

Set up a new Google Business Profile account

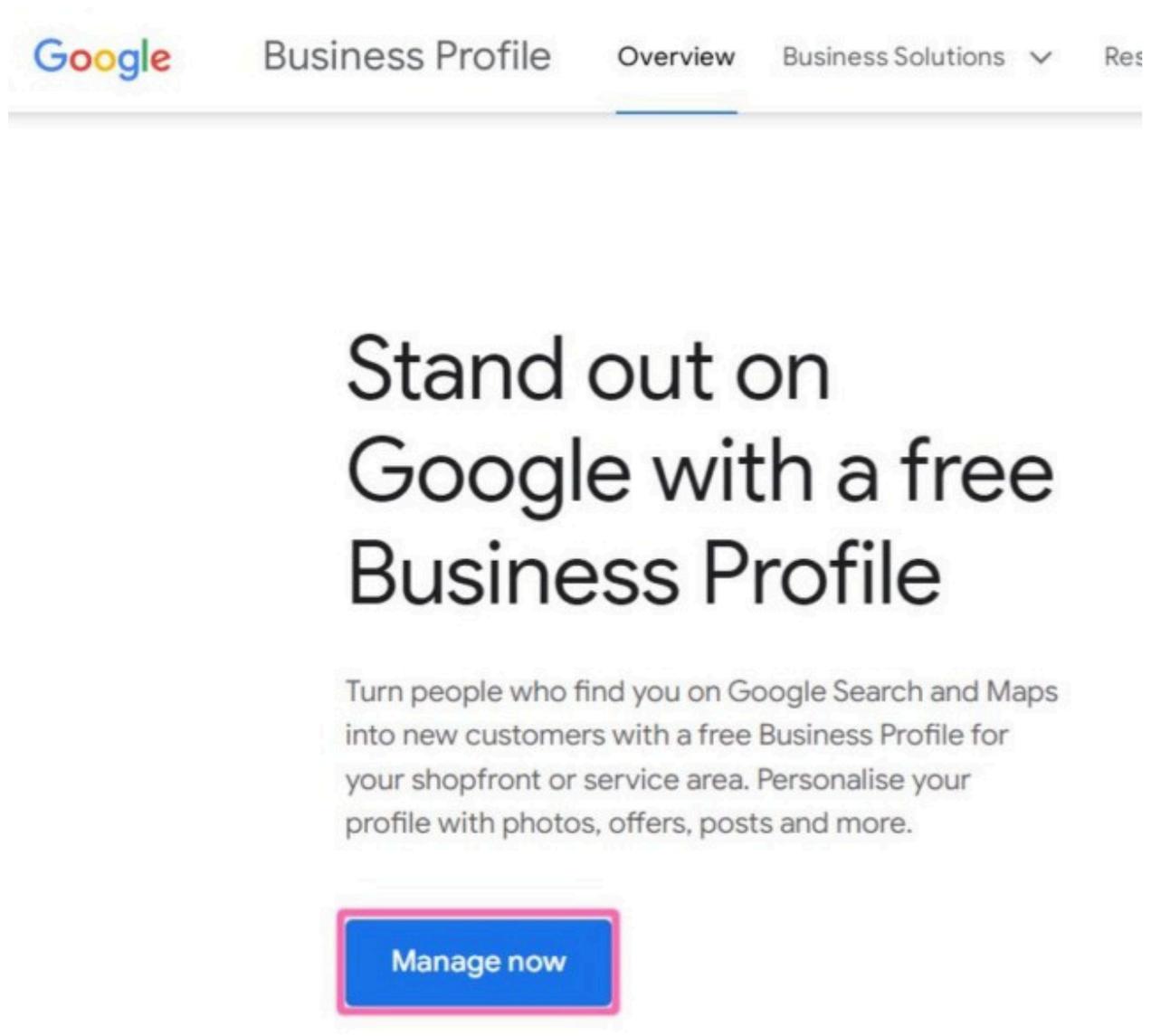
If you serve brick-and-mortar businesses, you probably find yourself going through the process of starting a new Google My Business account from scratch.

