

HOW TO CREATE --- A GOOGLE BUSINESS PROFILE

Created by:



Small Business

WHY CREATE A GOOGLE BUSINESS PROFILE?



**IMPROVES ONLINE
VISIBILITY**



**TRACKS CUSTOMER
INTERACTION**

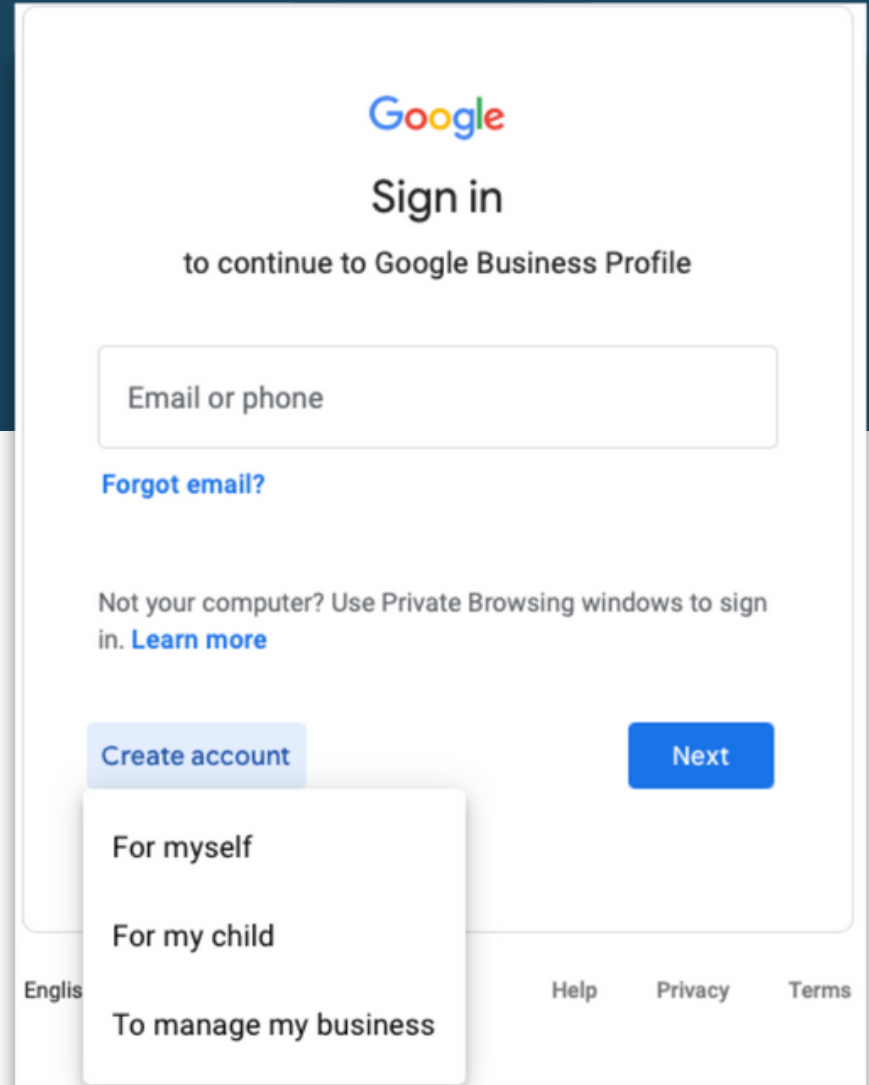


**CAN INCREASE
CUSTOMER BASE**

SIGN UP TO MANAGE BUSINESS

You must have a Gmail account to create a Google Business Profile.

Google will sometimes allow you to use an existing email (ex: Yahoo, Outlook) to connect with your new Gmail.



The image shows a screenshot of the Google sign-in page for a Google Business Profile. At the top, the Google logo is displayed in its multi-colored font. Below it, the text "Sign in" is centered, followed by "to continue to Google Business Profile". A large, rounded rectangular input field is positioned below the text, containing the placeholder "Email or phone". Underneath the input field, the link "Forgot email?" is shown in blue. Further down, a line of text reads "Not your computer? Use Private Browsing windows to sign in." followed by a blue link "Learn more". At the bottom of the sign-in section, there are two buttons: "Create account" on the left and "Next" on the right. The "Create account" button is highlighted with a light blue background. A dropdown menu is open below the "Create account" button, listing three options: "For myself", "For my child", and "To manage my business". At the very bottom of the page, there is a footer with the word "English" on the left and three links: "Help", "Privacy", and "Terms" on the right.

