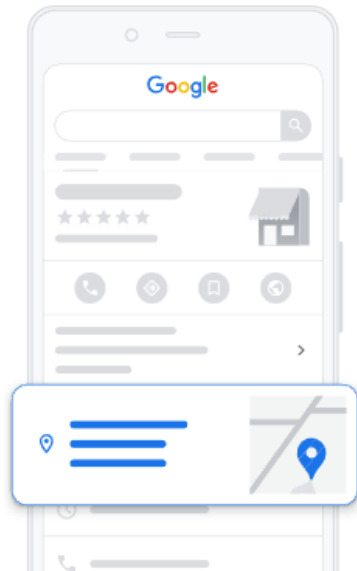
- b. If the business you want to manage already has a Google Business Profile account (this won't be the case for most people), you can claim it by searching for it and selecting it from the dropdown.



4. Next, type the name of the business and business category and hit “Next”



5. Next, you will need to choose whether to add a location to this business or not:
- If you have a physical location where your potential customers can go (e.g. store, office, etc), select “Yes”
Of course hotels and restaurants all have a physical location.



Create profile

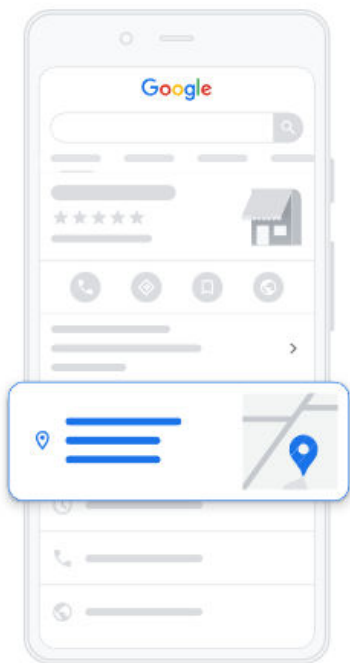
Do you want to add a location customers can visit, like a store or office?

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

- Yes
- No

Next

- b. Next, you'll need to add the full address of this location: Ensure this address is EXACTLY the same as displayed on the property website.



Create profile

What's the address?

Malaysia

Street address

Village / Township

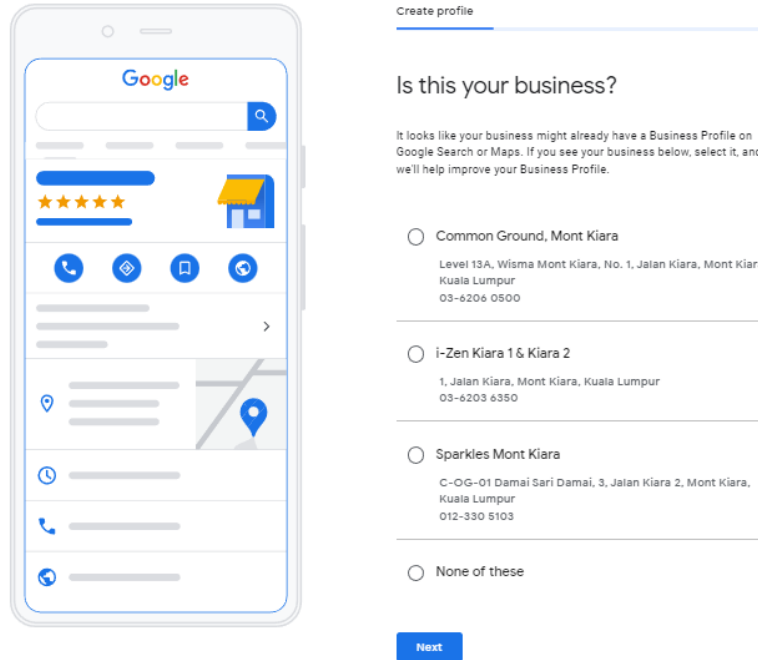
Postal code

City

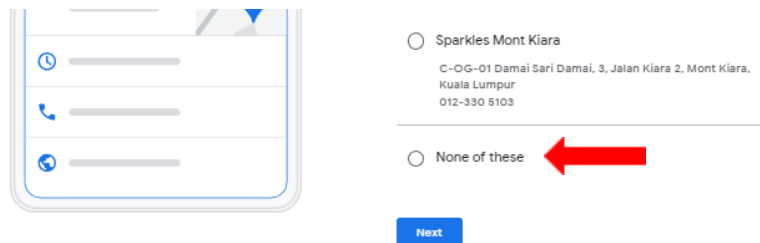
State

Next

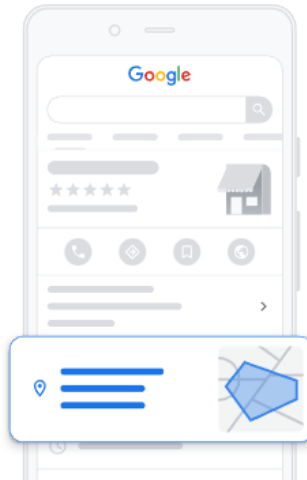
c. Choose the appropriate business location



- [Optional] If you also provide services or products outside of this physical location (e.g. you do deliveries or remote visits), you can add a service area in the next screen by selecting “None of these”




- If you choose this option, you'll need to click “Yes” in the following pop up and hit “Next”



Create profile

Do you provide deliveries or home and office visits?

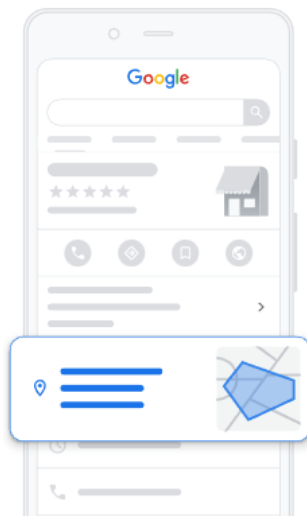
For example, if you visit or deliver to your customers, you can let them know where you are willing to go

Yes 

No

Next

- Search and add the service areas and hit “Next”
If customers come to you, do not be tempted to add extra locations here. It will not do anything for your ranking.



Create profile

Add the areas you serve (optional)

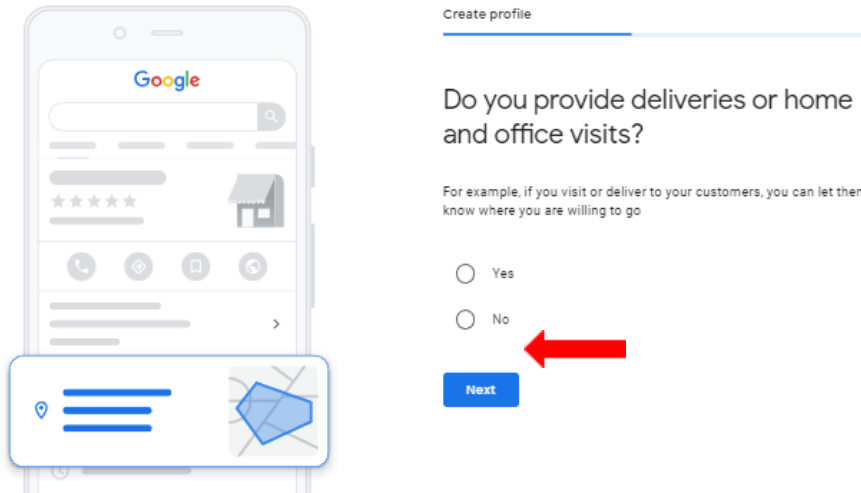
Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