Set up Google Business Profile and request the verification postcard

If you're setting up a Google Business Profile account for your own business:

01 ▶ Sign in to the Google Account you will use to manage this business account

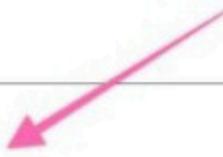
02 ▶ Visit the [Google Business Profile site](#) and click "Manage now"



03 ▶ Next, key in your business name and select a business category to get started:

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

[Optional] You may want to add a physical store location or address.

04 ▶ Click "Yes", if you have one and then "Next" to proceed.

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

[Next](#)



Next, type in the area you provide your business at. You can add more than one area.

Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

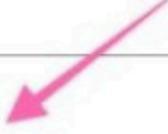
You can change and add more later

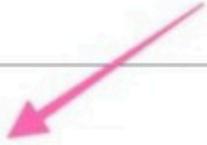
Next

- 05 ▶ Enter either your business phone number and/or website link and click "Next".

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) 

[Next](#)

06 ▶ Enter your business mailing address to verify and click “Next”. You will need it for verification later.

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

City

State ▼ ZIP code

Verify Later

Next

07 ▶ Next, add or customize the service(s) you provide:

Customize profile



Add your services

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

Educational consultant

+ Career counseling

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

+ [Add custom service](#)

Skip

Next

08 ▶ Then, add your business hours.

Customize profile

Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday	<input type="checkbox"/>	Closed	
Monday	<input checked="" type="checkbox"/>	Open	<input type="text" value="24 hours"/>
Tuesday	<input checked="" type="checkbox"/>	Open	<input type="text" value="24 hours"/>
Wednesday	<input checked="" type="checkbox"/>	Open	<input type="text" value="Opens at"/> – <input type="text" value="Closes at"/>
Thursday	<input checked="" type="checkbox"/>	Open	<input type="text" value="Opens at"/> – <input type="text" value="Closes at"/>
Friday	<input checked="" type="checkbox"/>	Open	<input type="text" value="Opens at"/> – <input type="text" value="Closes at"/>
Saturday	<input type="checkbox"/>	Closed	

[Recommended] Ensure that you allow your profile to accept messages.

Customize profile

Add messaging

Let customers message your business on Google for free

[Learn more](#)

Accept Messages

Skip

Next

09 ▶ Customize your profile by adding a maximum of 750 characters about your business or a description:

Customize profile

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

0 / 750

[Skip](#)

[Next](#)

10 ▶ Continue to add your business photos, if you have any:

Customize profile

Add photos of your business

Show off your products or services and let customers peek inside your business

[Learn more](#)



[Example](#)

