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GBP ROCKET

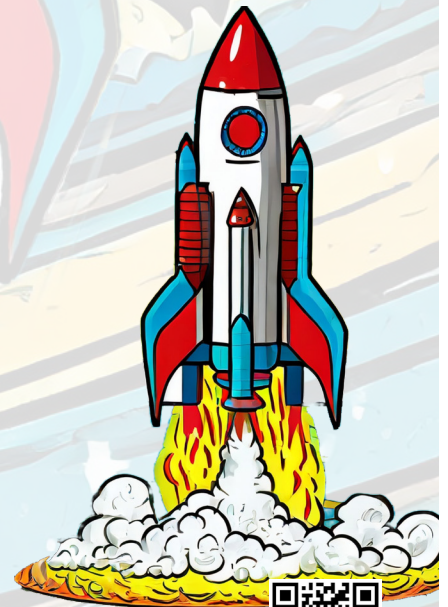
SETTING UP A NEW SERVICE BASED GBP

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BLAST OFF YOUR GBP WITH OUR FREE AUDIT

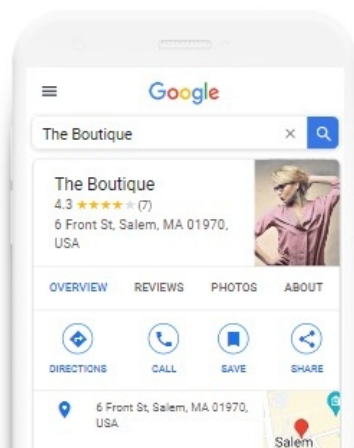
Scan QR Code or visit audit.autopilot.gbprocket.com



NOTE: This Guide is for the Setup of a Brand New "Service Based" GBP without a physical address. For example: Plumbers, Electricians, etc.