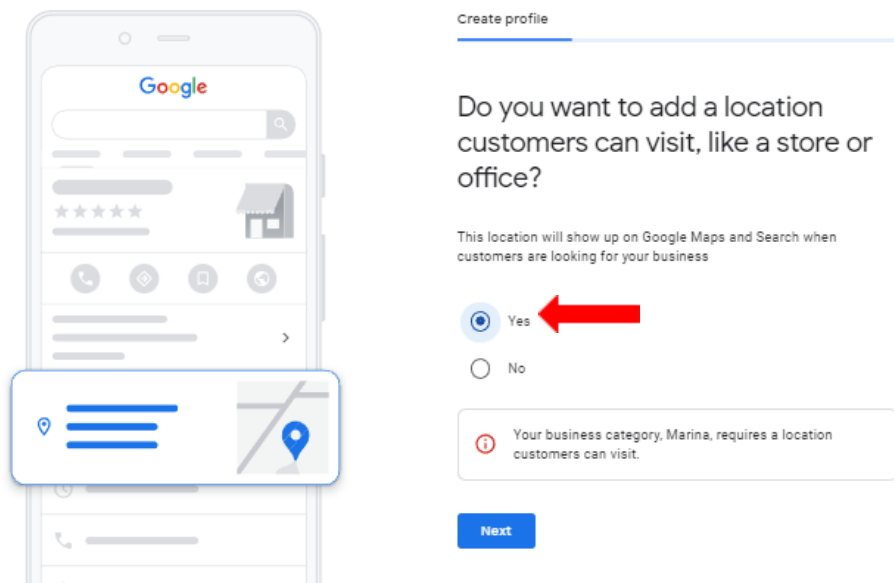
You can change and add more later

Next

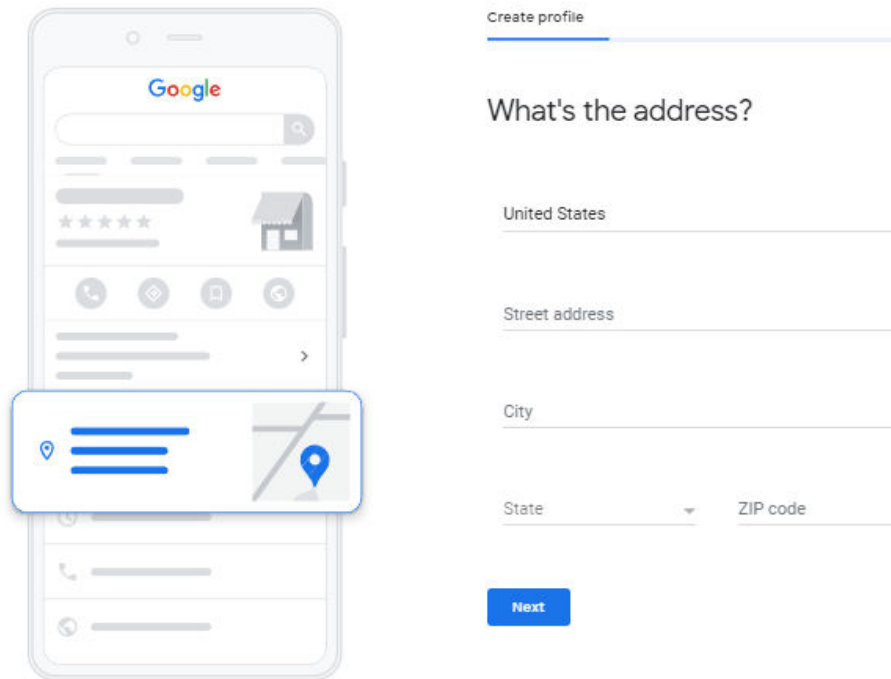
- d. If you **don't** have a physical location where your customers can go, but instead you service customers in an area (e.g., wedding photographer, locksmith, painter, etc.), you'll select “No”



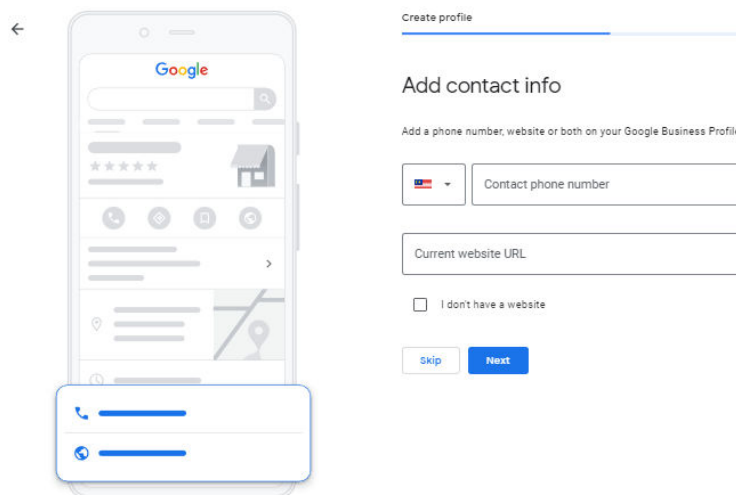
- Next, you'll have the option to select the location area where you offer your services or products. Click "Yes" to proceed.



- If you click "Yes", you will need to provide your location address



6. After setting up your business address or service area, you can provide your phone number and website URL to start completing your business profile (although both are optional, and you can add them later if you prefer).



7. You'll see a success screen next.

← Finish and manage this listing

You'll be able to manage **The Surf Shack Hawaii** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

Finish

8. Next, Google will need to verify this business is real by mailing a postcard to the address provided containing a unique verification code. Enter the name of the person who will receive the postcard in the mail, make sure the address is correct, and click "Mail"

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)

Postcard by mail
Have a postcard with your code mailed to this address
May take up to 5 days to arrive

Tommy Griffith

The Surf Shack Hawaii

Verify later
You can't fully manage your listing until you're verified

9. Google will send a postcard which usually takes a few days to arrive.

A postcard is coming!

You'll get a postcard with your verification code and next steps in about **5** days.



Attr: Tommy G

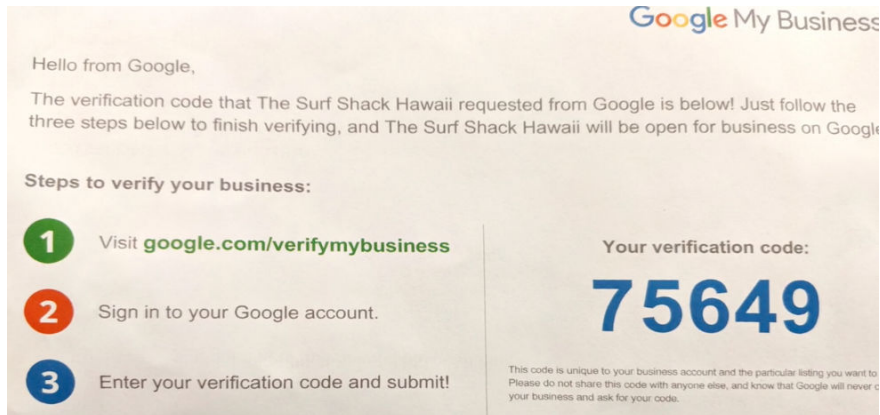
The Surf Shack Hawaii

1234 Main St, Honolulu, HI 96813

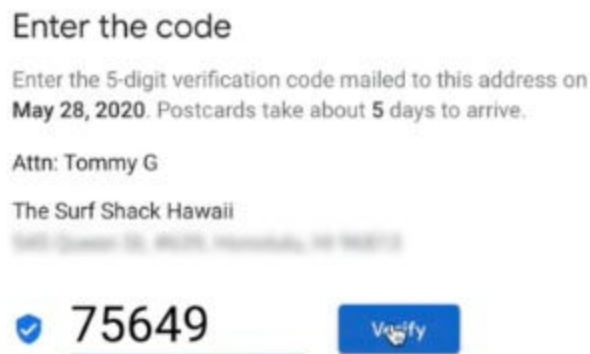
Continue

- **Verifying your business**

1. You will receive a postcard that looks something like this.



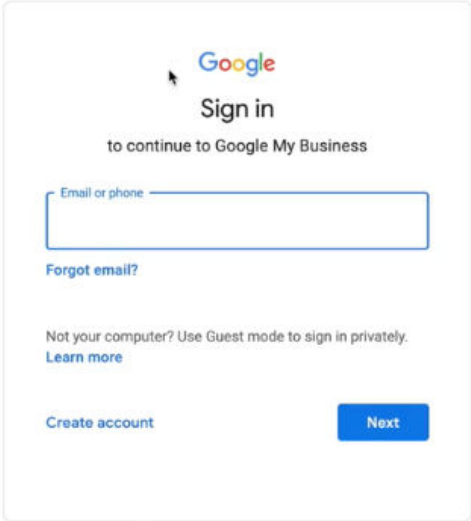
2. Visit the verification URL: <http://google.com/verifymybusiness>
3. Enter your verification code and hit verify



