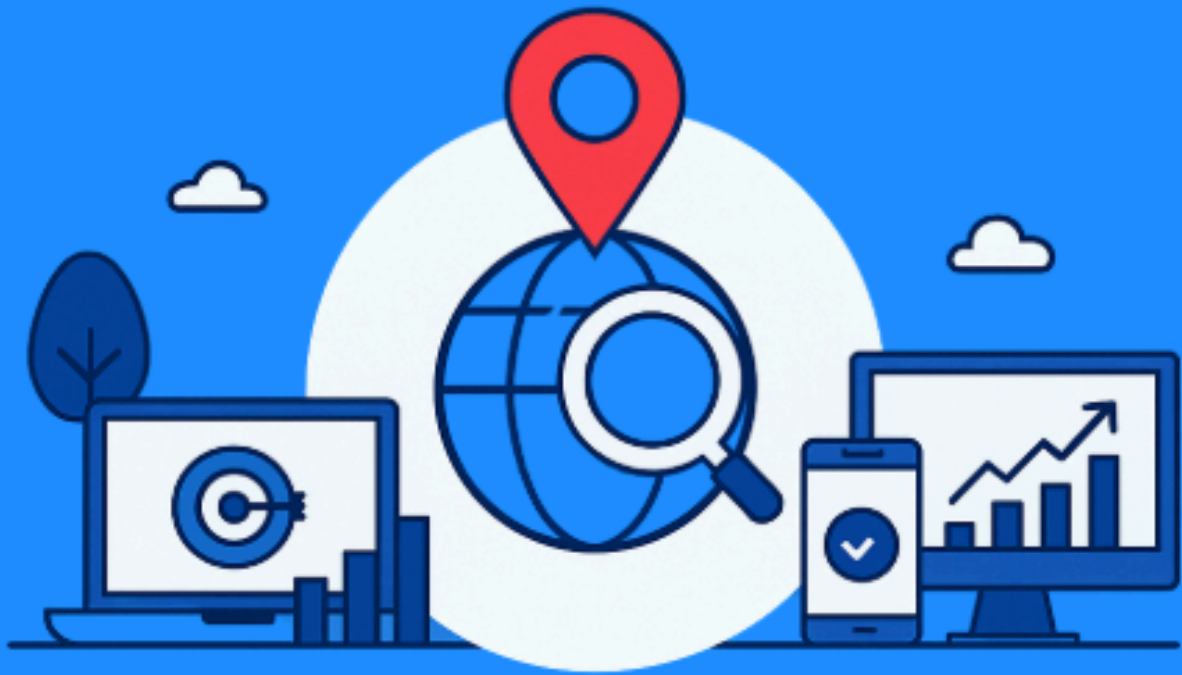


# Google

## BUSINESS PROFILE

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SET UP



PATHFINDER DIGITAL MARKETING  
LLC

# THE COMPLETE GOOGLE BUSINESS PROFILE SETUP

## Introduction

A well-optimized Google Business Profile is essential for local business success. With 46% of all Google searches looking for local information, and 88% of people who do a local search on their smartphone visiting or calling a store within 24 hours, having a properly set up profile can dramatically impact your business growth.

This comprehensive guide will walk you through every step of creating and optimizing your Google Business Profile, ensuring you don't miss any crucial elements that could affect your visibility and success.



