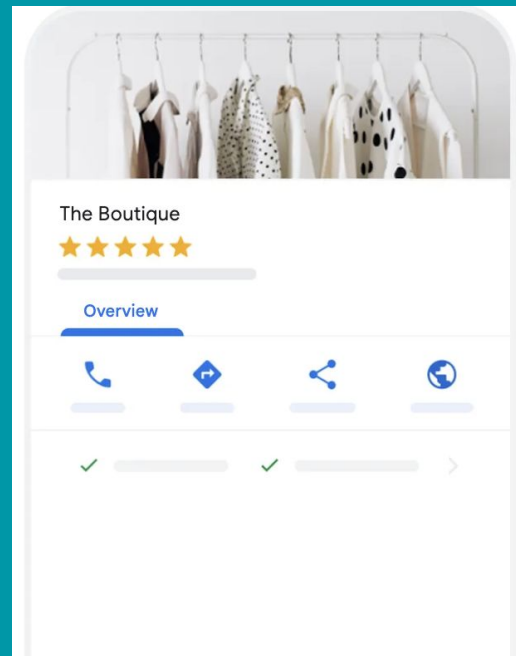
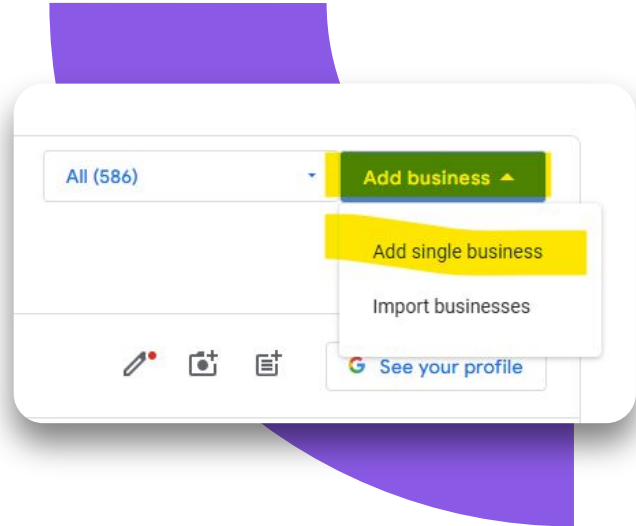
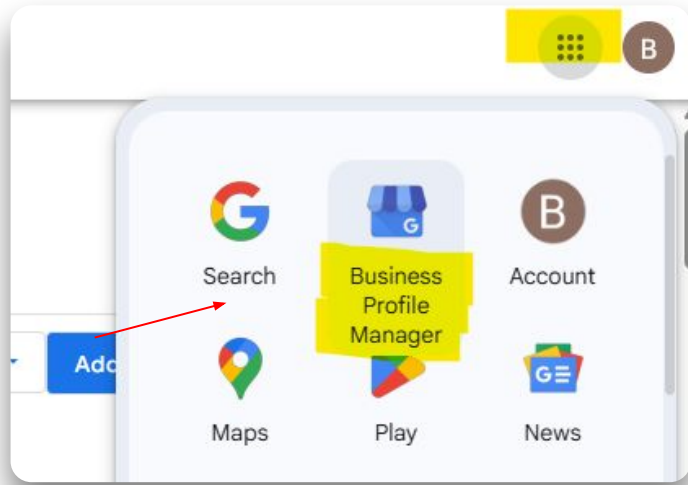