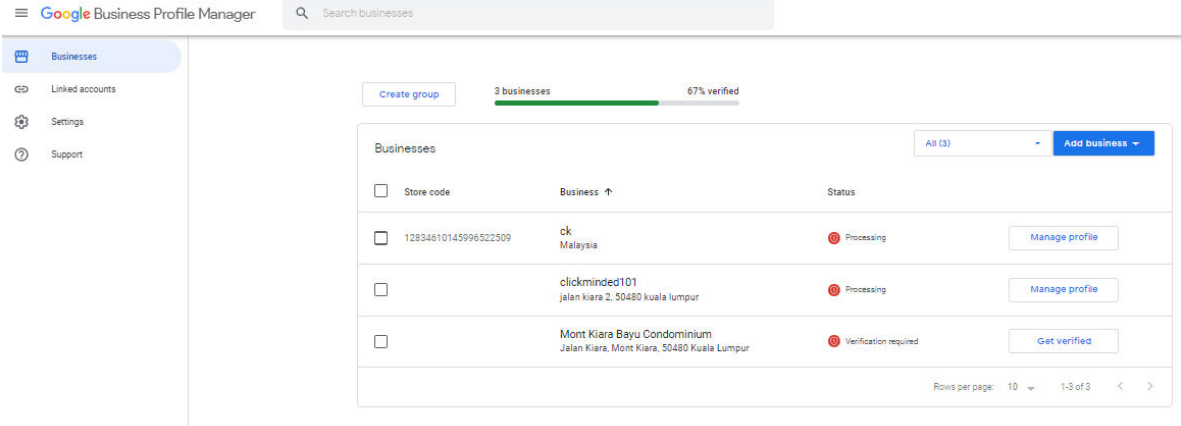
4. Your business is now verified! You can now manage all of your settings in Google Business Profile.



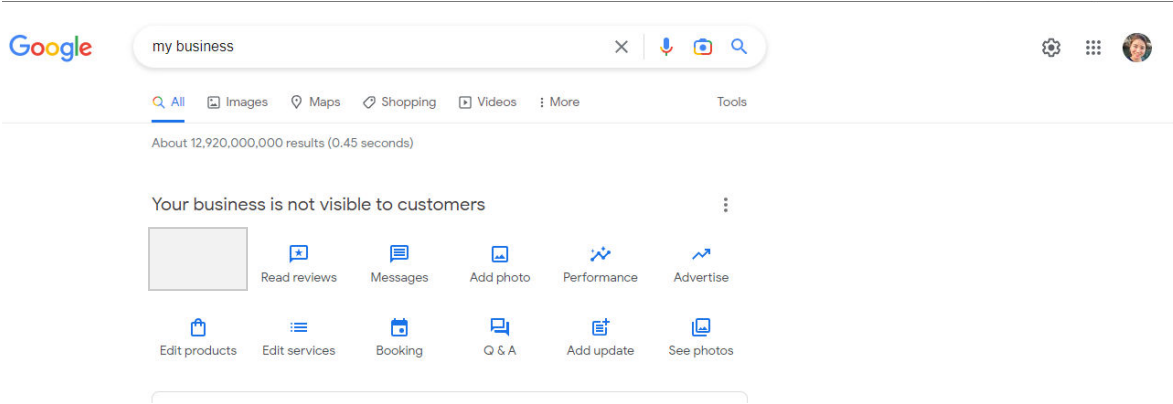
5. You now need to go in and fill the listing details, and make it as full as possible.
6. Next, sign into the Google Account you use to manage this business



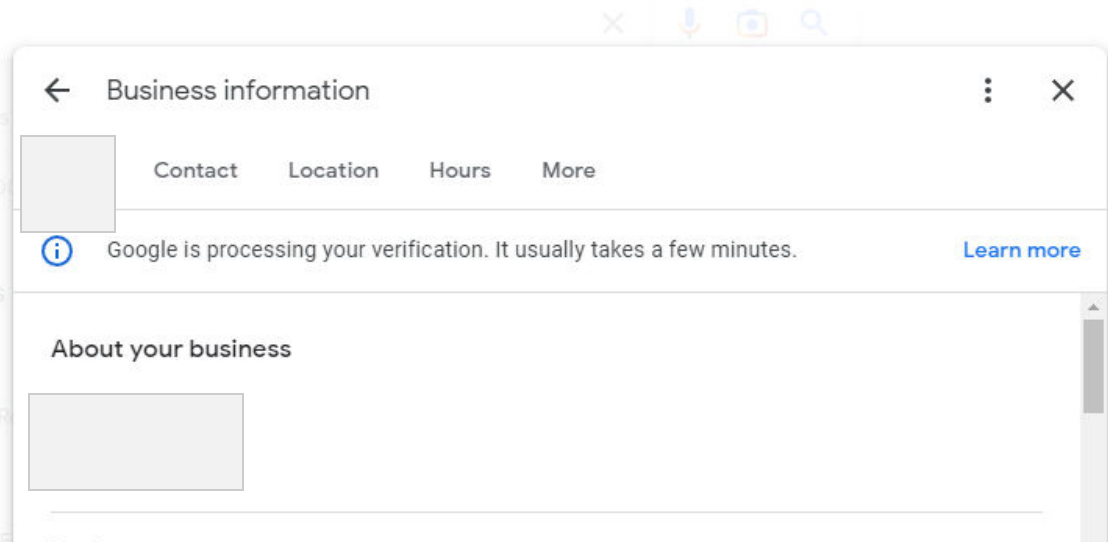
7. Click the “Manage Profile” according to the business you’re going to work on



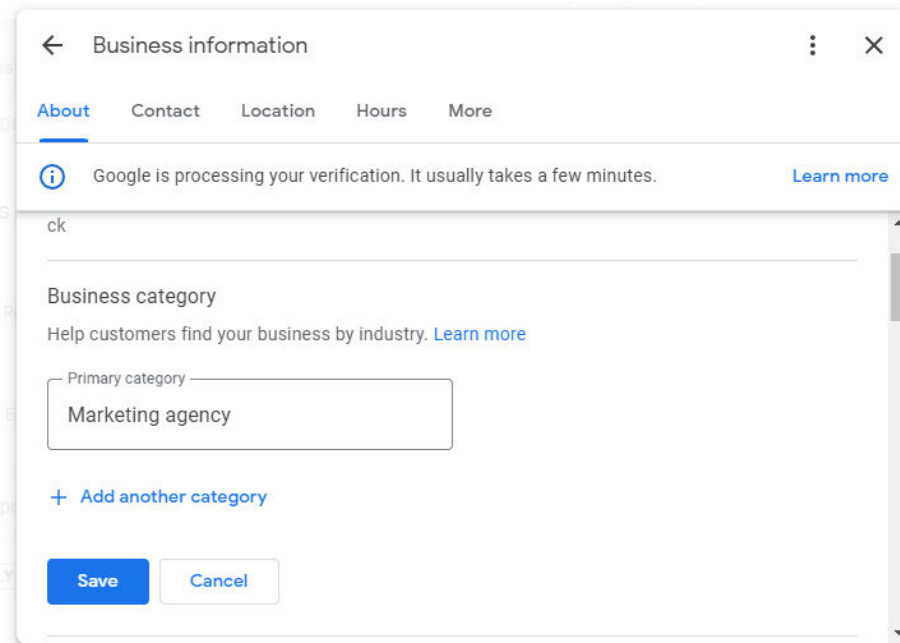
8. You will be directed to your google page. Click on the “Edit profile”



9. Under “About”, make sure your business name is entered correctly.



10. Select the primary category that best describes your business. If you're not sure what to pick, try searching for your main competitors in Google and see what they selected as their primary category. Remember to click "Save".