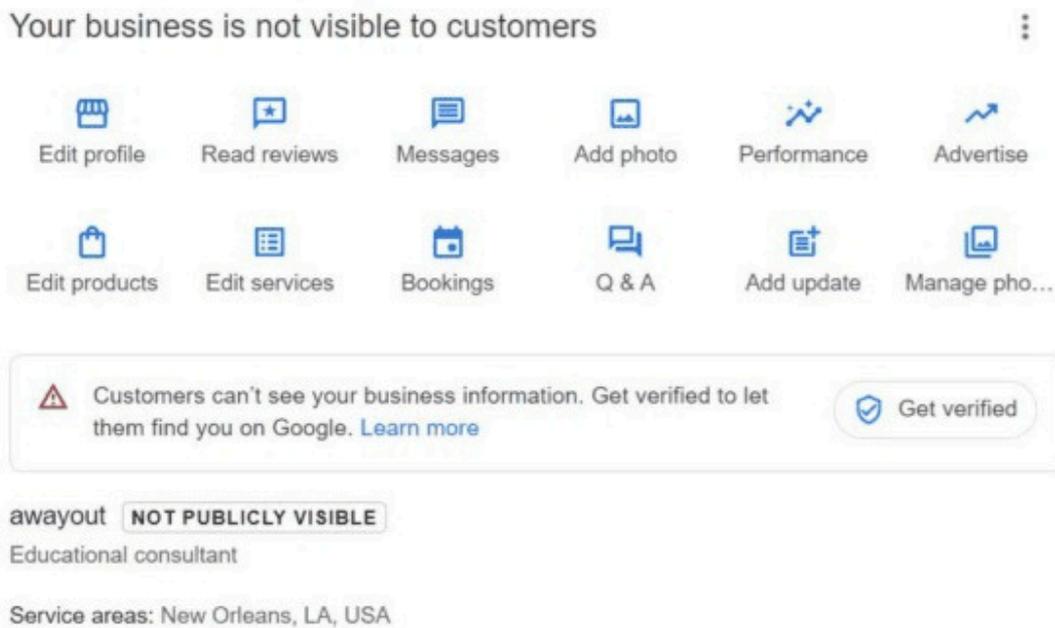


Your photos may appear on Search, Maps, and other Google services

[Skip](#)

[Next](#)

Once the business details are all set up, you can view your Google Business Profile on your Google page to edit your profile and oversee your profile performance after the verification is approved. (For optimizing your Google Business Profile, you may follow SOP 101: Optimizing a Google Business Profile listing ([web version](#)))



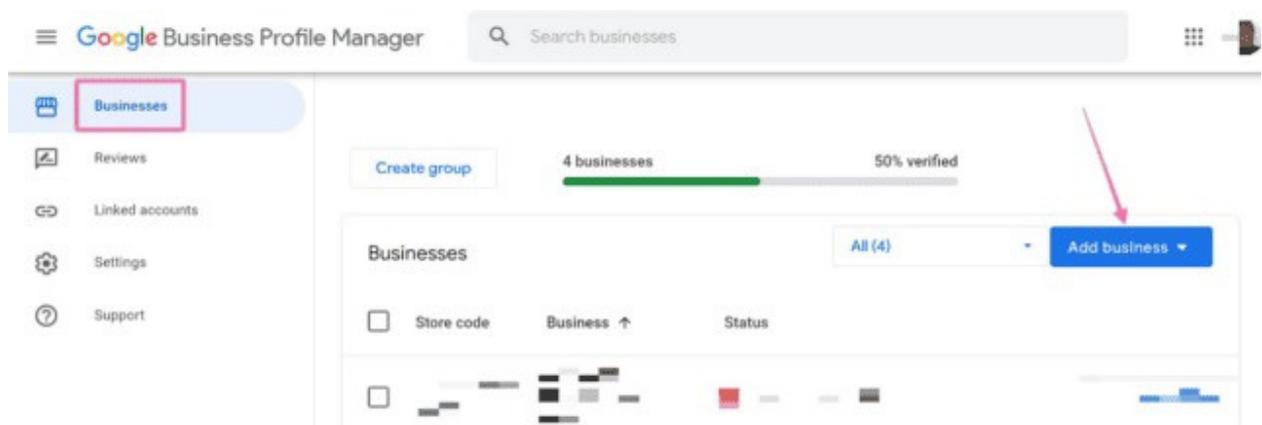
Your Google Business Profile will not be visible until it is successfully verified.

Note: If you're setting up a Google Business Profile account for a client, we recommend you do this through your agency's Google Business Profile Organization account (if you haven't set that up, follow SOP 102: Creating and managing a Google Business Profile Organization account ([web version](#)): to create a Google Business Profile Organization account.

11 ▶ Log into your [organization dashboard](#). Ensure that you are on the right page labelled as "Google Business Profile Manager" and not "Google Account".

12 ▶ Click on the "Businesses" tab on the left.

13 ▶ Make sure you've selected the right location group for this business and click on "Add Business" > "Add a single business".

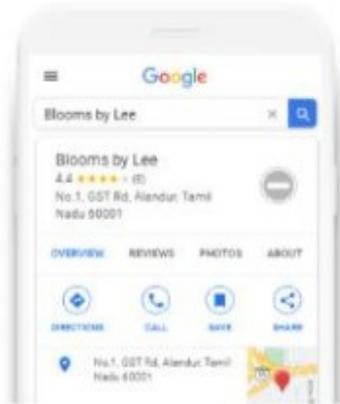


Local Marketing Centre

Google will give you two options:

If the business doesn't have a Google Business Profile account (this will be the case for most people), create a new business.

Google Business Profile Manager



Find and manage your business

Type your business name

Can't find your business?

