



HOW TO

SET UP
YOUR

GOOGLE BUSINESS
PROFILE

IN
5 MINUTES

wallace
GROWTH CONSULTANTS



HOW TO SET UP YOUR Google BUSINESS PROFILE IN **5 MINUTES**

A MUST HAVE FOR EVERY SMALL BUSINESS!

1 WHY IT MATTERS

Your **Google Business Profile** is your free digital shopfront. It's what pops up when someone searches for your service — and it's the fastest way to get seen, build trust, and land new customers. Even if you're just starting out, this one step puts you miles ahead.

Search

Mike's Plumbing Services



2 QUICK STATS THAT MATTER

- ✓ 76% of people who search for a local business visit it within a day
- ✓ Businesses with a Google profile are 2x more likely to be trusted
- ✓ 78% of local mobile searches lead to in-store purchases or service calls
- ✓ It only takes **5 minutes** to set up!

YOU CAN'T AFFORD TO SKIP THIS →



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3 LET'S DIVE IN (STEP BY STEP)

Go to Google Business Profile

Click "Manage Now".

Sign In

Use your Google account.

Enter Your Business Name

👉 Example: **Business Name:** Mike's Plumbing Services

Choose Your Business Category

👉 Example: **Category:** Plumber

Add Your Location

✅ If you have an office, enter the address.

✅ If you're mobile (like an electrician or plumber), choose "No physical location" but add your service areas.

👉 Example: **Service Area:** Durban, Umhlanga

Add Contact Info

👉 Example: **Website:** www.mikesplumbing.co.za; **Phone:** 078-123-4567

Finish & Verify

Google will ask you to verify by mail or phone. Follow the prompts — done!

ONE MORE THING ➡



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4 MAKE YOUR “ABOUT” SECTION POP

Be clear and engaging:

👉 Example:

“Mike’s Plumbing Services provides fast, reliable plumbing in Durban and surrounds. Quality work, fair pricing, always.”

5 BENEFITS OF A GOOGLE BUSINESS PROFILE

- ✓ Show up on Google Maps & search
- ✓ Build instant trust with reviews
- ✓ Connect with more local customers
- ✓ Boost your online presence for free



WANT MORE NUGGETS?

This cheat sheet is just the start. **Get your FREE ebook** packed with practical, easy-to-implement steps to grow your business online.

👉 Email us at: info@wallacegrowthconsultants.com to grab your copy!

KEEP GOING — YOU’VE GOT THIS!

Every step you take brings you closer to your dream. This is just the beginning — we’re with you!