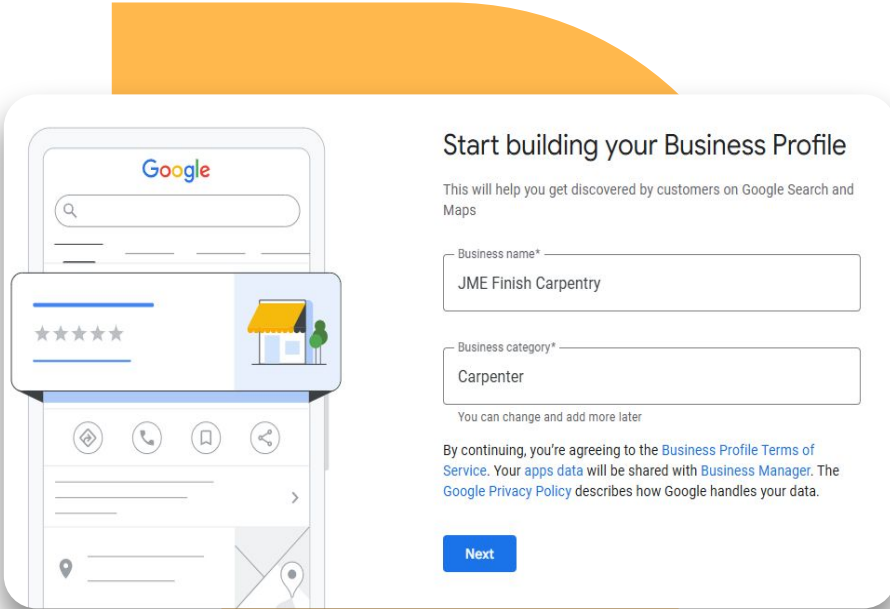
Google Business Profile

Setup Guide

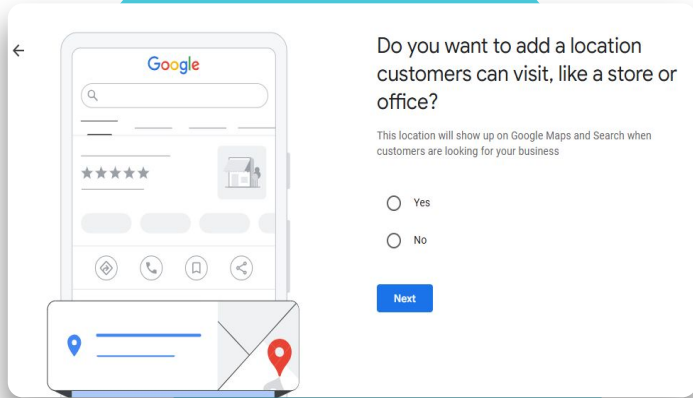




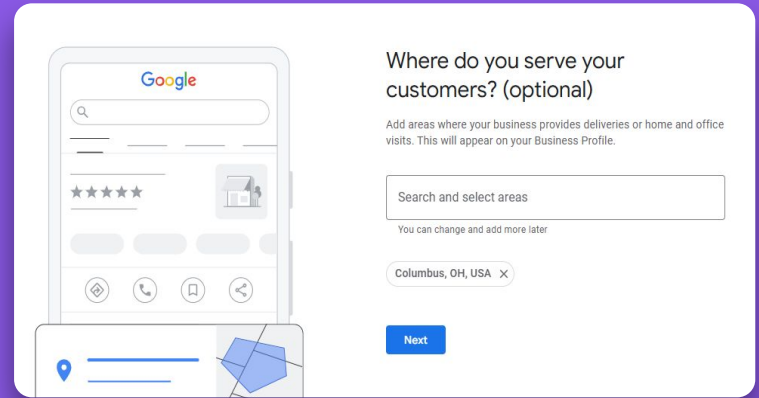
1. Click on the waffle or Google App Launcher on the top right
2. Click on "Business Profile Manager"
3. Go to "Add business" then to "Add single business"