Business information

About Contact Location Hours More

Google is processing your verification. It usually takes a few minutes. [Learn more](#)

Business category

Help customers find your business by industry. [Learn more](#)

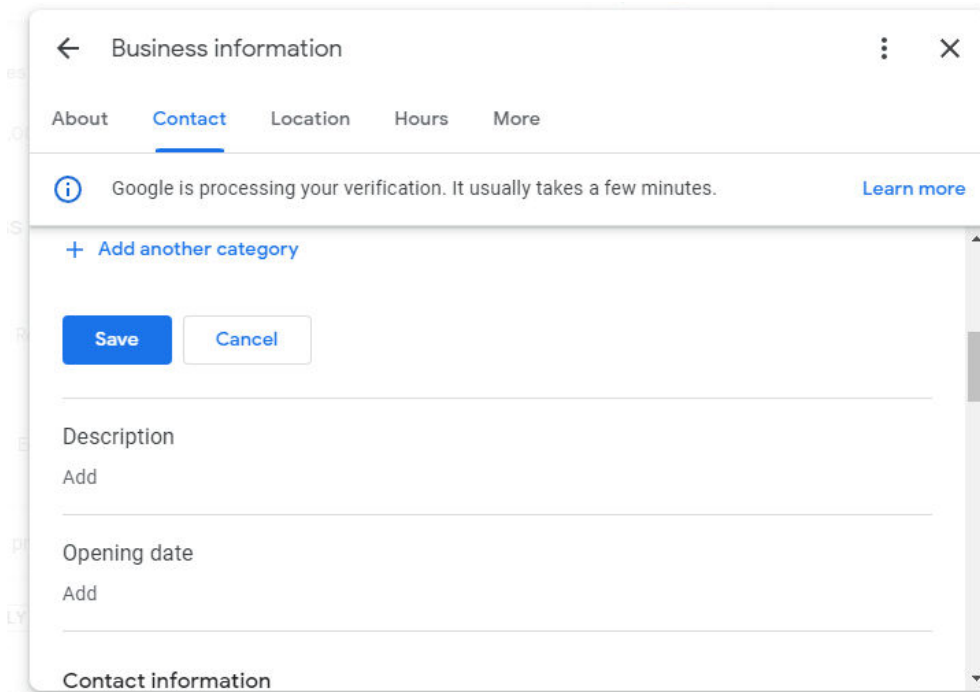
Primary category

Marketing agency

Additional category

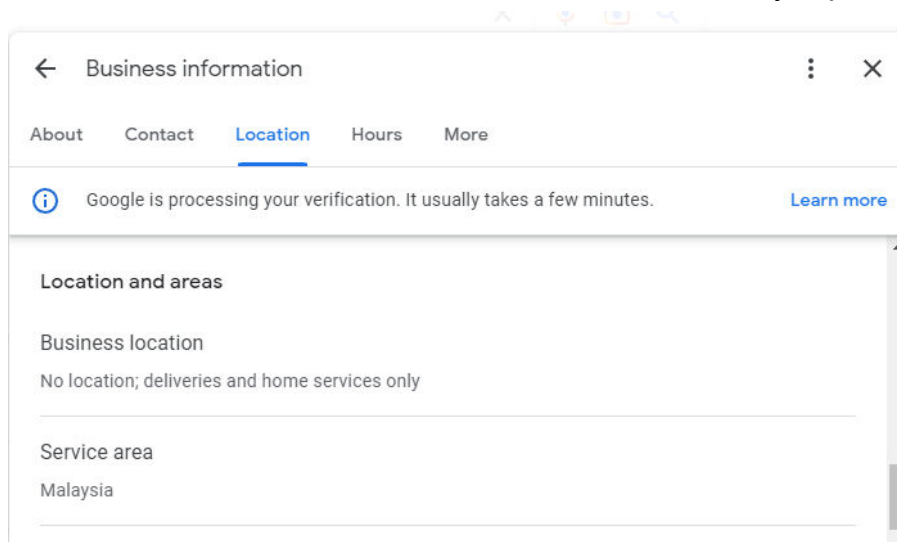
+ Add another category

- a.
- Important:** Don't attempt to stuff your listing with loosely related additional categories. You want to select only those that are super relevant to your business. If you select unrelated categories, it can result in a high bounce rate (from users searching for a product or service, viewing your listing, realizing you don't offer what they were looking for, and going back to the search results), which can end up hurting your search rankings.
- b. [Optional] If there are other services or products that you offer that don't fit the primary category, you can include it as an additional category.
- c. [Optional] You can add business descriptions such as CEO messages or an About Us summary as well as the opening date.



10. Make sure your contact details are up to date. You have the option to add your website link as well.

11. Make sure the business address is written correctly. Update it if necessary:



[Optional] If your business offers products or services outside of the business location (e.g. product deliveries, on-site services, etc), you can add a service area to specify the entire geographic location of the business services

Service area
Malaysia

- a. If that's the case you can just type out the area you want to add to your listing

Service area
Let customers know where your business provides deliveries or services. [Learn more](#)

Search area
Westminster, London

Selected service areas
Malaysia X

12. Next, edit the business opening hours by selecting the relevant main business hours.

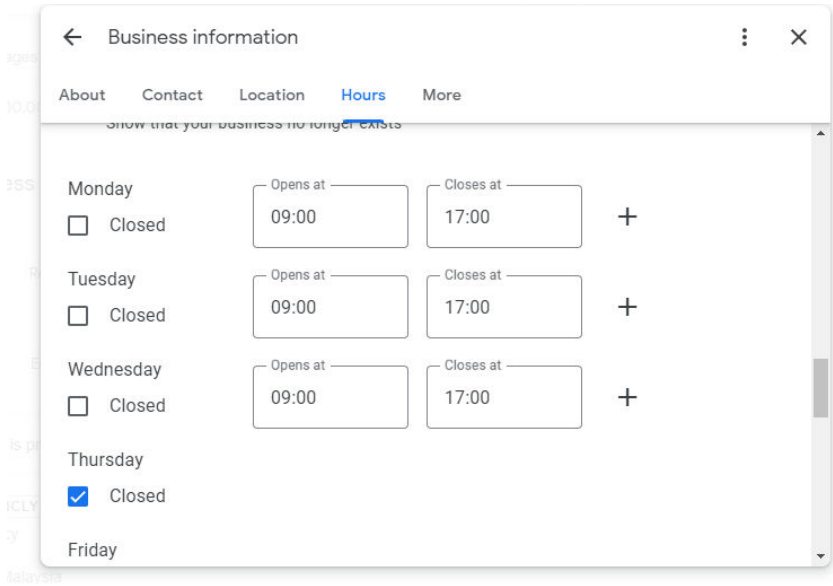
Business information

About Contact Location **Hours** More

Hours
Set main business hours or mark your business as closed. [Learn more](#)

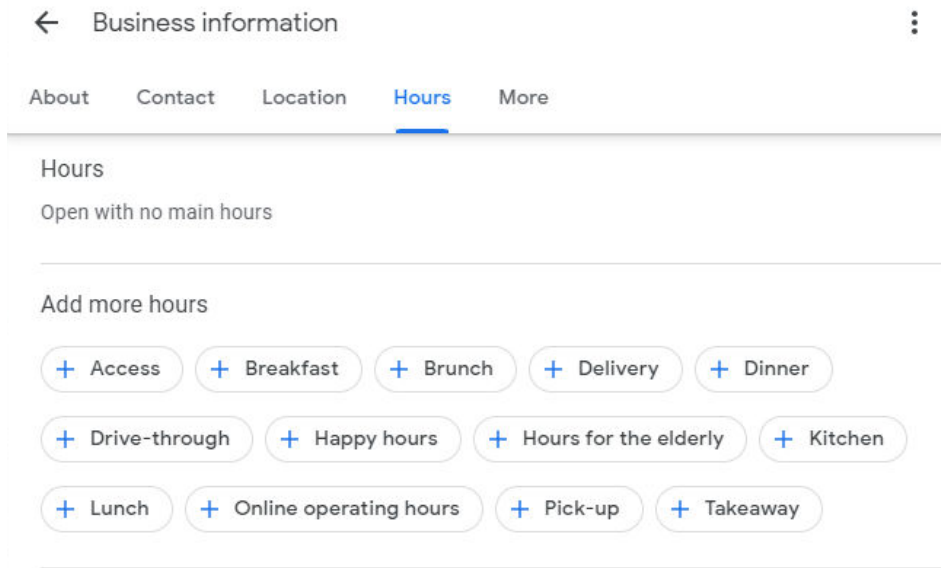
Save Cancel

- a. Click "Open with main hours", scroll down and toggle the days when the business is open, and input the specific opening and closing hours