1 Navigate to <https://business.google.com/create>

2 Begin typing your organization's name in this text field.



Find and manage your business

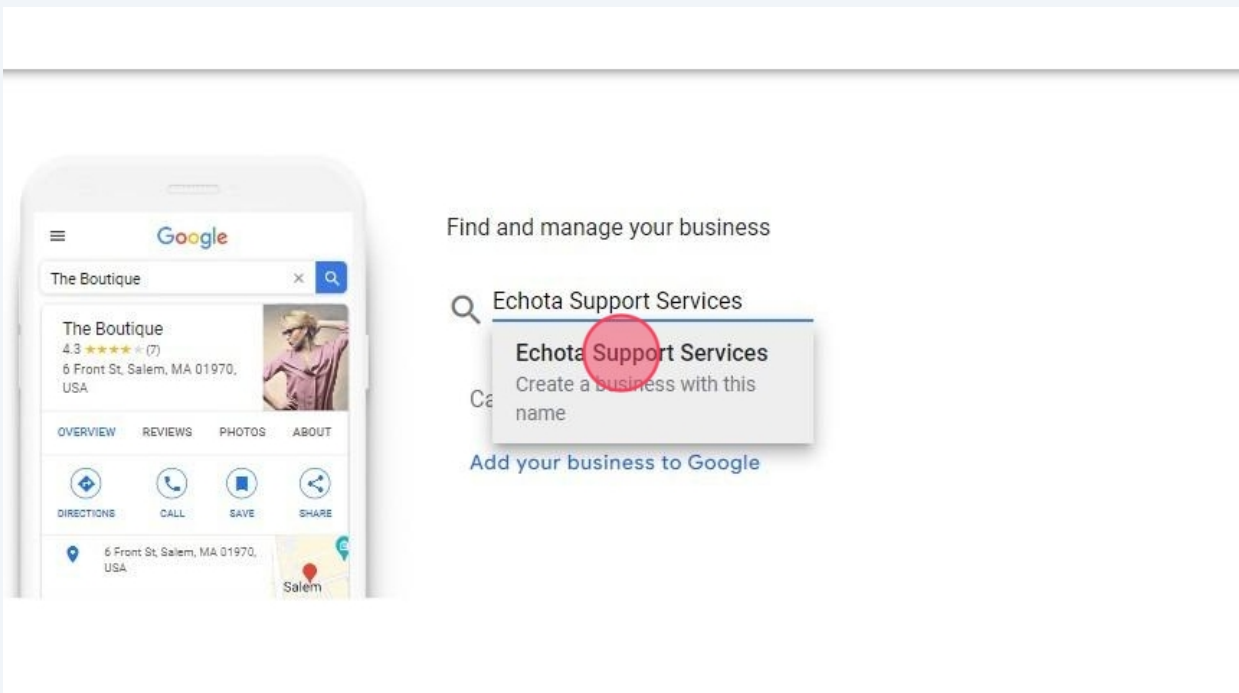
🔍 |Type your business name

Can't find your business?

[Add your business to Google](#)

3

Google's autofill will provide results as you type. At any time you see your organization information you may click on it to proceed. If you don't see your organization's info continue, typing until the name of your organization is typed out how you want it to appear. Once complete, click on the dropdown to proceed to the next step.



4

Click the "Business category" field.

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

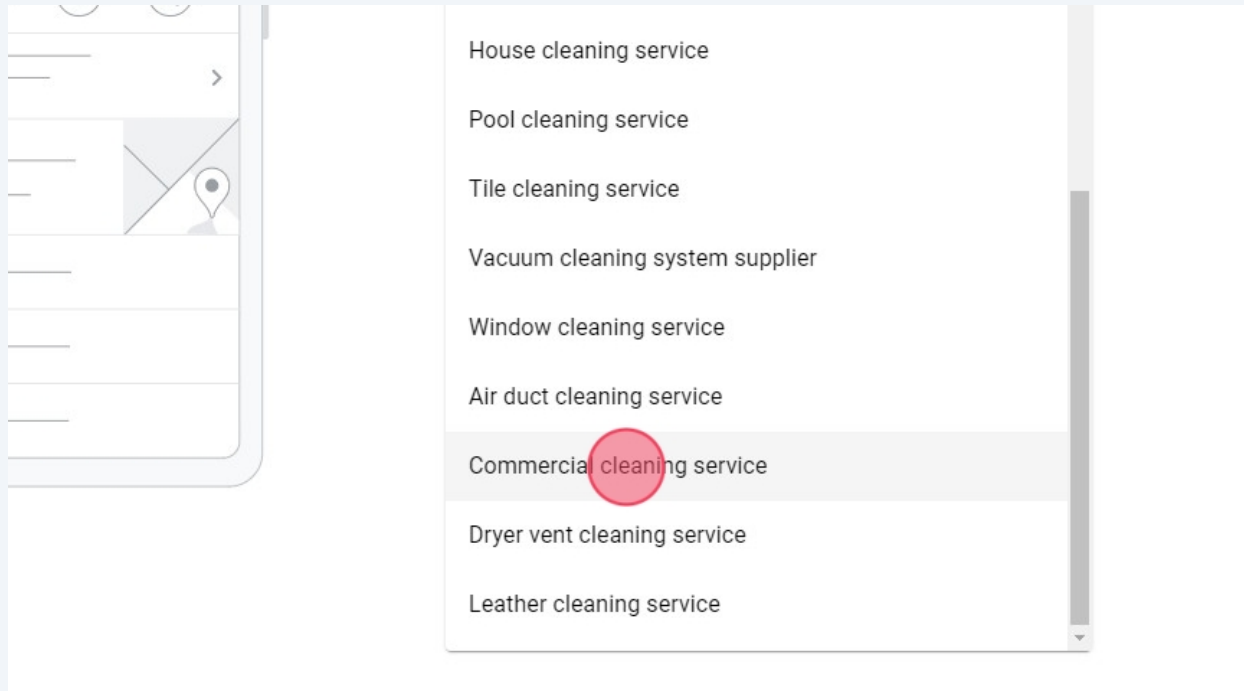
[Next](#)

5


Begin typing a keyword most relevant to what kind of business you're setting up. In this example, we started to type "Cleaning"