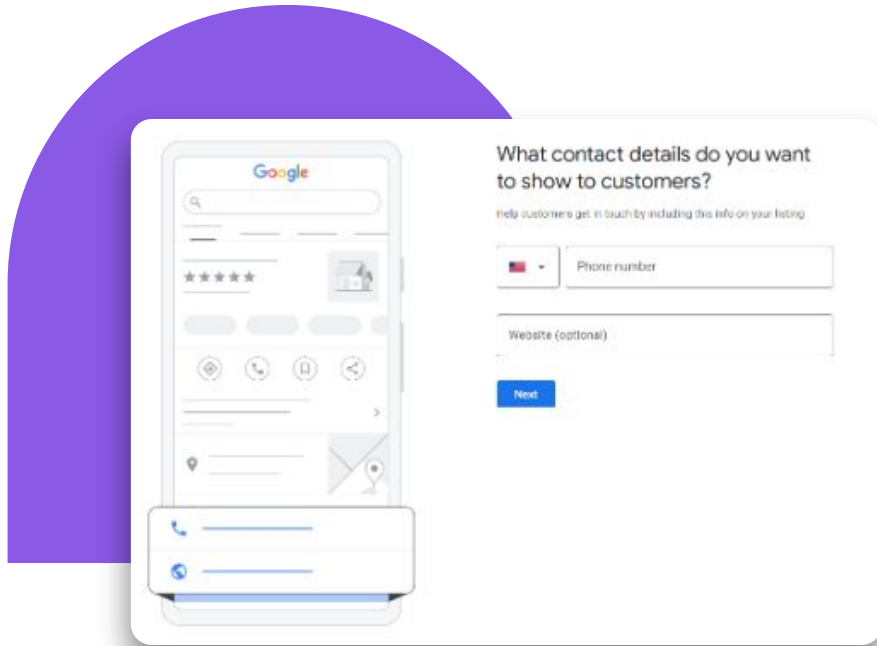
- Confirm information in the Partner Center is correct.
- Enter business name as it appears in the Business profile. NO LLC or Inc in name.



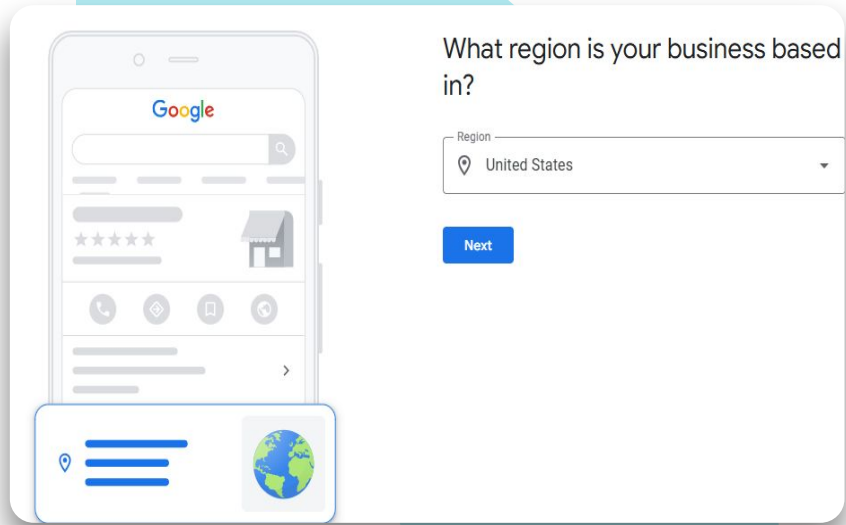
- Yes if business has an actual storefront
- No if it's a service area business



- Enter service areas
- The general guideline is that the total area should not be more than a two-hour driving distance from your business's central location



- Phone number- Confirm with the client what phone number they would like to use.
- Website- If the client has a website and it has discrepancies- DO NOT add it on the profile
- If they do not have a website- leave it blank



- Enter region

- Confirm mailing address with client
- Make sure it matches the information in the Partner center.
- You can also insert the address in Google and verify if the address goes to a storefront (does not apply to a physical location business but you can still try this to verify if an address is correct)

Verify

Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region
United States

Street address
3843 Fairmoor Rd

+ Add address line (optional)

