



Make the Most of your Google Business Profile

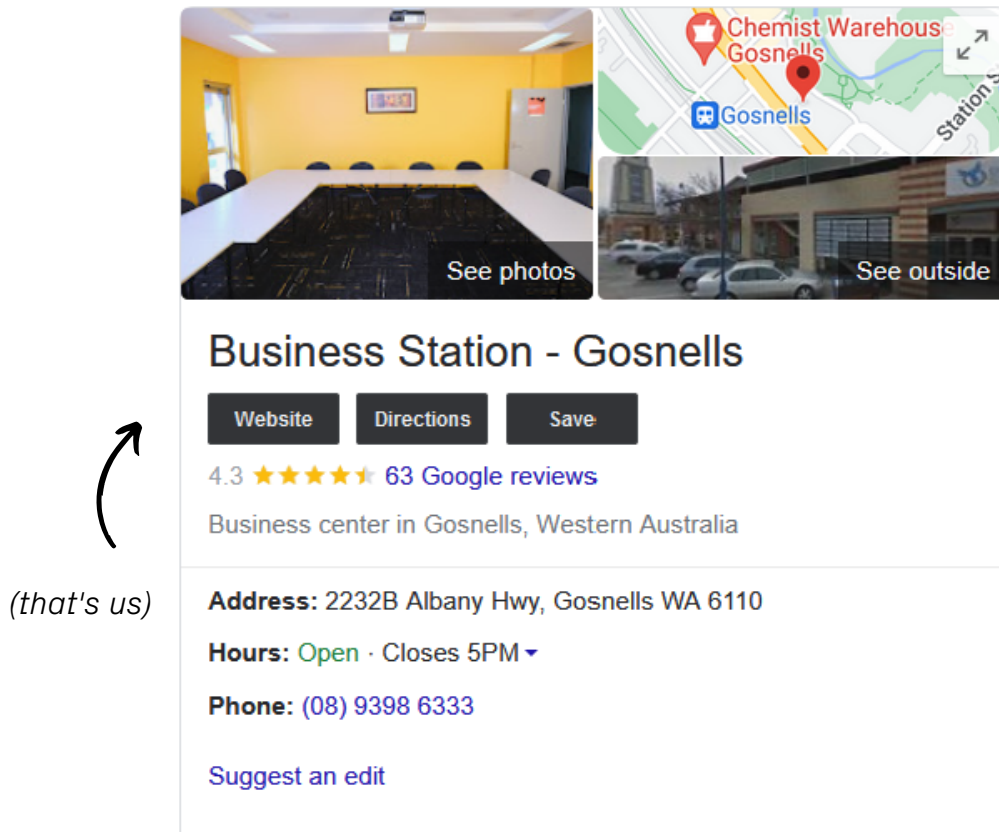
(formerly Google My Business)

A resource from Business Station



What is a Google Business Profile?

And why should you care?



(that's us)

This is a Google Business Profile

You might have seen these profiles while searching online for "local cafe", "petrol station near me" or "lawyer cockburn".

The Business Profile appears when somebody searches a term related to a business (usually in a close proximity to the place of business).

The Google Business Profile lists all the information required to visit the location, contact the business, read about the experiences of others or learn the opening hours.

All of these things are important considerations when customers choose a business to spend their money at!

Getting started

It's free to create and easier than you might think.

*Visit <https://www.google.com/business>
Sign in. You'll need to enter:*

- Your business name
- Your business category
- Your location (or service area if you don't have one)
- Your phone number and website

That's it!

Bonus tip:

Completed Business Profiles perform better. The Home page of the Business Profile Manager highlights any sections which might need work.

Complete your Business Profile

Get noticed by more customers in your area with a complete profile on Search and Maps

70%

 Add contact info



Verification

For your changes to take place, you need to verify this is your business.

Once you have set up your Google Business Profile for the first time, you will be instructed on how to verify you are who you say you are.

This often means receiving a postcard to where you registered as your business address.



It might seem unusual as Google is known for being online, but you might need to check your mail!

Search "How to verify your business on Google" or [use this link](#) if you get stuck.

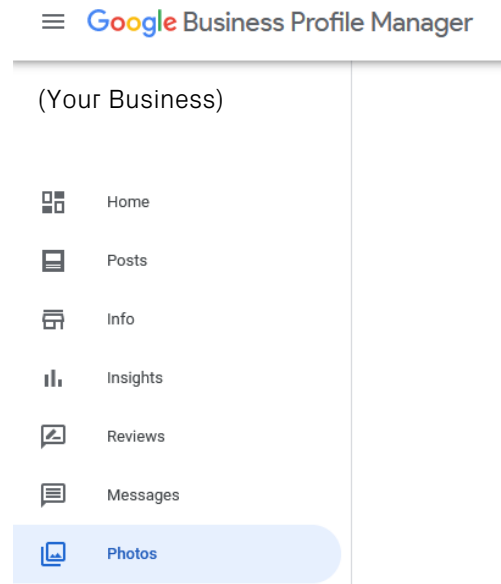
Add some photos

Photos help potential customers locate your business and get a better idea of what you do.

Business Profiles without photos are seen as less trustworthy than those which have them.

Digital Solutions advisor Sarah Davis suggests uploading a combination of professional and "natural" photos to make a good impression and show authenticity.

Videos can also be effective if you have them already!



- Using multiple types of photos is recommended. Suggestions courtesy of Google include:
 - Exterior photos of the location (different times of day)
 - Interior photos to capture the feel of the business
 - At least three photos of your product/service
 - Team photos also work well
- Do not use stock photos (Google will delete them)
- Users are also able to add photos of your business when submitting reviews
 - If these are inappropriate or offensive you can report them for deletion

Optimise

Tips to push your Profile even further.



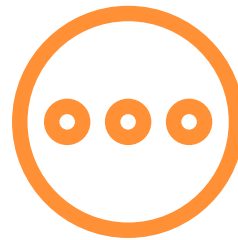
Keep your opening hours up to date.



Encourage customers to leave reviews (and reply to them all, good or bad).



Recycle social media content as Business Profile 'Posts'.



Use phrases people will search in your about section (ie. "stylist in Perth").



Different product categories have different sections available: add a menu or accept appointments.



Utilise 'Attributes' to showcase what makes you different.