Google

Sign in

to continue to Google Business Profile

Email or phone

[Forgot email?](#)

Not your computer? Use Private Browsing windows to sign in. [Learn more](#)

Create account

Next

For myself

For my child

To manage my business

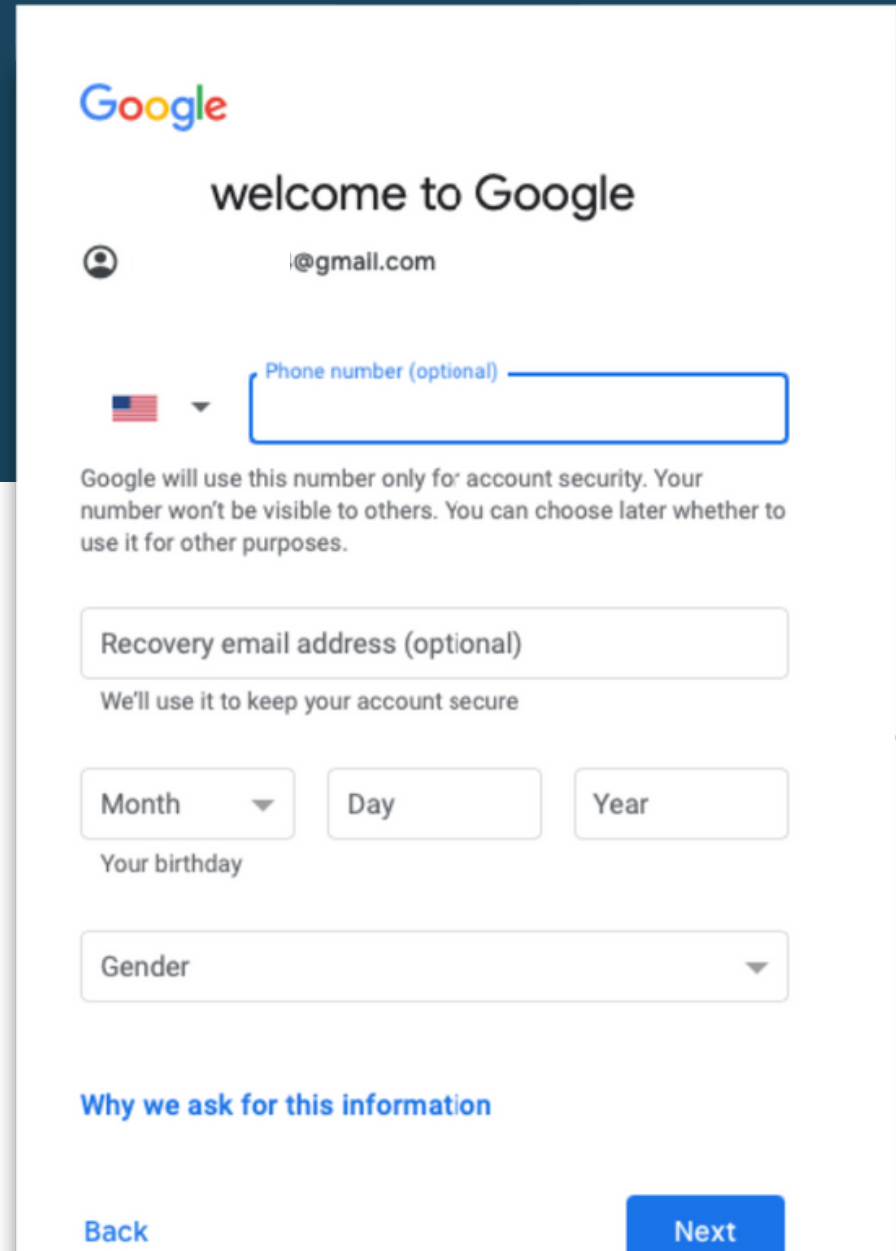
English

[Help](#) [Privacy](#) [Terms](#)

PERSONAL INFORMATION

Enter a working phone number, if you have one (you'll need to verify your account).


Add a recovery email (in case you ever get locked out your account).




The screenshot shows the Google account creation interface. At the top is the Google logo. Below it, the text 'welcome to Google' is displayed. A profile icon placeholder is followed by the email address 'i@gmail.com'. A dropdown menu shows the United States flag. To its right is a text input field labeled 'Phone number (optional)'. Below this, a message states: 'Google will use this number only for account security. Your number won't be visible to others. You can choose later whether to use it for other purposes.' Below the message is a text input field labeled 'Recovery email address (optional)'. Underneath this field, it says 'We'll use it to keep your account secure'. The birthday section consists of three input fields: 'Month' (a dropdown), 'Day', and 'Year', with the label 'Your birthday' below them. Below the birthday fields is a dropdown menu labeled 'Gender'. At the bottom, there is a link 'Why we ask for this information' and two buttons: 'Back' and 'Next'.