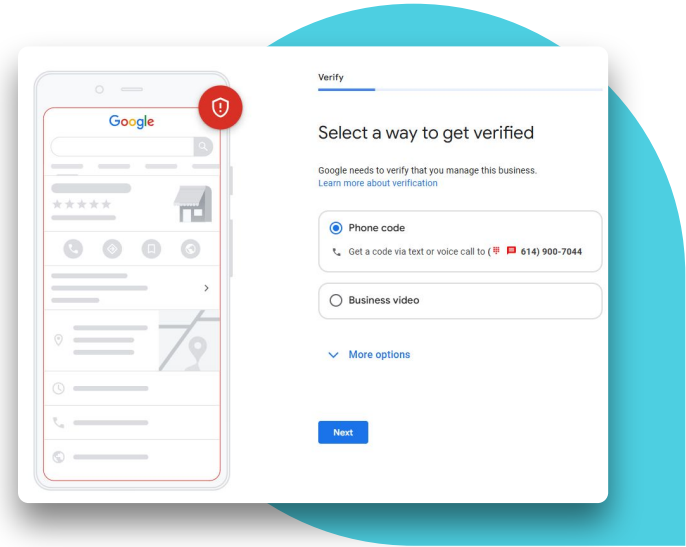
City
Columbus

State
Ohio

ZIP code
43228-2114

Verify Later Next

- Always try to go for phone verification if possible
- Do this with the client over the phone and have them give you the code
- Clarify with client: “Profile is in process, not suspended”



- *Landline- The verification code can be sent via call only.*
- *Cell phone- The verification code can be sent via call or text.*
- *If you attempt this and do not get the code after three times they will have to do the business video.*

Skip this part unless client would like to do this

Customize profile

Add your services

Select the services your business provides and get matched with the right customers

Carpenter

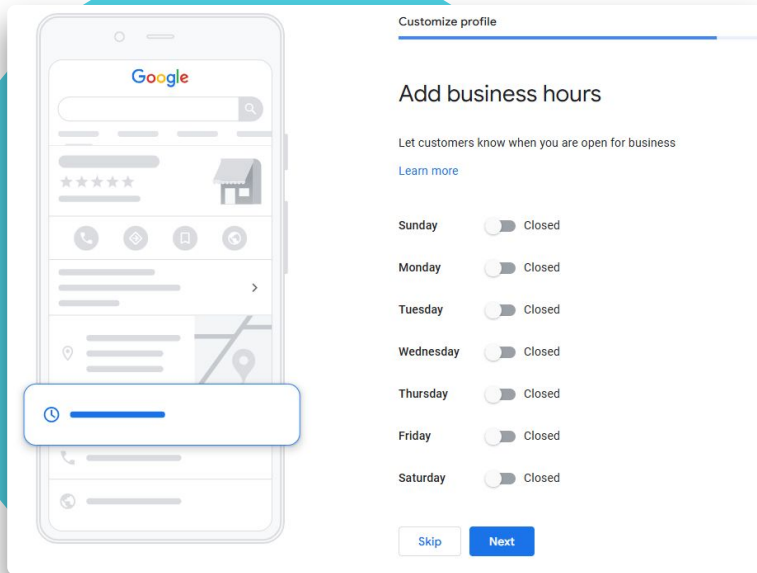
- + Cabinet construction & installation
- + Cabinet repair
- + Closet construction & installation
- + Closet repair
- + Custom carpentry services
- + Custom closet design & installation
- + Deck construction

[Show more](#)

Don't see a service you offer? Create your own.

+ Add custom service

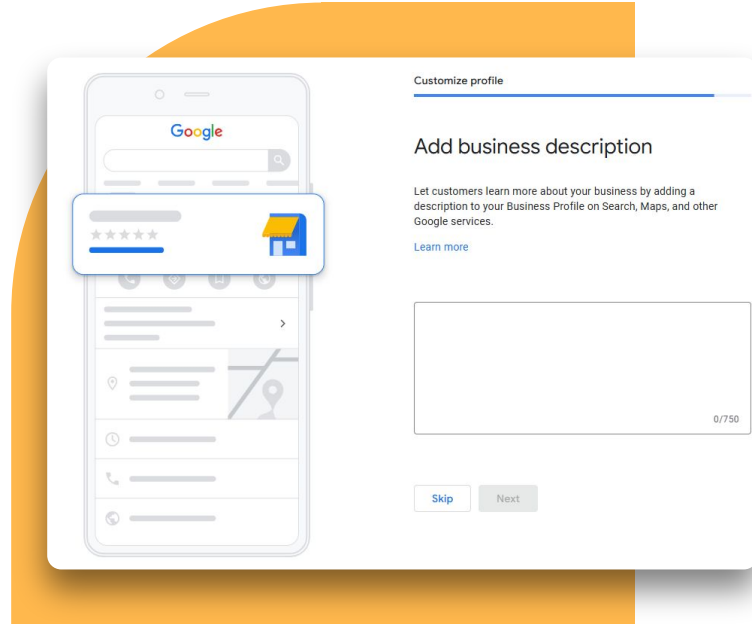
[Skip](#) [Next](#)