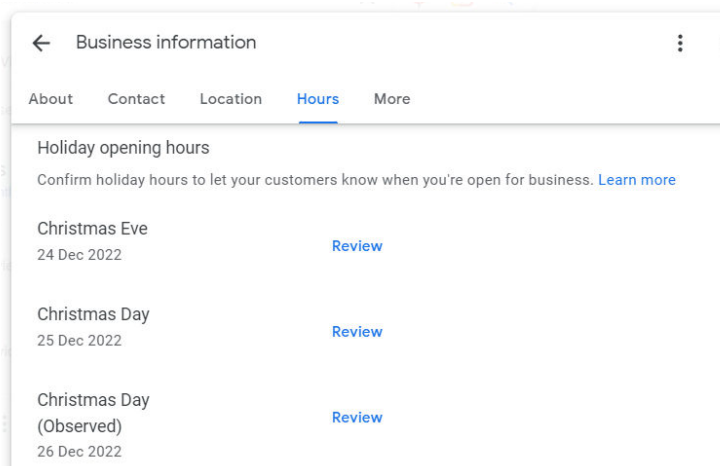
13. [Optional] If you have specific services that have specific hours within opening times (e.g. delivery times, happy hour, etc), you can add “More hours”

a. Select the special services or offer from the list

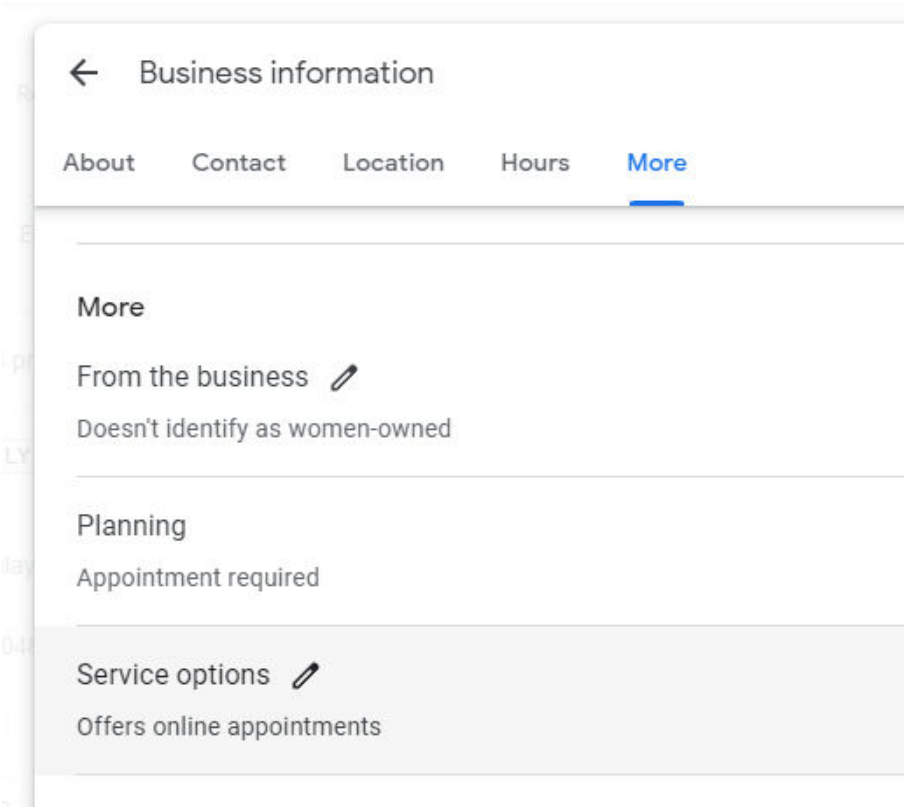


b. Define the day and hours for each of them

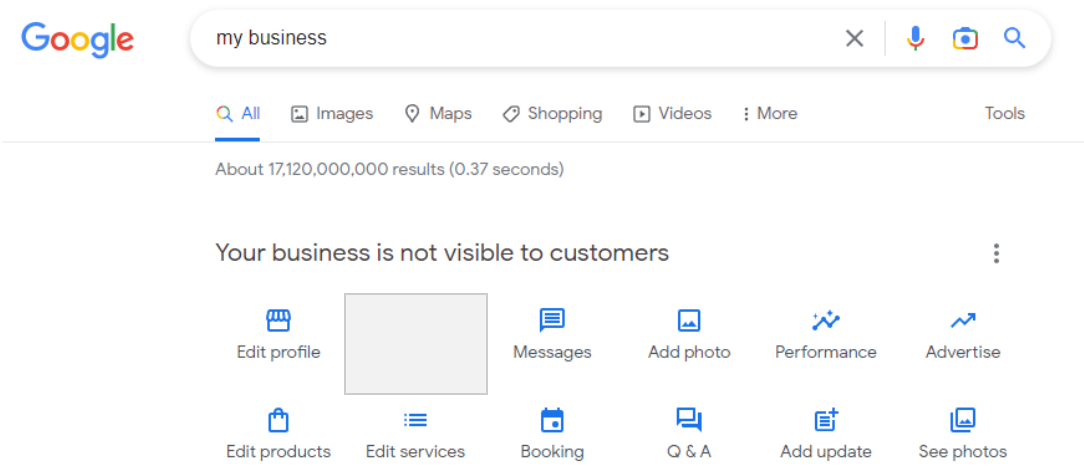
a. Scroll down and confirm your holiday opening hours.



14. [Optional] You may add more about your business such as “From the business”, “Planning”, and “Service options”

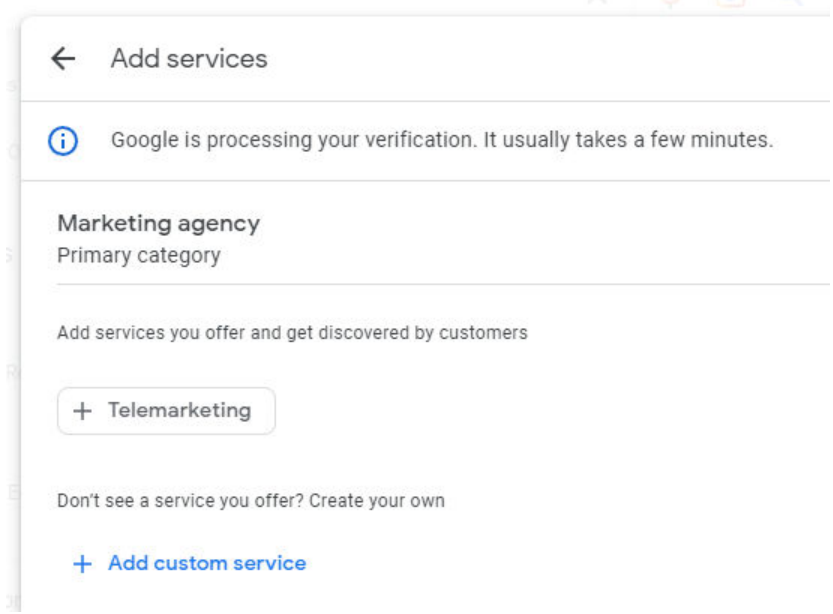


15. [Optional] Go back to your google page and click on “Edit services”



