

A STEP BY STEP GUIDE

Securing Your Google Business Profile

STEP 1 Account Setup

- Choose a Google account that will “own” the profile (preferably a work account) and have verification documents handy (utility bill, business license, workspace photos).

STEP 2 Search for Your Business on Google Maps

- If you see your business, select it and then select Claim this Business in the left-hand panel to begin.
- If a profile exists with an owner, head to business.google.com/add, type in your business name, and select Request Access.
- If you don't see your business, head to google.com/business to get started.

STEP 3 Verify Ownership

- Verify ownership using one of Google's verification methods:
 - **Video:** Record a video showing your location, signage, and proof of operations, or have a live video call with a Google representative.
 - **Verification Code:** Google can send a code via email, text, or a phone call.
 - **Postcard:** Google will mail a postcard with a verification code to your business.

STEP 4 Complete the Profile Basics

- Enter your exact business name, address, phone, hours, and core services.
- Select the most accurate primary and secondary business categories.
- Link your website and upload your logo and 6–10 quality photos.

STEP 5 Lock It Down

- Secure your account by turning on 2-Step Verification.
- Add 2+ managers to the account from your team by going to Business Profile > Settings > Managers.