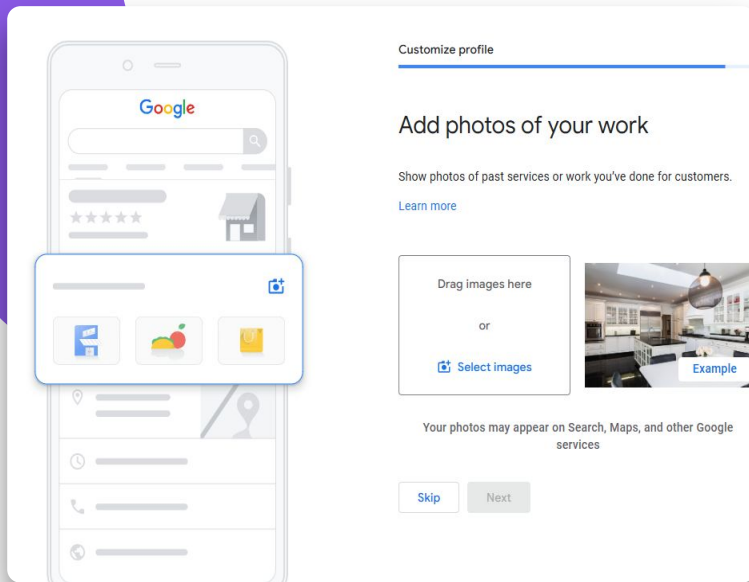


Skip business hours unless client would like to do this

**Skip unless client
would like to do this**

*Avoid Adding phone numbers in the
business description or LLC/Inc.
Google will flag this*





**Skip unless client
would like to do this**

← **\$500**
Ad credit

Google

Carpenter

Ad - www.example.com

JME Finish Carpentry - Building Your Dreams

Quality craftsmanship for all your carpentry needs

Call business

Customize profile

Claim your \$500 advertising credit

Start advertising your business with Google Ads

[Terms and conditions apply](#)

Skip **Claim your credit**

Skip **both** unless client would like to do this

you@your-company.com

Customize profile

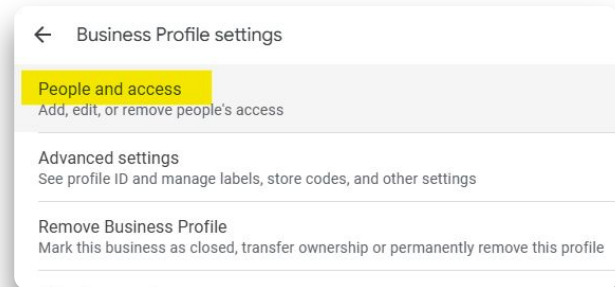
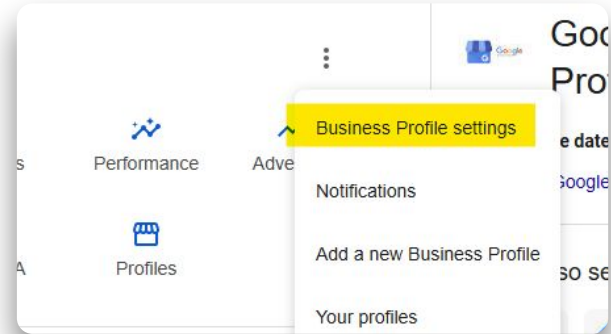
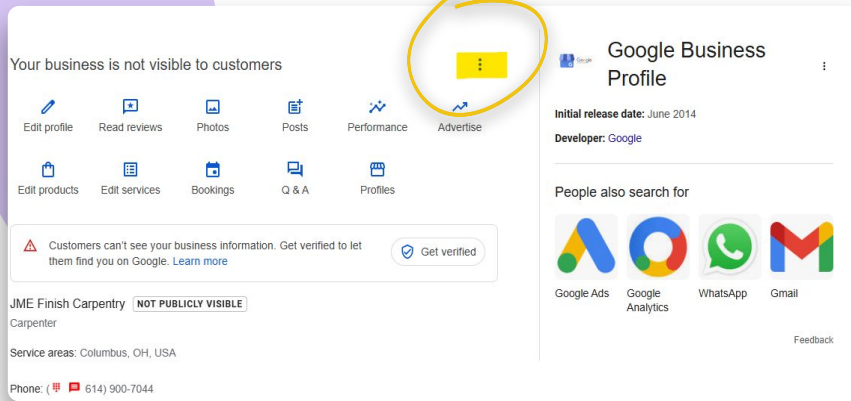
Get a custom domain name for your website and a custom email address