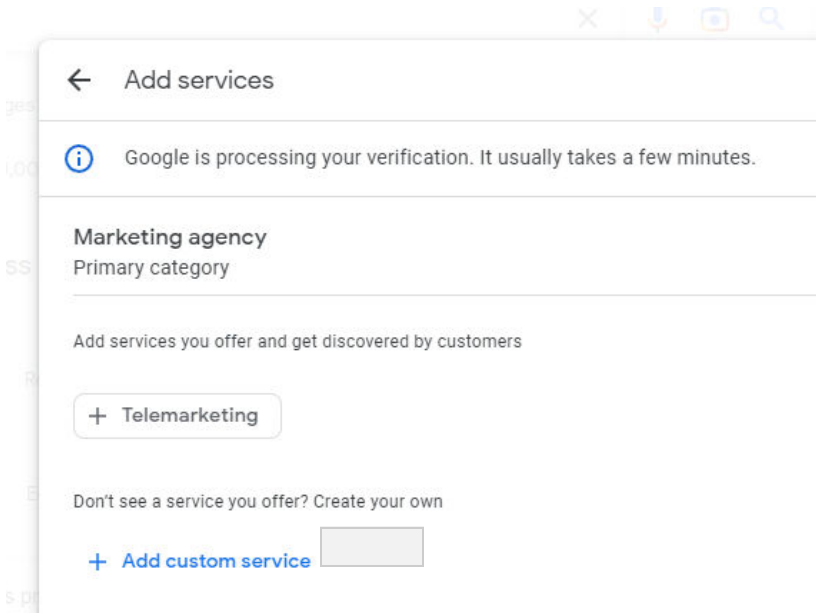
- a. Services are specific to the business categories you previously selected for your business. If you select more than one category, you'll be able to add relevant services for each of them separately.
- b. For some categories, Google will provide you with predefined services you that can pick from.

FIND A FULL LIST OF GOOGLE CATEGORIES HERE
<https://docs.google.com/spreadsheets/d/1P67dkoxqYFXCJleJvbiagGaz9OkldK4Ny-dWJFyWb-Q/edit?usp=sharing>

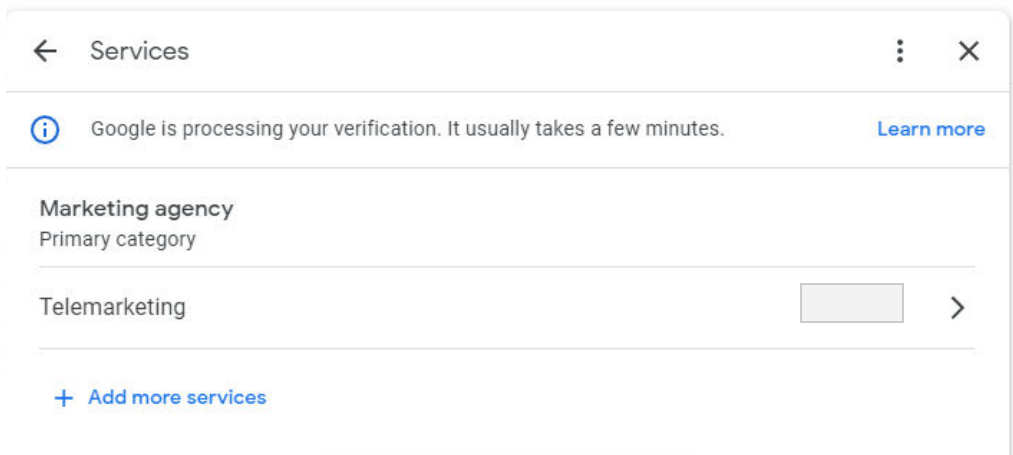


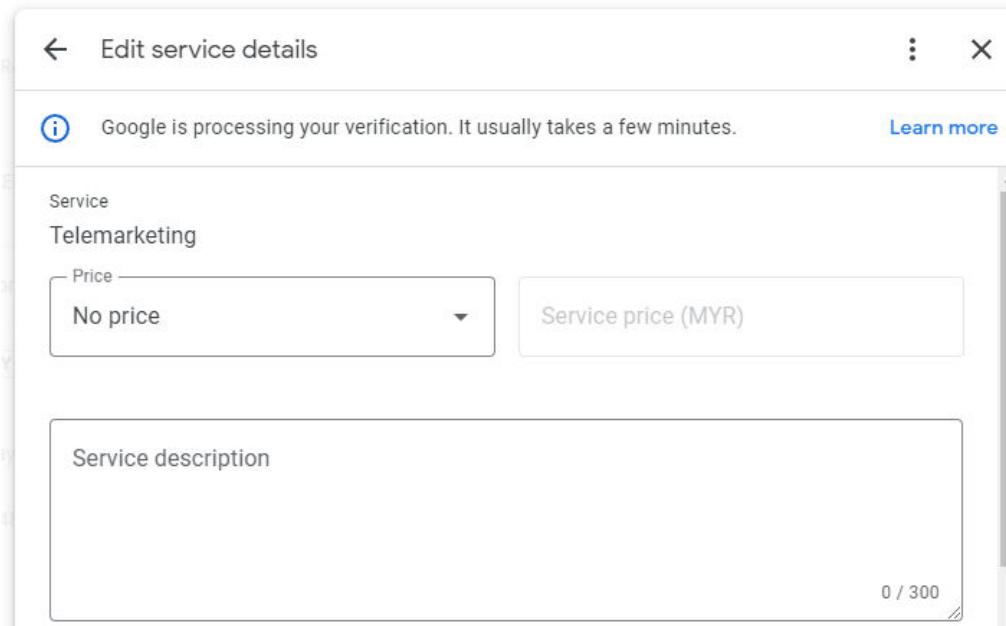


- a. In other categories in which Google doesn't provide predefined services, or if you want to add a service that's not listed, you can add custom services yourself.

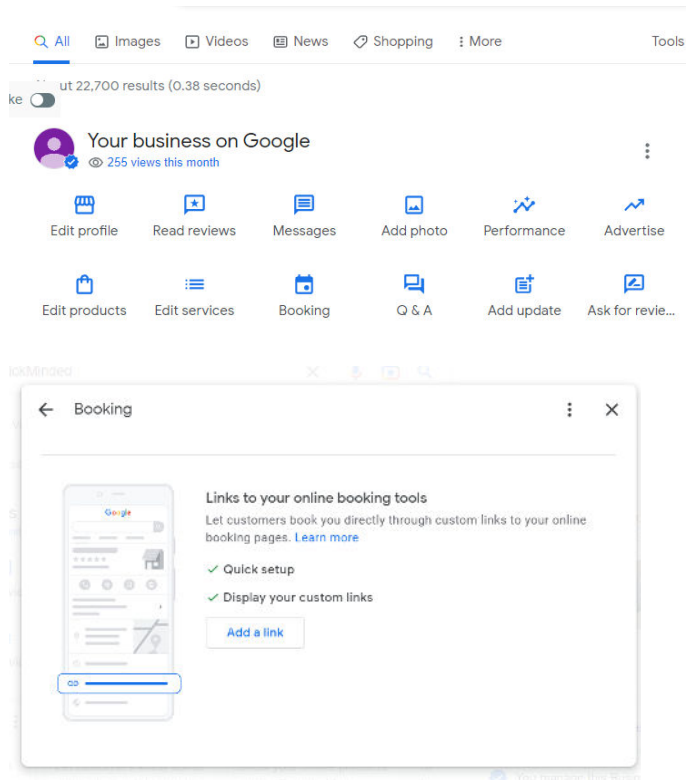


- b. [Optional] Once you've selected your services, you can add pricing information and descriptions to each of them. Make sure to click on the arrow on your right side.

