FREE GUIDE

Set Up Your Google Business Profile

Step-by-step instructions to get found on Google Maps and Search

Georgia Website Experts

706-577-4361 | Columbus, GA | Serving GA, AL, SC & FL

Why it matters

Your Google Business Profile is the free listing that appears on Google Maps and in local search results. For many local businesses it brings in more calls than the website does. A complete, accurate profile is one of the most powerful things you can do for local rankings.

Before you start

- ☐ A Google account you'll keep long term, ideally tied to your business email
- ☐ Your exact business name as customers see it in the real world
- ☐ Your street address, or the cities and areas you serve
- ☐ Your business phone number and website
- ☐ Your regular hours
- ☐ 5-10 good photos: storefront or vehicle, your team and your work

Create your profile

1. **Go to business.google.com/add**

   Sign in with your Google account and select Add your business to Google. If Google shows your business already exists, choose to claim it instead of creating a duplicate.

2. **Enter your business name**

   Use your real-world business name only. Don't add extra keywords or city names. That goes against Google's guidelines and can get your profile suspended.

3. **Choose your primary category**

   Pick the category that best describes your main service, like Roofing contractor or Hair salon. This is one of the most important ranking choices you'll make. You can add secondary categories later.

4. **Add your location or service area**

   If customers visit you, enter your street address. If you travel to customers, like a plumber or landscaper, add the cities or areas you serve and keep your home address hidden.

5. **Add your phone number and website**

   Use a local number you actually answer. Link to your website's home page or the page for that location.

6. **Verify your business**

   Google decides which verification methods you can use. Options include a short video recording, a phone call or text, email, a live video call or a postcard with a code. Review can take up to 5 business days. If you're waiting on a postcard, don't edit your name, address or category, and don't request a new code.

Keep your verification code private. Google will never ask you for it, and you shouldn't share it with anyone, even people who help manage your profile.

Complete every section

Once you're verified, fill out everything. Complete profiles earn more views and more trust.

7 **Hours**

Add your regular hours, plus special hours for holidays, so customers never show up to a closed door.

8 **Business description**

Explain what you do, who you serve and what makes you different, in plain language. You have up to 750 characters.

9 **Services and products**

List each service you offer with a short description, and a price range if you're comfortable sharing one.

10 **Photos**

Add your logo, a cover photo, outside and inside shots, your team and your work. Keep adding fresh photos every month.

11 **Attributes**

Choose the attributes that apply to you, such as veteran-owned, women-owned, online appointments or wheelchair accessible.

Keep it working for you

- Get your review link: in your profile, choose Ask for reviews and share the link with every happy customer.
- Reply to every review within a few days, good or bad. Future customers read your replies.
- Post updates, offers or project photos every week or two.
- Answer questions customers ask on your profile.
- Update your hours, phone number or services the moment anything changes.

Want it done for you? We set up, verify and manage Google Business Profiles for local businesses across Georgia, Alabama, South Carolina and Florida.

Steps reflect Google Business Profile Help as of November 2026. Google updates its screens often, so button names may change slightly.

Want us to do it for you?

Georgia Website Experts builds websites, sets up and manages Google Business Profiles and social media, runs ads and handles SEO and direct marketing for local businesses across Georgia, Alabama, South Carolina and Florida.

Call 706-577-4361

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