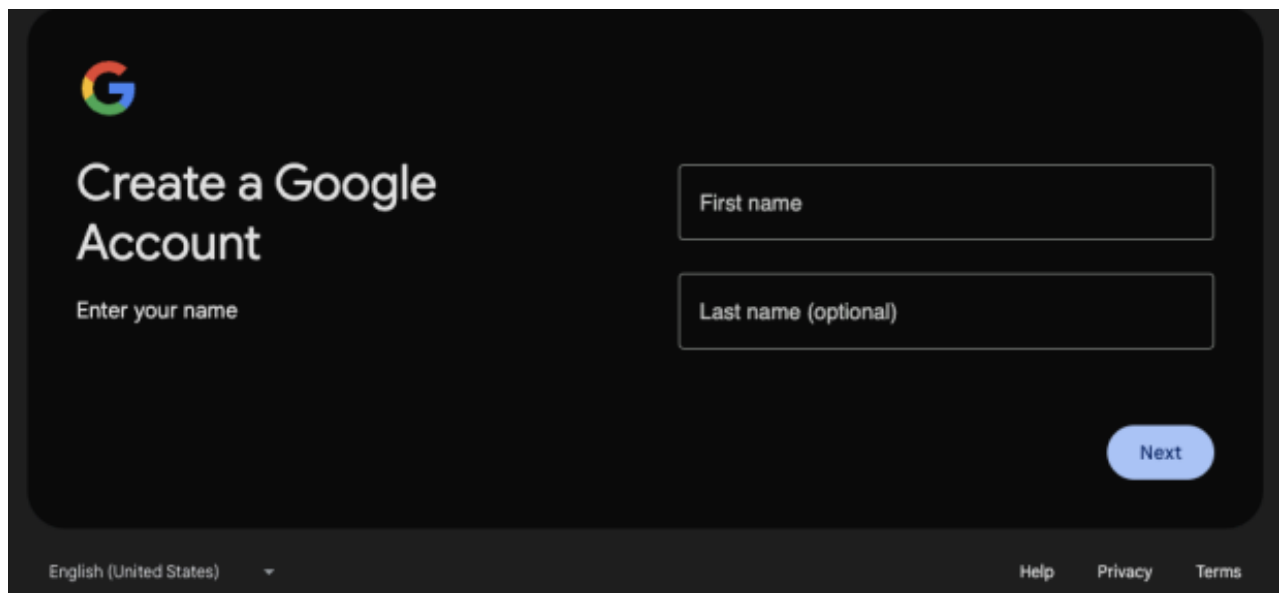
# Initial Account Setup

## 1. Creating Your Google Account

Before you can create your business profile, you need a Google Account specifically for your business.

### Action Steps:

1. Visit [accounts.google.com/signup](https://accounts.google.com/signup)
2. Select "To manage my business" when asked about account purpose
3. Use a professional email address connected to your business
4. Complete the basic account setup process
5. Save your login credentials in a secure location

A screenshot of the Google Account creation page. The page has a dark background. In the top left corner is the Google 'G' logo. Below it, the text 'Create a Google Account' is displayed in a large, white, sans-serif font. Underneath that, in a smaller white font, is the instruction 'Enter your name'. To the right of this text are two white input fields. The first field is labeled 'First name' and the second field is labeled 'Last name (optional)'. At the bottom right of the form area is a blue button with the word 'Next' in white. At the very bottom of the page, there is a dark bar containing the text 'English (United States)' with a dropdown arrow, and on the right side, the links 'Help', 'Privacy', and 'Terms'.

*Pro Tip: Use an email address you check regularly, as Google will send important updates and alerts to this account.*

## 2. Choosing Your Business Type

Your business type affects which features and options appear in your profile.

**Select one of these categories:**

- Storefront Business (physical location customers visit)
- Service Area Business (you travel to customers)
- Online-Only Business (exclusively internet-based)

*Important: Choose carefully as this affects your available features and how customers find you.*

## Adding Basic Business Information

### 1. Business Name

**Requirements:**

- Use exact legal business name
- Don't add keywords or locations
- Maintain consistency across all platforms
- Avoid special characters unless part of legal name

*Warning: Adding extra keywords to your business name can result in profile suspension.*



## **2. Business Location**

### **For Storefront Businesses:**

- Enter complete street address
- Include suite/unit number if applicable
- Verify pin placement on map
- Add service areas if relevant

### **For Service Area Businesses:**

- Define service radius
- List specific areas served
- Hide physical address if working from home

## **3. Contact Information**

Essential Details:


- Primary phone number (local preferred)
- Website URL
- Email address (professional)
- Additional phone numbers (if applicable)



### Contact information

#### Phone number

Provide a number that connects directly to your business. [Learn more](#)