Use Google Workspace for business email, video conferencing, cloud storage, and file sharing.

- ✓ Custom domain for your website
- ✓ Custom and secure business email
- ✓ Up to 5TB of cloud storage
- ✓ Appointment scheduling and email marketing

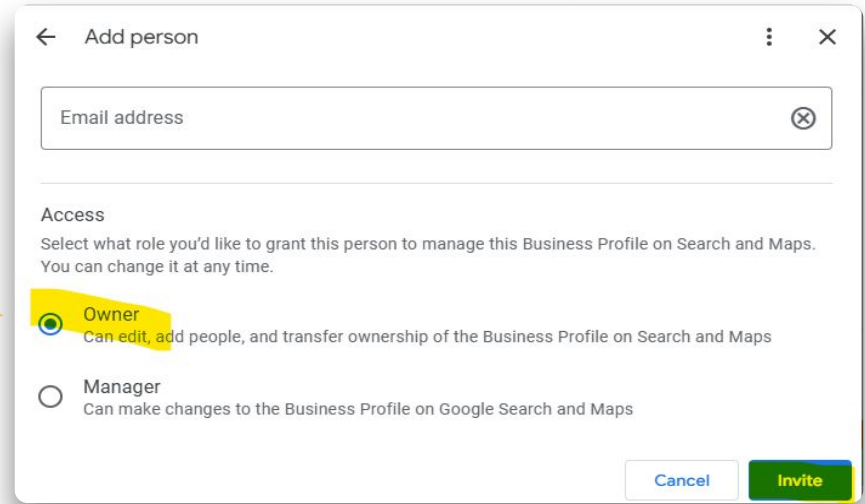
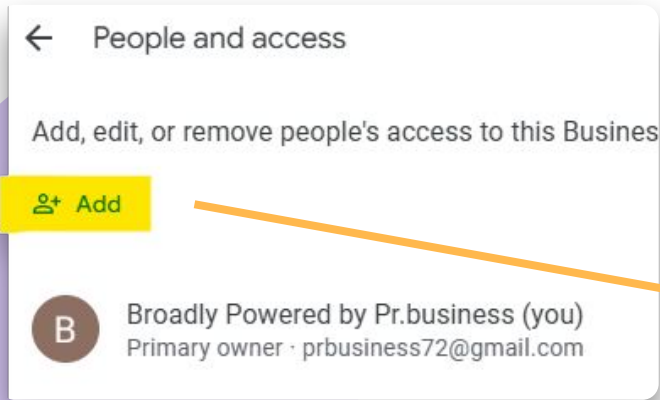
Your name, company name and address, and other information may be used to set up your Google Workspace account.

Skip **Start a trial**



Providing access to clients:

- Click on the 3 dots above “Advertise”
- Click on Business Profile Settings
- Go to “People and access”



- Click on +add
- Confirm client's email address and enter in the email address field
- Add client as owner and send invite

Eligibility Rules

Eligible:

- Businesses with **physical storefronts**
- **Service area** businesses (contractors, home services, etc.)

Physical Location



Service Area

Eligibility Rules

Not Eligible:

- **Online-only** businesses
- E-commerce websites with “Add to Cart”
- PO boxes as addresses

**NOT
ELIGIBLE**



**E-COMMERCE
WEBSITE**

Eligibility Rules

Note:

Eligible:

A local coffee shop that has a café where customers visit, but **also** sells coffee beans online.



Not Eligible:

A business that **only** sells coffee beans through its website **with no in-person service** or location.