6

Scroll through the list; find and click on the most appropriate category for your business listing



7 Click "Next"



Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
Echota Support Services

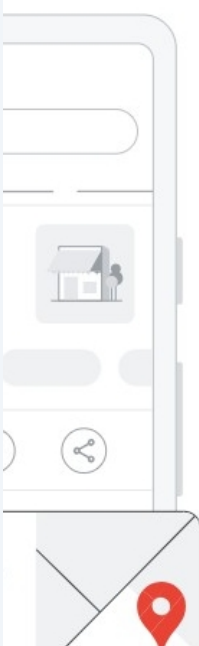
Business category*
Commercial cleaning service

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next

8 Choose the appropriate option here for your business. In this example, our business is a "Service Based" business and does not need a physical location listed, so select "No". This is the question that a lot of service based businesses get wrong.



Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

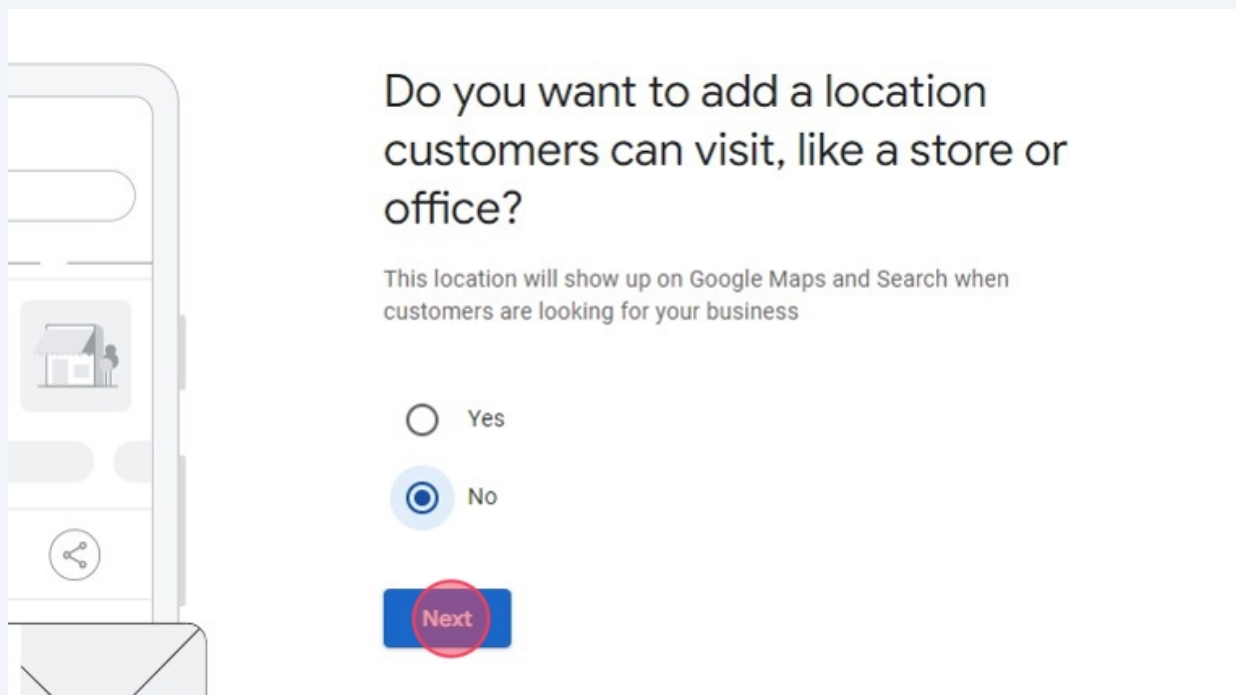
☐ Yes

☒ No

Next

9

Click "Next" (NOTE: You may have some different or additional next few steps if you selected Yes)



Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

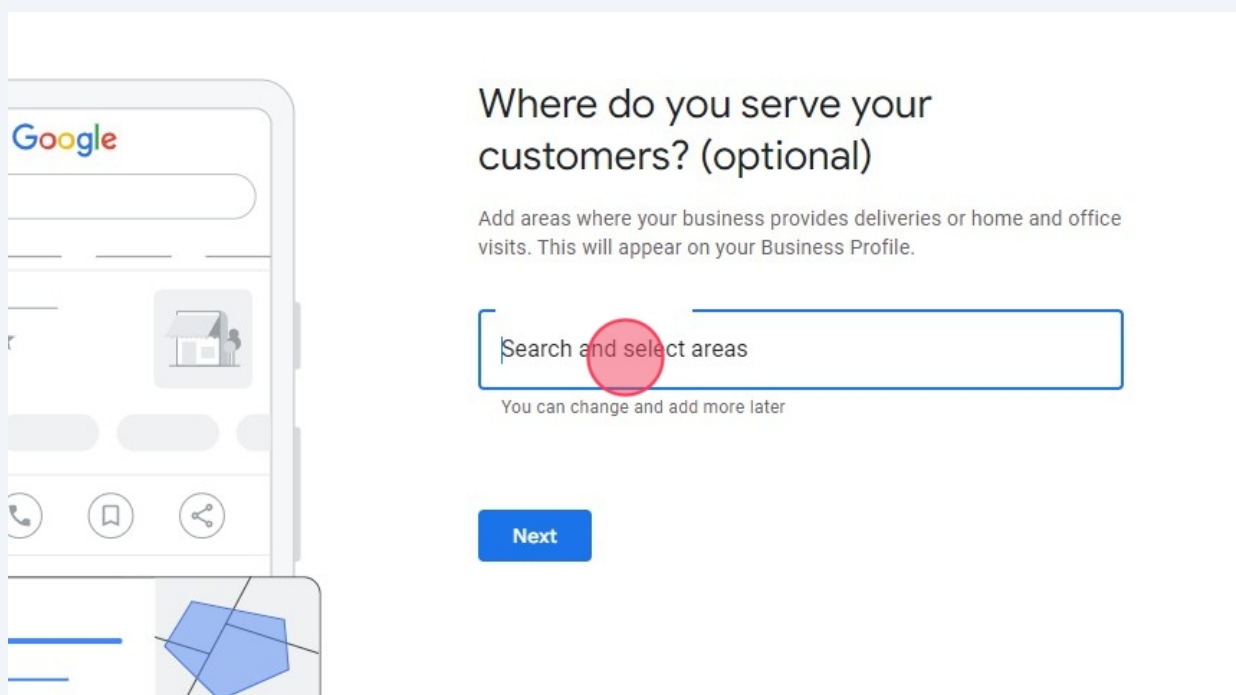
☒ No

Next

The screenshot shows a mobile interface with a house icon and a share icon. The 'Next' button is highlighted with a red circle.

10

Click the "Search and select areas" field.



Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

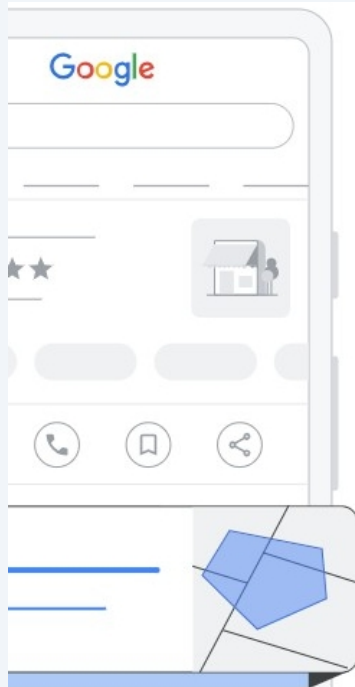
You can change and add more later

Next

The screenshot shows a mobile interface with the Google logo, a house icon, and a map icon. The 'Search and select areas' text input field is highlighted with a red circle. The 'Next' button is also visible.