 ▼

Primary phone

+1

[+](#) Add phone number

#### Website


Add the link to your website. [Learn more](#)

### Social profiles

Build customer trust by sharing your social profiles. [Learn more about social profiles](#)

Social profile ▼

Web address



[+](#) Add social profile

*Best Practice: Use a local phone number rather than toll-free when possible.*



# Hours and Availability

## 1. Regular Business Hours

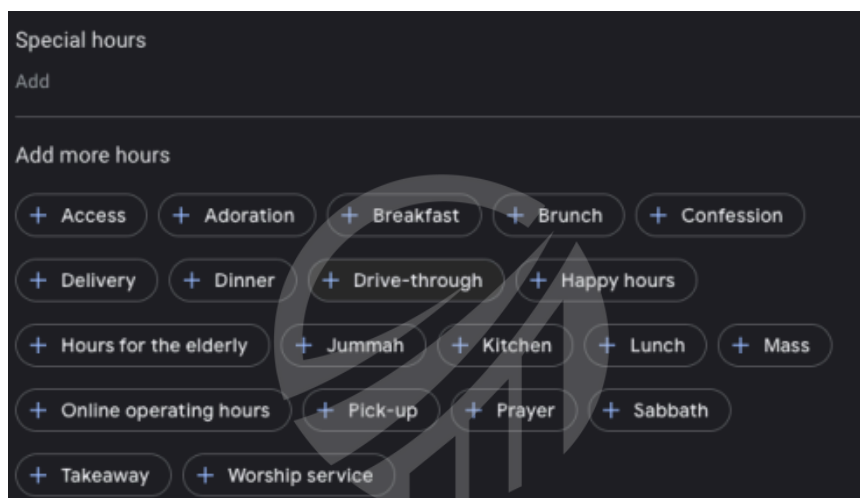
Setup Checklist:

- ☐ Set hours for each day of the week
- ☐ Include any mid-day breaks
- ☐ Note different weekend hours
- ☐ Specify holiday hours
- ☐ Add special hours for events

## 2. Special Hours

Include variations for:

- Holidays
- Special events
- Seasonal changes
- Temporary adjustments
- Emergency closures



# Business Description and Categories

## 1. Primary Business Category

### Selection Process:

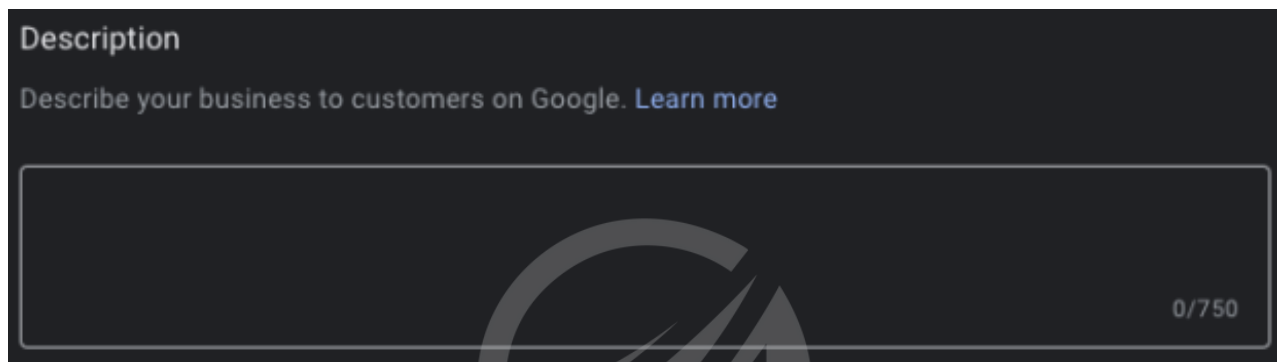
- Choose most specific category that fits
- Add relevant secondary categories
- Review category options thoroughly
- Update as business services expand

*Tip: More specific categories often perform better than general ones.*

## 2. Business Description

### Writing Guidelines:

- Length: 150–300 words
- Start with most important information
- Include relevant keywords naturally
- Highlight unique features
- Avoid promotional language



The image shows a dark-themed interface for a business profile. At the top, the word "Description" is written in white. Below it, a line of text says "Describe your business to customers on Google. [Learn more](#)". A large, empty rectangular text box with a thin white border occupies the middle section. In the bottom right corner of this text box, the text "0/750" is displayed in white, indicating the character count. A faint, large watermark logo is visible in the background of the entire page.



