

How To ... Guide to Google Business Profile



Guides



Setting your business up on Google Business Profile couldn't be simpler – create an account and get your business discovered online.

Dominating 91.42% of the market it would be advantageous to get your business accessible to 0000's of online searchers and turn them into loyal customers.

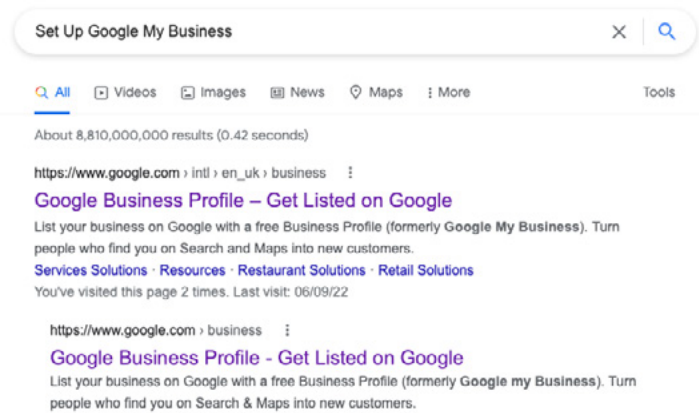
Follow the next steps and get your business discovered on Google Search, Maps and more.

Getting Started

Open your chosen search engine and search for 'Set up Google My Business'. This should provide you with the link to the 'Get Listed On Google' page.

Or you can simply click on this link:

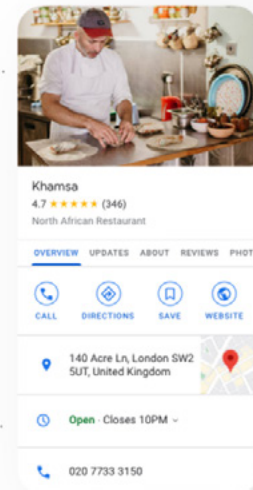
https://www.google.com/intl/en_uk/business/



Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

Manage now

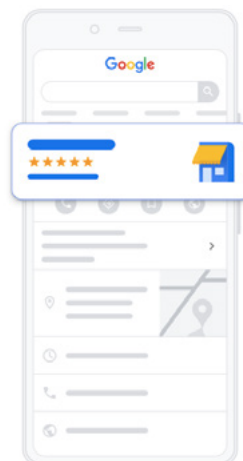


Let's Begin

Click 'Manage' to begin.

Business Name

Enter your business name in the allocated field and click "Continue".



Get your business discovered on Google Search, Maps and more

Enter a few business details to get started

Business name*
Business name

Continue




Business Type

This will take you to the next screen where you need to specify what type of business you are.

Click on the best option that represents your business and click the 'Next' button.

Choose your business type

Select all that apply to Richies Rolls

	Online retail Customers can purchase products through your website	<input type="checkbox"/>
	Local shop Customers can visit your business in person	<input checked="" type="checkbox"/>
	Service business Your business makes visits to customers	<input type="checkbox"/>

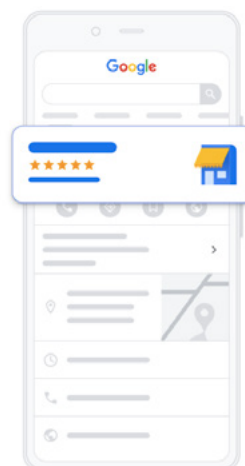
[Next](#)

Business Category

The next step is to enter your business category.

This will require you to enter 'Catering' in the allocated field, this will bring up a list of categories on Google.

Please choose the closest description of your business and click the 'Next' button.



Enter a business category

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

Business category*

You can change and add more later

[Next](#)

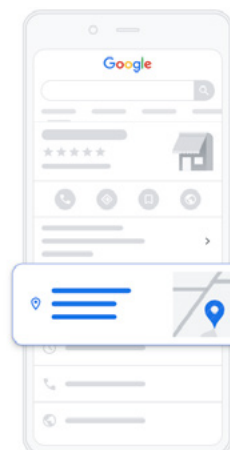
Business Address

Fill out your businesses trading address.

This address should be for the business you are registering.

If you are a mobile caterer for instance, ensure you put the address of where your catering van is situated, not your home address.

