


SET UP  
**YOUR**  
PROFILE **ON** Google


# Kit out your business profile

When someone searches for your business on Google or Maps, make sure to give off a good first impression.




- Make sure your logo and cover image are not blurry!
- Add info about your business that informs your audience who you are and what you do
- Show your methods of contact
- Include all of your services
- Add your opening hours
- Link your website!
- Show your service areas

If someone looks at your page, make it easy for them to follow you on other platforms.



Ads are an additional tool you should utilise to push your business/brand in a more direct way.





# Google My Business tips

Google My Business is in essence, a tool created by Google to display businesses in a more visual and clear way. Your profile is what shows up in search results on Google, or when you are searching areas in Google Maps.

Use this service to display information and collect reviews for your potential clients to digest and enquire.

## Profile Completion

Make sure to complete all aspects of your profile! A full profile can be considered a more reputable one!

## Verify your location(s)

Having a verified location helps to improve your score for distance ranking (just one of the factors that increases your chances of your profile showing up on Google Search results).

## Visuals

On your profile, be sure to add images and video of your business, as well as a profile image and cover image! Make it easier for your customers to recognise your business.

## Keywords

A very important, but often overlooked factor when it comes to Google My Business profiles. Using the right keywords in your profile will help boost your chances of showing up in your customer's search results.

## Reviews

Nothing is better than getting lots of fantastic reviews from your customers! Help gain more by sharing the link to review your business on Google to install trust in future prospects!

## Updates

Don't just update your profile and then leave it for the dust... Make sure you are keeping this information up to date so your customers can contact or access the right information easier.

## Features

Depending on the category you've chosen for your business, you can access certain features. Make sure to explore all of Google My Business' features to help show the most information to your customers!



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