# Visual Content Setup

## 1. Required Photos

### Minimum Photo Checklist:

- ☐ Business logo (250x250 pixels minimum)
- ☐ Cover photo (high quality, representative)
- ☐ Exterior photos (minimum 3)
- ☐ Interior photos (minimum 3)
- ☐ Product photos (minimum 3)
- ☐ Team photos (if appropriate)

## 2. Photo Requirements

### Technical Specifications:

- Format: JPG or PNG
- Size: Between 10KB and 5MB
- Resolution: At least 720px wide
- Quality: Clear, well-lit, professional
- Quantity: Minimum 15 total photos

*Research shows businesses with 100+ photos get 520% more calls and direction requests.*



# Additional Features and Attributes

## 1. Business Attributes

Select all applicable options:

- Accessibility features
- Payment methods
- Parking availability
- WiFi access
- Outdoor seating
- Delivery options
- Safety measures

**Payments**

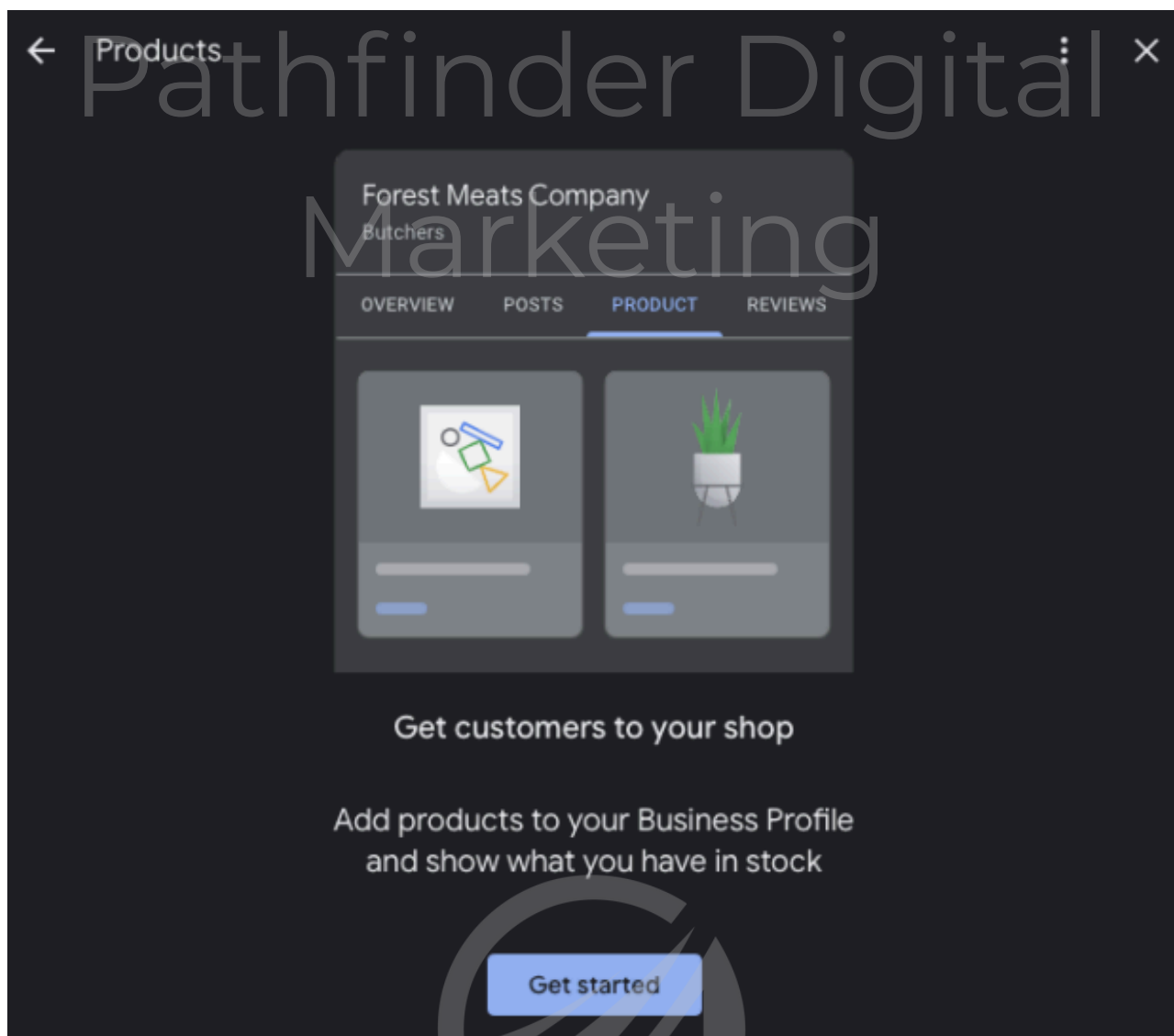
Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