Make sure all the details are correct and click the 'Next' button.



Enter your business address

Add a location where customers can visit your business in person

Country/Region
United Kingdom

Street address

Postal town

Postcode

[Next](#)

You may get suggestions of businesses already in your postcode area, select 'none of these' and click on the 'Next' button.

Is this your business?

It looks like your business might already have a Business Profile on Google Search or Maps. If you see your business below, select it, and we'll help improve your Business Profile.

- Cathay Garden
Leicester St
01704 530630

- The Imperial
38 Albert Rd
01704 510986

- Jacaranda Garden Services (Southport) LTD
18a Albert Rd
07935 797875

- None of these

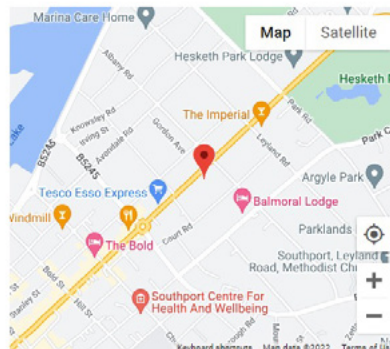
[Next](#)

Location

You will be asked to pin your location onto a Google Map. Zoom into the map and position the marker on the exact spot you are located. Once you are happy click the 'Next' button.

Where are you located?

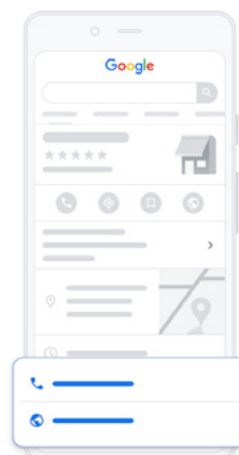
Drag and zoom the map and position the marker on the exact spot where your business is located.



[Next](#)


Contact Details

Fill out your business phone number and website (optional). These will be the contact details customers will use to get in touch, again these are very important details so please check carefully that you have entered them correctly (you will have chance to edit mistakes so don't worry too much).



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](#)

Terms of Service and Alerts

If you would like Google to send you helpful tips and alerts on how to manage your online shop tick the small box.

Please check Google's terms of service and policies, if happy click 'Continue'. Google will need to verify the account click 'Next' and you can then customise your services.



Put your business on the map

Start connecting with your customers across Google – all in one place

- Get discovered by people in your area
 - Respond to reviews for your business
 - Manage your business details across Google
 - Get alerts and tips about ways to manage your online shop with Google
- By continuing, you're agreeing to the [Terms of Service](#) and [Google Privacy Policy](#)

[Continue](#)

Services

By adding services you provide it can help narrow down a customers Google search, thus getting to your business page quicker.

If none of the services you provide appear in the pre-populated list generated from your Business Description or these services are not particularly accurate you can add in your own by clicking '+ Add Customer Services' and type in your description.

Once you are happy you have added in all the services you provide click the 'Next' button, alternatively you can 'Skip' this section.

Customise profile

Add your services

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

Caterer

- Barbecue catering
- Brunch catering
- Buffet catering
- Corporate catering
- Dinner catering
- Event catering
- Graduation catering

[Show more](#)

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

[+ Add custom service](#)

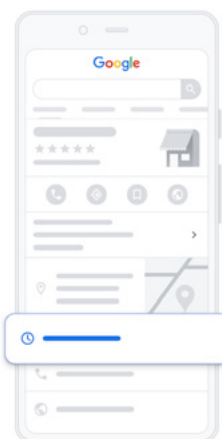
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Opening Hours

It is very important to make customers aware of when your company is open or closed.

In this section you can select the days you are open. Once a day is selected this then allows you to add in your specific business hours for that day.

Once you have selected all the days you are open and added opening hours click the 'Next' button, alternatively you can 'Skip' this section.