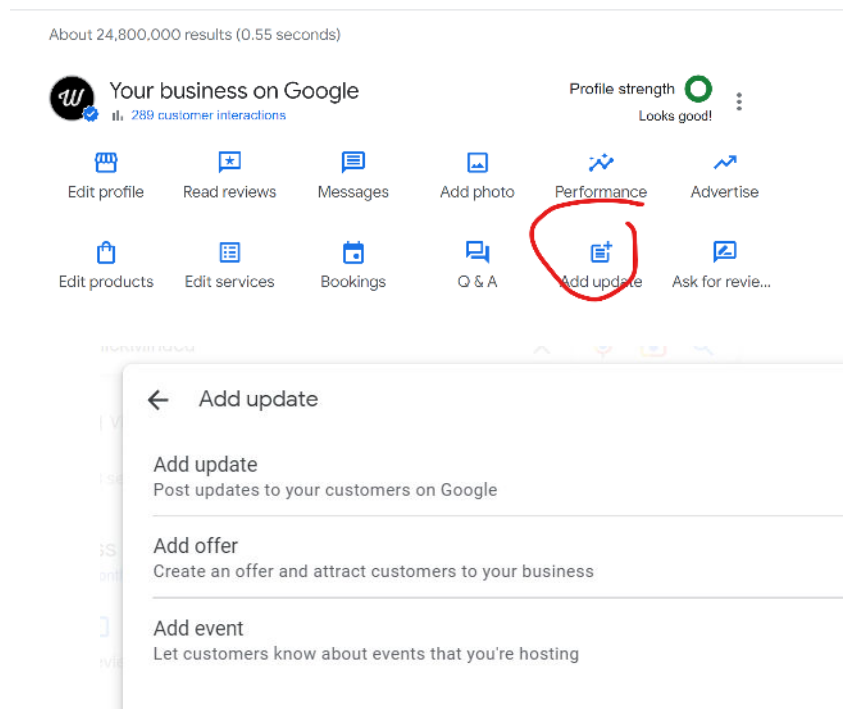




16. [Optional] If you have a booking link for appointments, you may add it by clicking on “booking” from your google page and inserting the link in the pop-up.



17. To engage with your customers, it is recommended to add any available offers, updates, and events to your Google Business Profile. Proceed by clicking on “Add updates” on your google page and add all the details you have, including photos. The pop-up is shown below.



18. Finally, an important element of optimising your listing is to add photos. It’s a good idea to add as many types of photos as possible. Go back to your google page and select “Add photo”

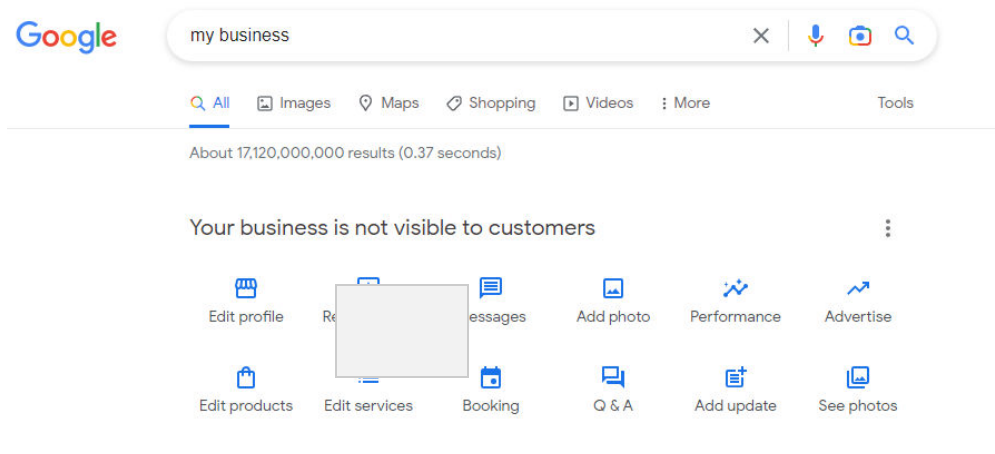
- a. The recommended dimensions for all Google Business Profile images are 720px wide by 720px tall (except for cover photos which are 1024 x 576), between 10 KB and 5 MB, and in JPG or PNG formats.
- b. Logo: this is the image that will be used when you post updates or reply to questions or reviews.
- c. Cover: this is one of the most important photos because it will be featured prominently on your business profile page, search results, and Google Maps.
- d. Product: include photos of the products that are for sale in your store
- e. Interior: if relevant, you can include photos of the interior of your business (this is usually a great addition for businesses like restaurants, bars, cafes, coworking spaces, etc)

- f. Exterior: if Google already has Street View images of the area where your business is located, this image will already be available. This helps users find or identify your business when they're nearby.
- Other: you can also add other types of assets like videos, or photos of your team, showcasing the work.

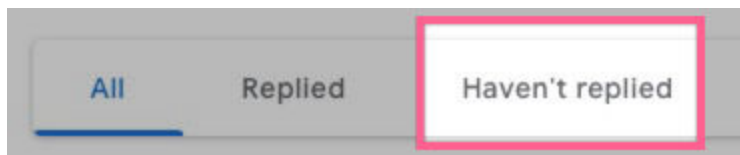
☐ Managing reviews

Note: the first time you optimize this listing, you'll need to try to reply to all the unanswered reviews the business currently has (if any). After this first round of replies is done, it's recommended that you reply to new reviews as they come in (check out the section on [managing Google Business Profile settings](#) to set up notifications for new reviews.)

1. On your google page, click "Read reviews"



2. Click on "Haven't replied"

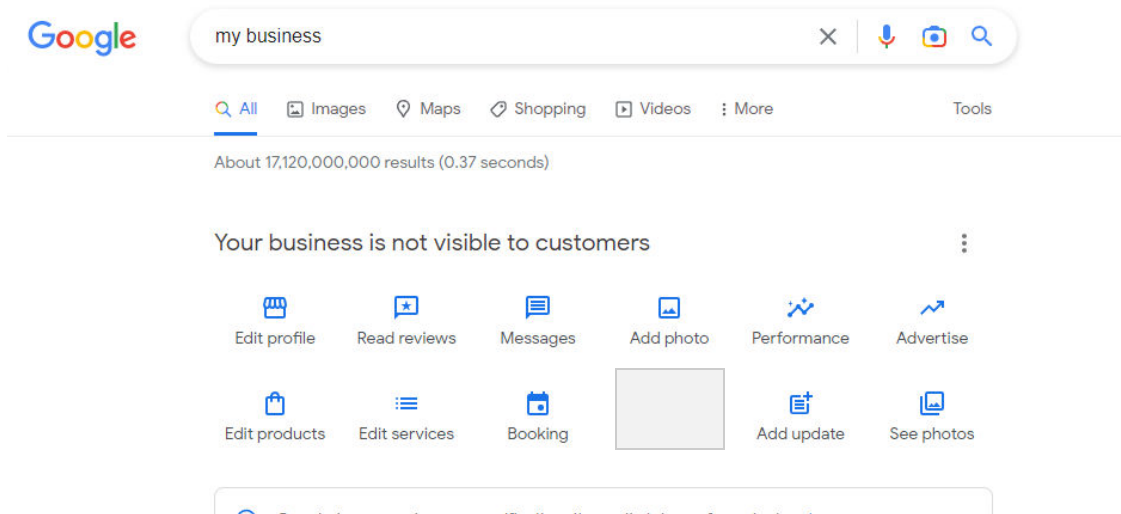


3. Reply to all of the recent reviews for this listing — it's a good idea to answer as many as possible.
 - a. It's imperative to reply to negative reviews. Don't try to pick a fight with the reviewer. Instead, provide an answer that would be satisfying to another person viewing your business listing and browsing through 1- and 2-star reviews — these are the people you are writing for.

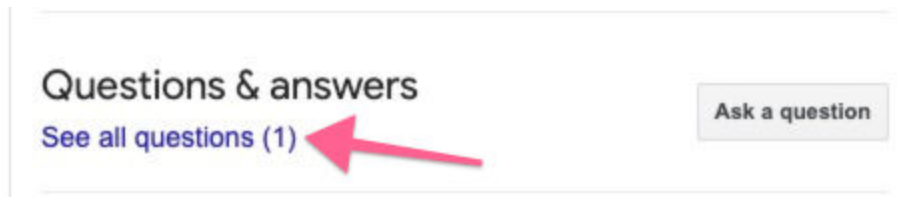
Managing the question & answers section

Note: the first time you optimize this listing, you'll need to reply to all the unanswered questions the business has, if any. After this first round of replies is done, it's recommended that you reply to new questions as they come in (check out the section on [managing Google Business Profile settings](#) to set up notifications for new questions.)

