

Google My Business Guide

Google My Business (GMB) is a free tool that allows you to manage your online presence across Google, including Search and Maps. A well-optimized GMB profile can increase your visibility and attract more customers.

How to Set Up Google My Business:

1. Create a GMB Account:

- Go to Google My Business and sign in with your Google account.
- Click “Manage now” and enter your business name and address.

2. Verify Your Business:

- Google will send a postcard with a verification code to your business address.
- Enter the code in your GMB account to verify your business.

3. Optimize Your Profile:

- Business Information: Add accurate information such as business name, address, phone number, and website.
- Categories: Choose the most relevant categories for your business.
- Photos: Upload high-quality images of your business, products, and services.
- Hours: Set your business hours, including special hours for holidays.

4. Engage with Customers:

- Respond to reviews and messages promptly.
- Post updates about offers, events, or news to keep your profile active.

A well-managed Google My Business profile can significantly enhance your online presence and help potential customers find you more easily.