Cash only	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Accepts cheques	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Accepts credit cards	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
<b>Credit cards</b>		
American Express	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
China Union Pay	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No
Diners Club	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

## 2. Products and Services

### Setup Process:

- List main product/service categories
- Add specific items under each category
- Include prices where applicable
- Add descriptions and photos
- Update regularly



# Verification Process

## 1. Choose Verification Method

### Available Options:

- Postcard (most common)
- Phone
- Email
- Instant verification
- Video verification

## 2. Complete Verification

### Postcard Verification Steps:

- Request verification postcard
- Wait for delivery (5-14 days)
- Keep postcard safe upon arrival
- Enter code exactly as shown
- Submit verification

*Important: Don't make major profile changes during verification.*



# Final Review and Launch

## 1. Pre-Launch Checklist

- All basic information complete
- Hours accurately listed
- Categories properly selected
- Photos uploaded and organized
- Description optimized
- Attributes selected
- Contact information verified
- Website URL working
- Verification completed

## 2. Quality Check

### Review for:

- Spelling and grammar
- Accurate information
- Working links
- Photo quality
- Mobile display
- Map pin accuracy



# Ongoing Management Plan

## 1. Regular Updates

### Weekly Tasks:

1. Add new photos
2. Post updates
3. Respond to reviews
4. Answer questions
5. Check insights

### Monthly Tasks:

1. Update special offers
2. Review business hours
3. Add new products/services
4. Check competitor profiles
5. Analyze performance metrics



## Action Plan for Implementation

### Day 1:

- ☐ Create Google Account
- ☐ Choose business type
- ☐ Add basic information
- ☐ Submit verification request

### Day 2-3:

- ☐ Write business description
- ☐ Select categories
- ☐ Prepare and upload photos
- ☐ Add products/services

### Day 4-5:

- ☐ Set up attributes
- ☐ Add special features
- ☐ Create first post
- ☐ Review all information

### Day 6-14:

- ☐ Wait for verification
- ☐ Gather more photos
- ☐ Plan content calendar
- ☐ Set up review management system

### Day 15:

- ☐ Complete verification
- ☐ Launch profile
- ☐ Announce to customers
- ☐ Begin regular updates



## Conclusion

A well-optimized Google Business Profile is crucial for local business success. Following this checklist ensures you create a complete, effective profile that attracts customers and drives business growth. Remember to regularly update and maintain your profile after setup – it's not a "set it and forget it" tool but a dynamic platform that requires ongoing attention.

### Next Steps:

1. Begin with creating your Google Account today
2. Follow the checklist systematically
3. Set up regular maintenance schedules
4. Monitor performance metrics
5. Adjust strategy based on results

The sooner you complete your profile setup, the sooner you can start attracting new customers through local searches. Take action now to establish your business's strong online presence.