[Add your business to Google](#)

If the business you want to manage already has a Google Business Profile account (this won't be the case for most people), you can claim it by searching for it and selecting it from the dropdown.

Google Business Profile Manager



Find and manage your business

click

click
Create a business with this name

Click Mall Sales Gallery
Taman Perindustrian Bukit
Kemuning, Shah Alam,
Selangor

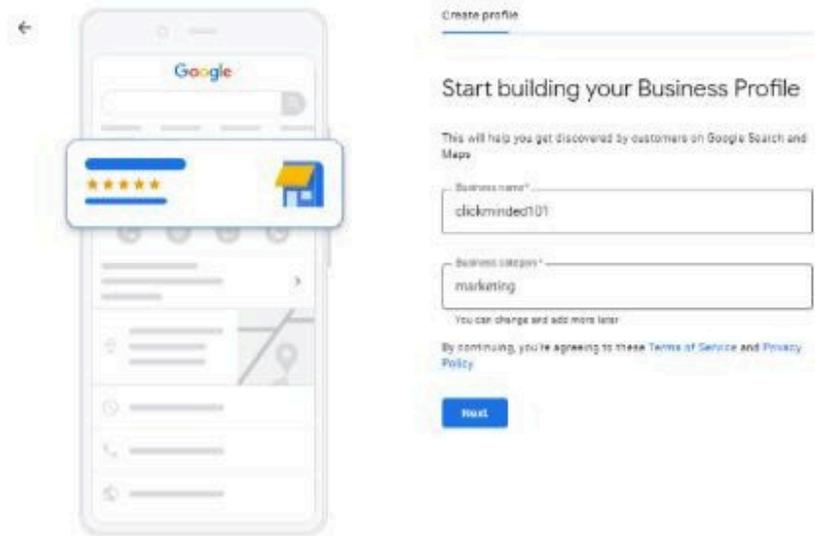
Clicknet Technology
Sdn Bhd
Jalan PJS 11/15, Bandar
Sunway, Subang Jaya,
Selangor

Click Pixel | Digital
Marketing Agency

14 ► Next, type the name of the business and business category and hit "Next".

Local Marketing Centre

Google Business Profile Manager



←

Google

★★★★★

Business name *

clickminded101

Business category *

marketing

You can change and add more later

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Next

15 ▶ Next, you will need to choose whether to add a location to this business or not: If you have a physical location where your potential customers can go (e.g. store, office, etc), select "Yes".

