



Make Your Business Digital

Google Business Profile

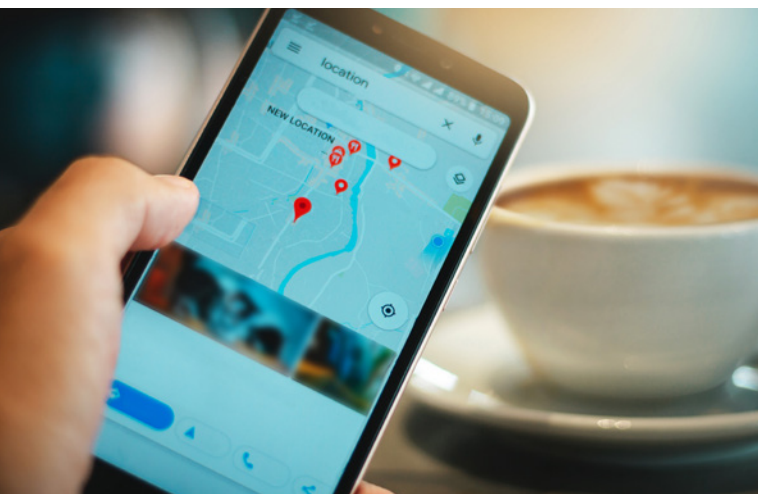
Every day around 8.5 billion searches are carried out on Google. Having a free Google Business Profile helps you manage your online presence. You are more likely to appear in Google Search results. (Oberlo, Jan 2023)

Customers will be able to find your business and learn about what you do from Google:



You can use it to:

- Collect reviews
- Update your business details
- Launch special offers
- Share photos



Set up your profile

To get started you'll need to set up your profile. This is free to do.

1. Go to **google.com/business**
2. Look at two options in the top right of the screen
3. Click on 'Manage' if you're already signed into Google. The profile for the business linked to your Google account will appear.
4. Otherwise, click on 'Sign in'. Then use the search box to find your business and claim it.
5. If your business isn't listed, you can add it to Google.
6. You now need to verify that you are the business owner. You'll be guided through how to do this by phone, text message or postcard.



Using your profile

You can easily manage your profile from Google Search on your computer. Also, you can use the Google Maps app on your phone or tablet.

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Reviews and questions

Reviews improve your search ranking. Ask customers if they will leave one for you. Respond to reviews as a way of connecting with customers and showing you care.

Customers can also post questions on your profile. Your answer is a chance to tell people about what you offer. It adds keywords which will help you to be found in searches. You could also ask questions and answer them yourself.



Images and description

Add photos and videos to your Profile. This shows customers what your shopfront, team, products and services look like.

The words you use in your description will help people find your business. Think about what customers would use in a search when looking for your business and products. Include these to increase your SEO score.



Adding to your profile

As well as basic information, you can also add special features:

- Products
- Menus
- Special offers
- Opening hours



Google

Your Google Profile checklist

Customers are 70% more likely to view a complete profile.

- Is your profile set up?
- Are your opening hours right?
- Is your address right?
- Is your phone number right?
- Is your website address right?
- Have you added a description?
- Have you added photos?
- Have you added products?
- Have you added menus?
- Have you added services?
- How will you tell customers about adding reviews?
- Have you responded to all the reviews (both negative and positive)?
- Start the month by updating your profile.



Business support from Barnet Council

Visit www.barnet.gov.uk/business or

email barnetbusiness@barnet.gov.uk