Google

welcome to Google


 i@gmail.com

 Phone number (optional)


Google will use this number only for account security. Your number won't be visible to others. You can choose later whether to use it for other purposes.

Recovery email address (optional)

We'll use it to keep your account secure

Month  Day Year

Your birthday

Gender 

[Why we ask for this information](#)

[Back](#) [Next](#)

ENTER BUSINESS INFO

Enter the full name of your business.

When customers search Google, having your full company name will get them closer to finding your business.

Get your business discovered on
Google Search, Maps and more

Enter a few business details to get started

Business name*

Lanaya's Good Eats

Continue

BUSINESS CATEGORY

Be as specific as possible. When customers search for a service or topic, if categorized correctly, the more likely your business will appear.

Google allows you to add more categories after setup.

Enter a business category

Help customers discover your business by industry by adding a business category

You can change and add more later

Next

BUSINESS ADDRESS

Your business address will be displayed on Google for the public. This is only for businesses with a location where customers can visit in-person.

Enter your business address

Add a location where customers can visit your business in person

Country / Region

United States

Street address

City

State

California

ZIP code

Next

CONTACT INFORMATION

It's advised to add a phone number to your profile. Customers can easily get in touch and inquire about your services.

If you have a website, include the link to your homepage. This will help customers discover more of your products.

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing



Phone number

Website (optional)

[Skip](#)

[Next](#)

VERIFICATION

Even though you've entered all the important information about your business, you still have to be verified by Google.

Most business owners will receive a postcard by mail, but others may get the opportunity to schedule a video call with a Google representative.

Verify

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
This may take up to 5 days to arrive

Contact name

Lanaya's Good Eats

980 9th St, Sacramento, CA 95814-2719, United States

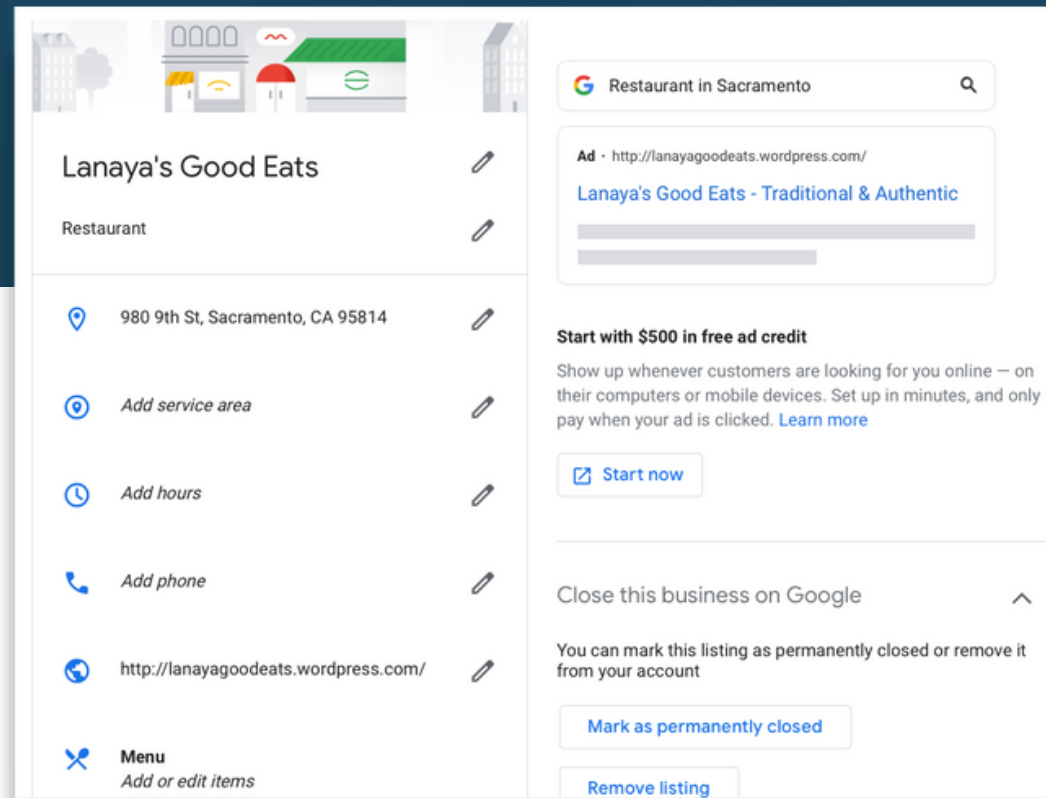
Mail

[More options](#)

BUSINESS TOOLS

While waiting to be verified, you can still complete your business profile.