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

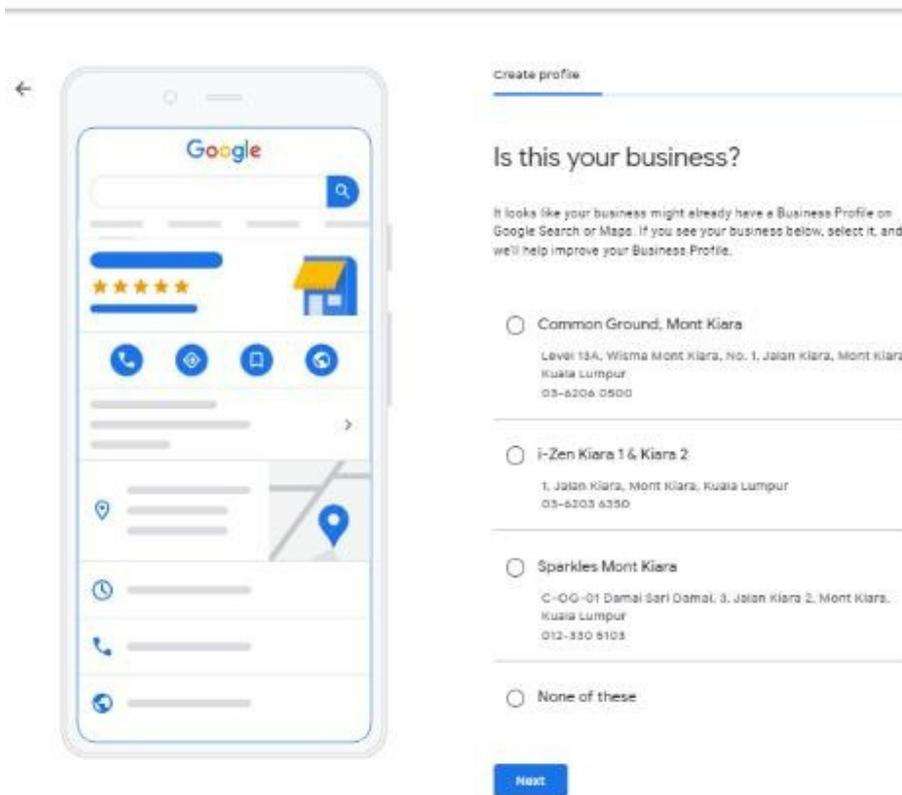
Yes

No

Next



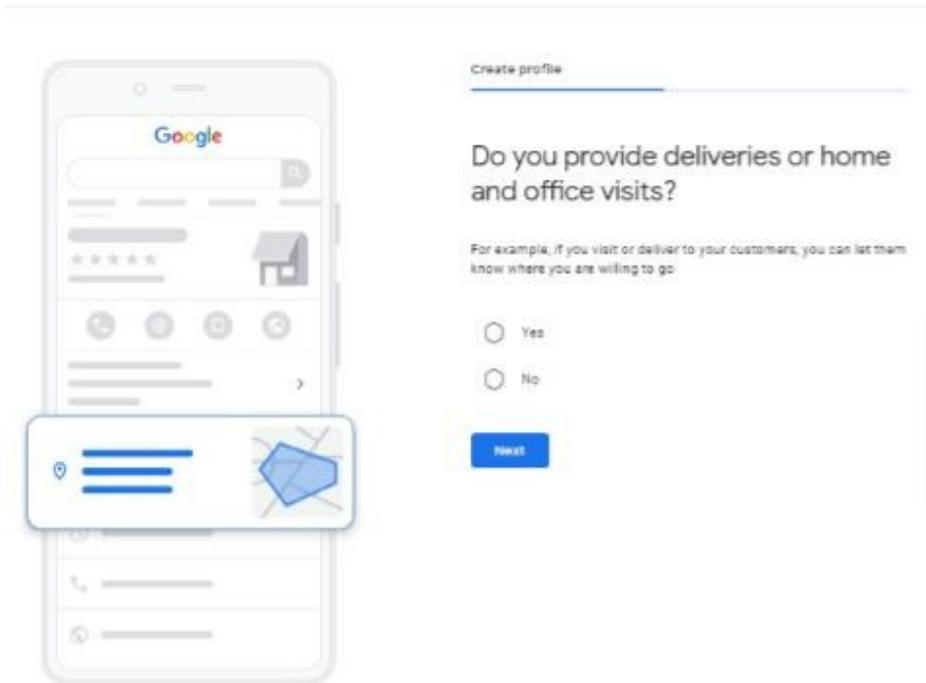
16 ▶ Next, you'll need to add the full address of this location and then choose the appropriate business already located on Google Maps.



[Optional] If you also provide services or products outside of this physical location (e.g. you do deliveries or remote visits), you can add a service area by selecting "None of these". Click "Yes" in the following pop-up as seen below and enter the address.

[Optional] If you don't have a physical location where your customers can go, but instead you service customers in an area (e.g., wedding photographer, locksmith, painter, etc.), you'll select "No".

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Finally, you'll see a success screen next.

← Finish and manage this listing

You'll be able to manage **The Surf Shack Hawaii** on Google.

- ✓ Promote your business with photos and posts
- ✓ Track business analytics to understand your customers
- ✓ Respond to customer reviews