Customise profile

Add opening hours

Let customers know when you are open for business

[Learn more](#)

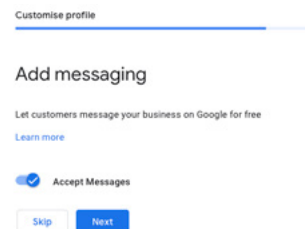
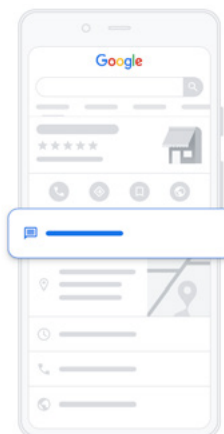
- Monday Open
09:00 – 17:00 [Add hours](#)
- Tuesday Closed
- Wednesday Closed
- Thursday Closed
- Friday Closed
- Saturday Closed
- Sunday Closed

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

Messages

People searching for your business may like to send you a question or query before making contact.

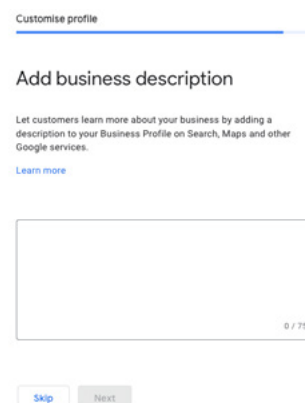
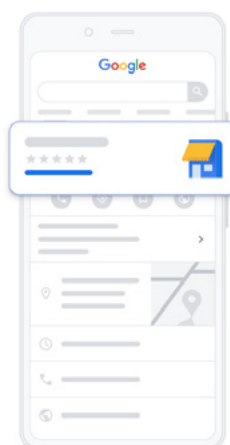
By activating 'Accept Messages' this allows people to contact your business, a great messaging tool to initiate a conversation and develop business relationships. Once you have decided whether to accept messages or not you can either click the 'Next' button or alternatively you can 'Skip' this section.



Business Description

In this section you have a paragraph to describe exactly what your company does.

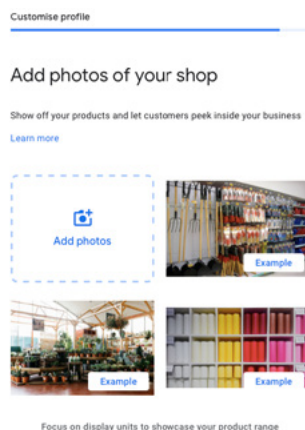
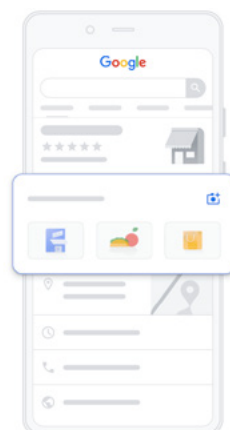
Try to highlight things that make you stand out, think about what a potential customer is looking for and why they should choose you.



Upload Images

In this section you may upload multiple images of your shop, services or products you sell in order to give potential customers a visual representation online.

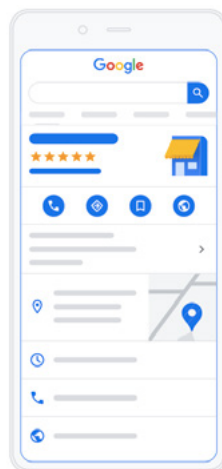
Try to make these pictures the best quality possible as this directly represents you and your company, remember, first impressions go a long way to securing new business.



Verification

Within 30 minutes you should receive an email confirming that your business is verified.

You can then click on View on Search or View on Maps to see your profile online.



Customise profile

Your edits will be visible once you're verified

You can continue to make updates to your profile at any time. All your edits will be visible to customers on Google once you've been verified.

Continue

Business Profile



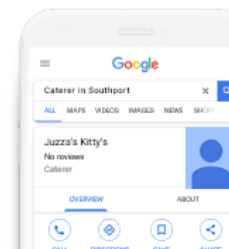
Your Business Profile's live on Google. Now connect with your next customer.

Your Business Profile Is Complete

Your business profile is now complete on Google. You can now manage your business profile to attract new customers and engage directly with existing ones.

Welcome to Google Business Profile, a free tool that helps you turn searchers on Google into loyal customers. Your account is a one-stop shop where you can manage your Business Profile to attract new customers and engage directly with existing ones.

See how your profile looks live:



Lots of people are searching for businesses like yours.

Caterer in Southport



On average, businesses like yours get

2,063 searches

on Google every month

Important - Google and Google Business Profile are products and services of Google LLC. Any reproduction of imagery is solely for the purpose of helping businesses to register a Google Business Profile.