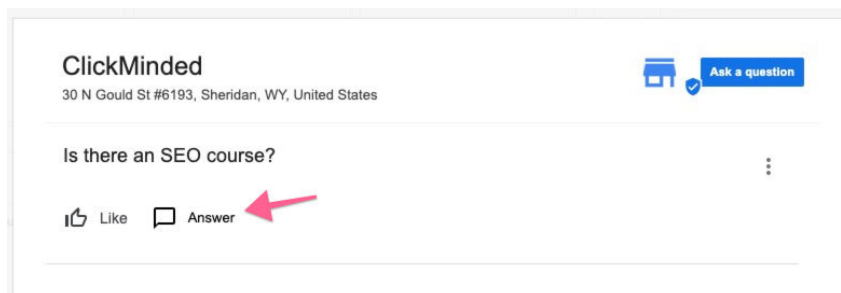
1. On your google page, click "Q&A".



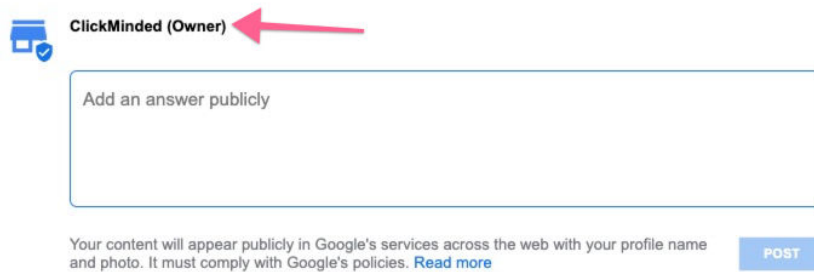
2. Click on "See all questions"



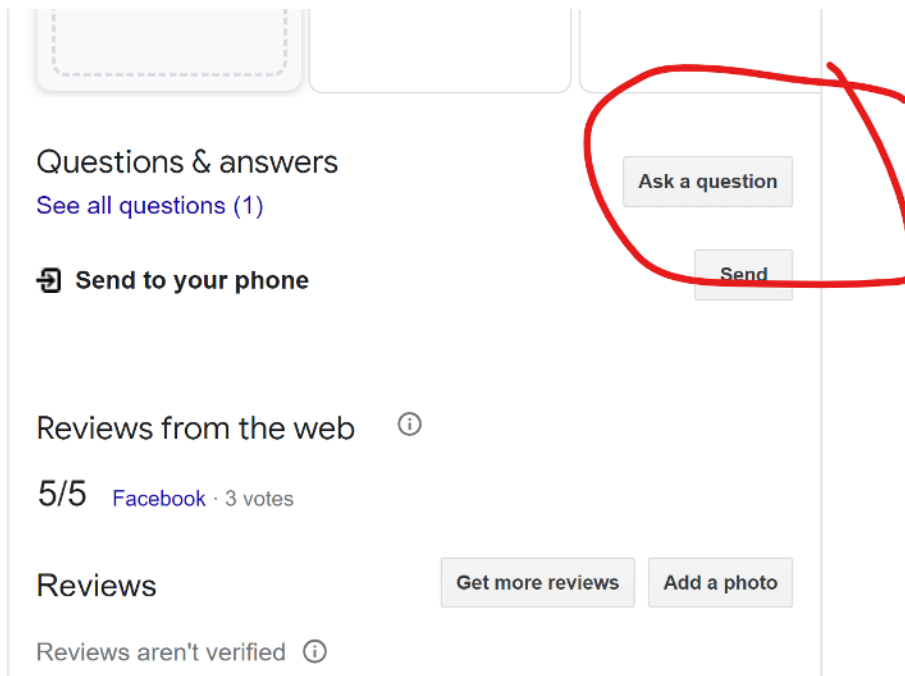
3. For any questions that don't have an answer from the business, click on the "Answer button" to reply.



4. Before posting, make sure you're replying as the business account owner



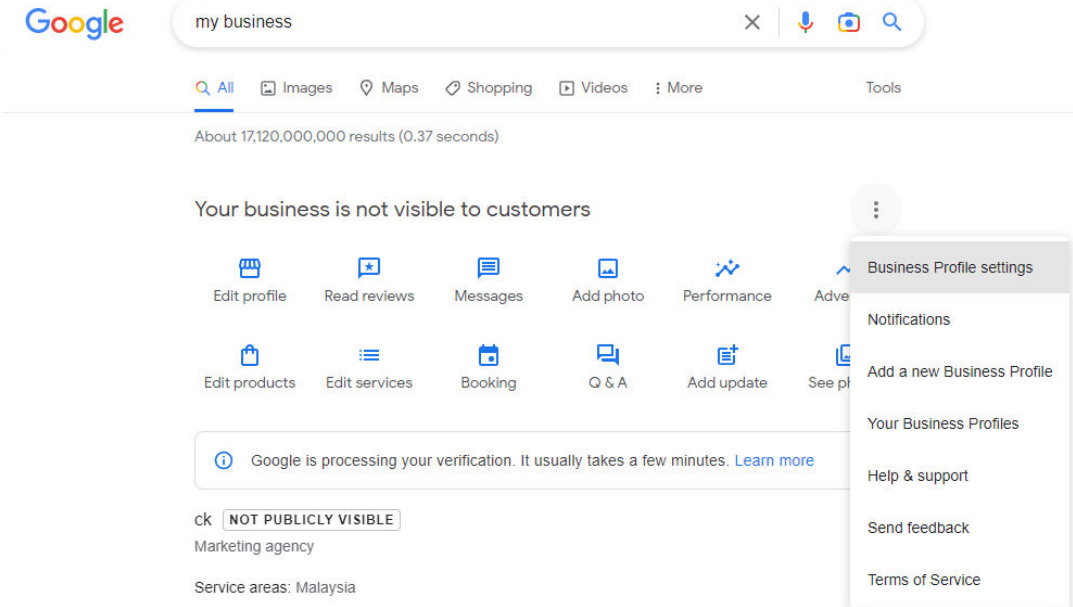
It is a good idea to go in yourself and ask your own questions for your business, and then go back in and answer them yourself. This is OK and legitimate practice.



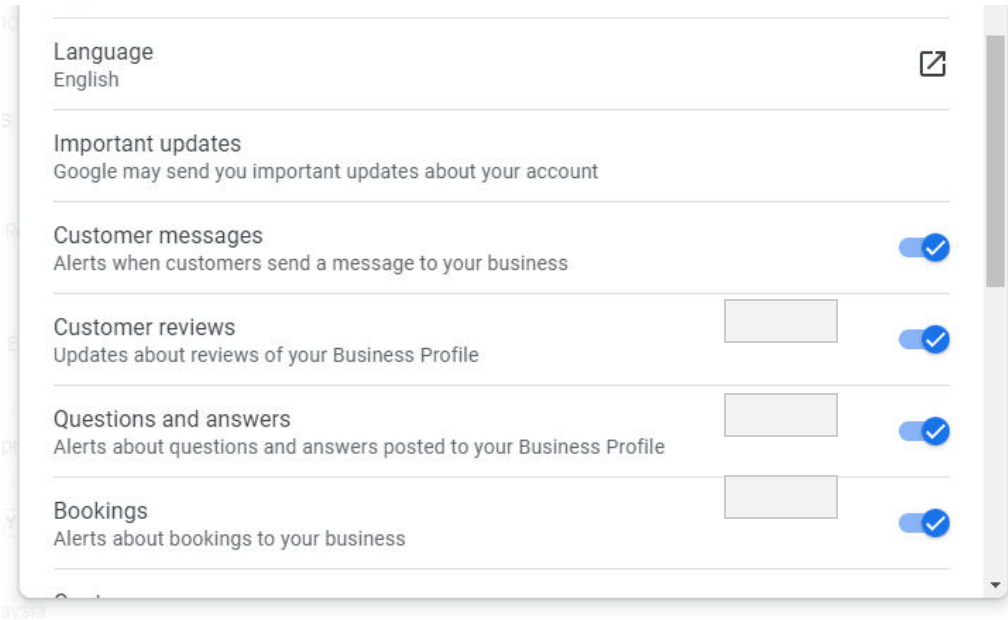
Turn On Google Business Profile Notifications

To make sure you can provide timely replies to new reviews and questions, it's recommended that you have notifications enabled.

1. On your google page, click on the three dots and select "notifications"



2. Make sure notifications are enabled for “customer reviews”, “customer messages” and “questions and answers” (and any other alerts that are relevant to this business)



Please note, Google updates the Business Profile Settings regularly, and this information can quickly become out of date.