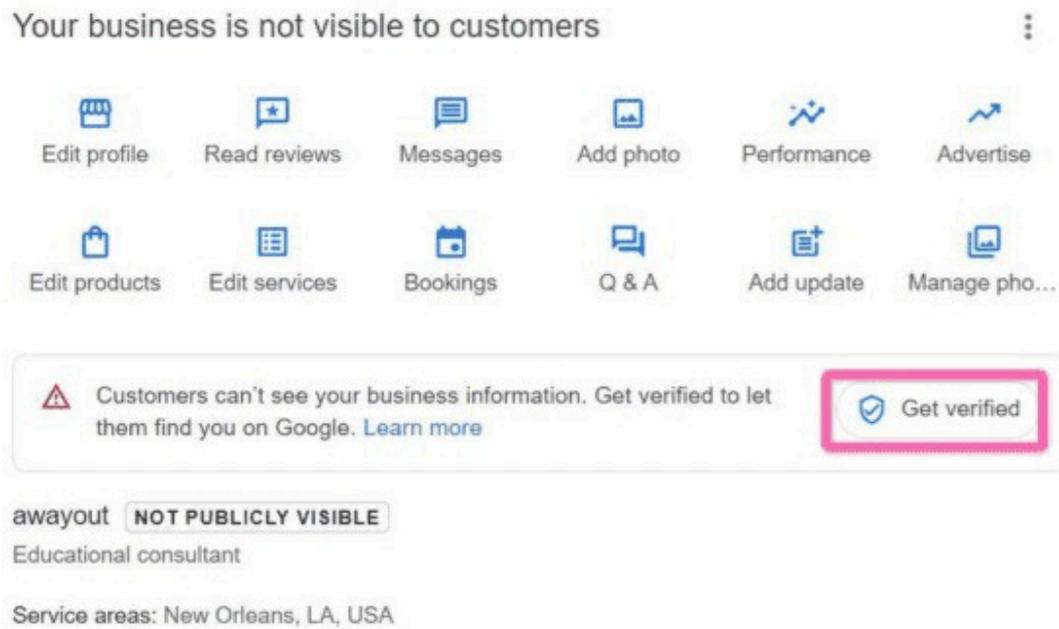
Finish

Important: For your customers to publicly view your Google Business Profile, Google will need to verify this business is real by recording a business video.

Verifying your business

Local Marketing Centre

01► Go to your Google Business Profile dashboard and click “Get Verified”.



Your business is not visible to customers

Edit profile Read reviews Messages Add photo Performance Advertise

Edit products Edit services Bookings Q & A Add update Manage pho...

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

Get verified

awayout **NOT PUBLICLY VISIBLE**

Educational consultant

Service areas: New Orleans, LA, USA

02► Select “Business video” and then click “Next”.

Business video

Record a video of your business

Show your location, equipment and proof of management. Your video is only used for verification and won't be shown publicly

∨ **More options**



03 ▶ Before recording, you will be recommended to follow a few criteria that are required for the business video recording and tips such as the below. Take time to plan before you click "Start recording" :

Record your business details

Capture all 3 requirements in 1 continuous recording. [Learn more about verification](#)



Your location should match your Business Profile service area

Example: street sign, nearby businesses, surrounding area



Your business name and category should match your Business Profile

Example: business card, branded vehicle, business tools or equipment



You're authorised to represent this business

Example: unlocking branded vehicle, operating online business tools, proof of address

Verify

Tips for getting started

1. Plan ahead. Make sure you capture all 3 requirements in 1 continuous recording.
2. Take your time. Most successful videos are 1-2 minutes. Videos longer than 5 minutes won't be accepted.
3. Start outside. Capture your business surroundings first before moving inside.

 Avoid capturing faces or sensitive documents

[Change option](#)

[Start recording](#)



04 ▶ Next, you will be prompted to scan a QR code using your mobile phone. Make sure to sign in using your business email account:

Complete video verification on your mobile device

Scan this QR code and open the link on your mobile device to complete video verification. Make sure that you're signed in as [redacted]@[redacted].com to continue.



Note: The video recording should at least be more than 30 seconds and no more than 5 minutes. The business video recording is preferred to be at approximately 1 to 2 minutes.

After uploading the video on your mobile phone, your Google Business Profile will be reviewed, which will take up to 5 business days. Once it is verified, you will be able to manage all of your settings in the Google Business Profile.

[Optional] You can delete your video at any time. If you cancel a video upload, both you and Google lose access to the video:

- 05**▶ On your mobile device, go to your Business Profile.
- 06**▶ At the top right, tap "More" and then "Advanced settings".
- 07**▶ Tap "Video uploads" and then "Delete videos".