Enter your business hours, menu items, photos of your location, and connect to food delivery services.





WAITING ON VERIFICATION


While waiting for verification, your Google business profile will not pop up during a search.


If you do not receive your postcard by 5 days, contact Google Support.

Your business is not visible to customers

 Edit profile

 Promote

 Customers


 Customers can't see your business information. Get verified to let them find you on Google. [Learn more](#)


Lanaya's Good Eats **NOT PUBLICLY VISIBLE**

Restaurant

Address: 980 9th St, Sacramento, CA 95814

Website: <http://lanayagoodeats.wordpress.com/>

 Add hours

 Add phone number

REPORTS

Once you're all set up, you'll be able to receive reports about:

Profile views

Number of calls

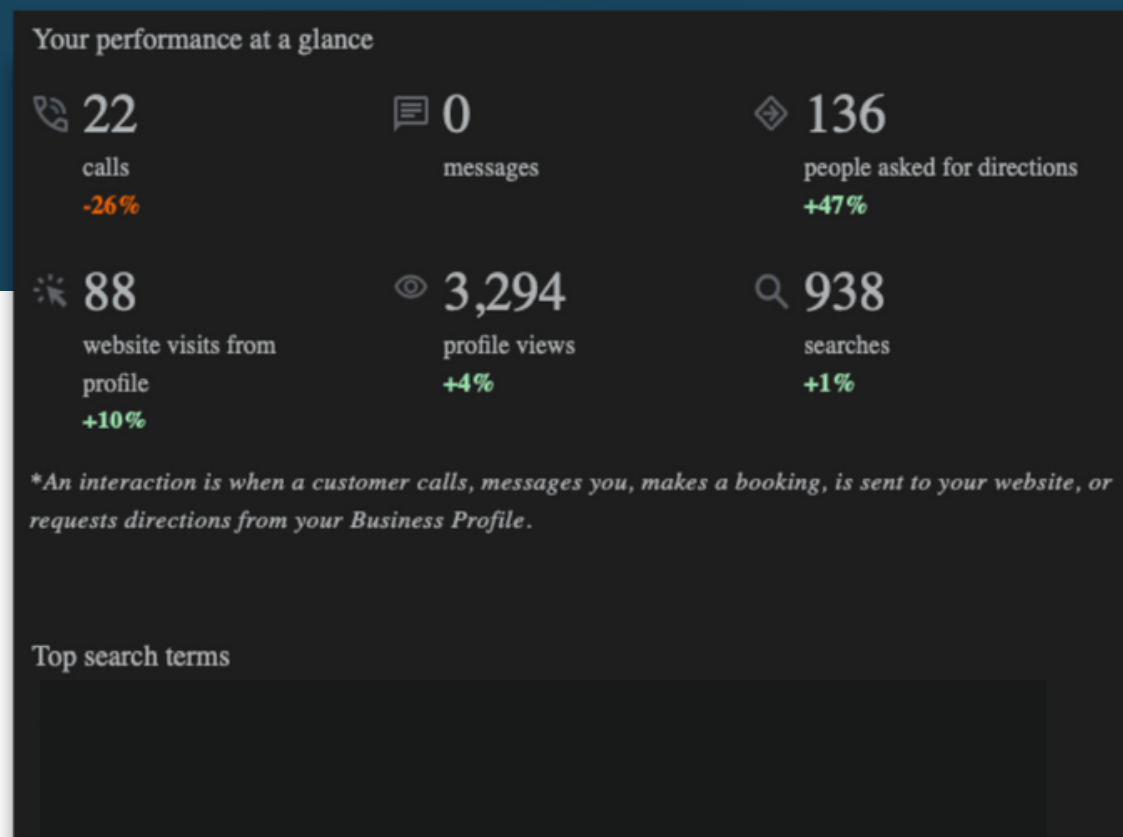
Messages

Directions to your business

Website visits from profile

Searches

Keywords used to find your business



STILL HAVE QUESTIONS?

Reach out to Google Business Support:

<https://bit.ly/3TOwals>

Watch video tutorial on creating Google

Business Profiles:

<https://bit.ly/3BkssFz>



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