11 Type your ZIP code

12 Click on the ZIP code that displays the closest city or town you service



Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

74464

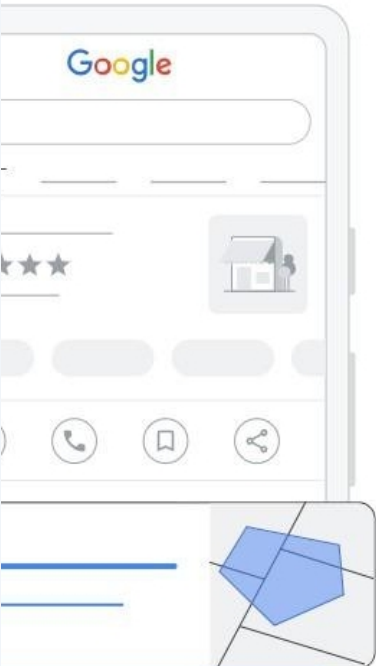
74464
Tahlequah, OK, USA

74464-135
Rua Rio das Garças - Jardim Novo Petrópolis, Goiânia - State of...

74464-130
Rua Rio Meia Ponte - Jardim Novo Petrópolis, Goiânia - State of...

74464-055
Rua Cipó - Setor Barra da Tijuca, Goiânia - State of Goiás, Brazil

- 13 Your main service ZIP code/area should populate here. Click "Next".



Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.


Search and select areas

Manhattan, New York


You can change and add more later

74464, Tahlequah, OK, USA X

Next



- 14 Click the "Phone number" field.



What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

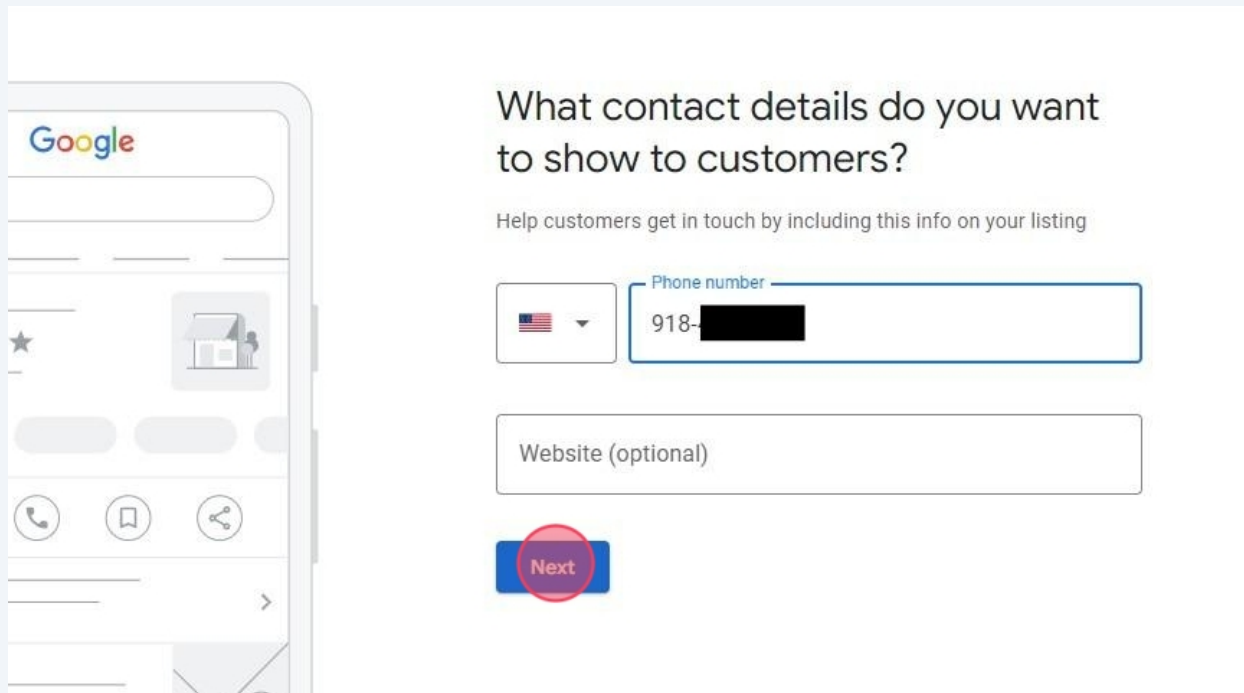
Phone number

Website (optional)

Next

15 Type the business phone number that will be publicly displayed.

16 Click "Next"



Google

What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Phone number

918- [REDACTED]

Website (optional)

Next

17

Click the "Street address" field and begin to type your address. Note that this will be YOUR personal address, NOT a publicly displayed address. This is where you will potentially receive verification documents but this information will not be visible to the public.

Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region
United States

Street address

City

State ZIP code

18

A dropdown should appear, allowing you to select your address from the verified list. Click on your address to populate the address fields.

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region
United States

Street address

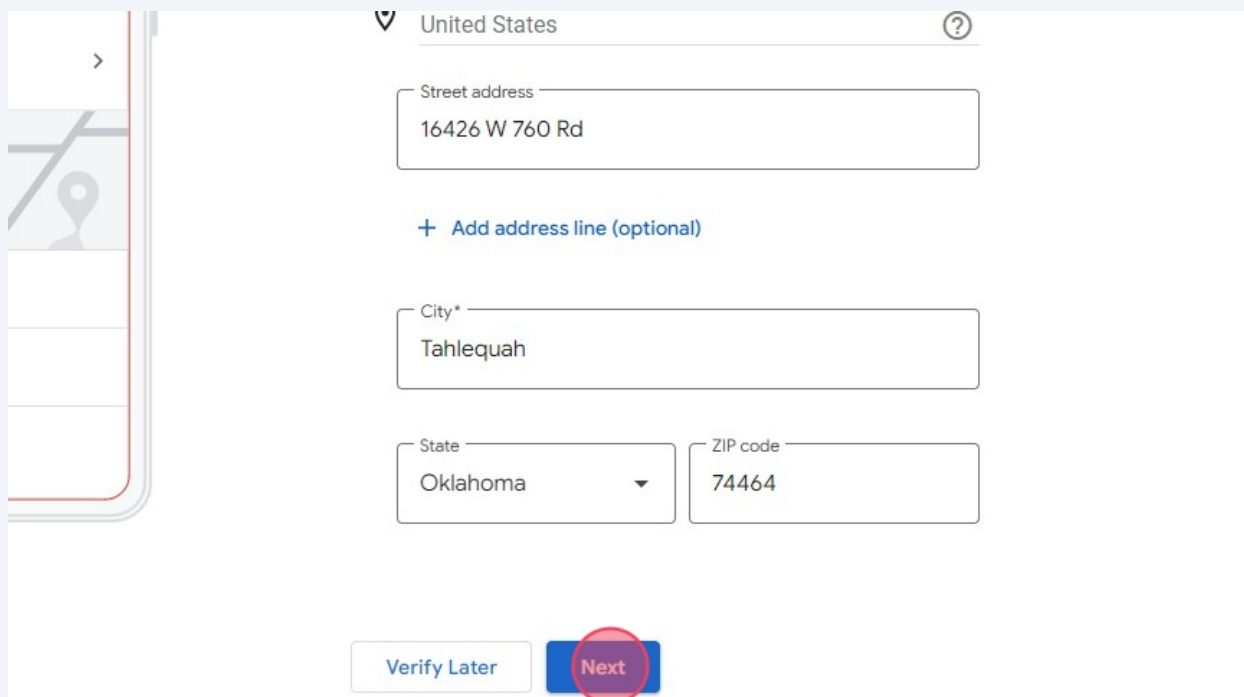
16426

- 16426 West 760 Road Tahlequah, OK, USA
- 16426 East 49th Street Tulsa, OK, USA
- 16426 East 50th Street South Tulsa, OK, USA
- 16426 W Saddletree Ln Olathe, KS, USA
- 16426 Farm to Market Road 16 Lindale, TX, USA

powered by Google

State ZIP code

19 Click "Next"



United States ?

Street address
16426 W 760 Rd

+ Add address line (optional)

City*
Tahlequah

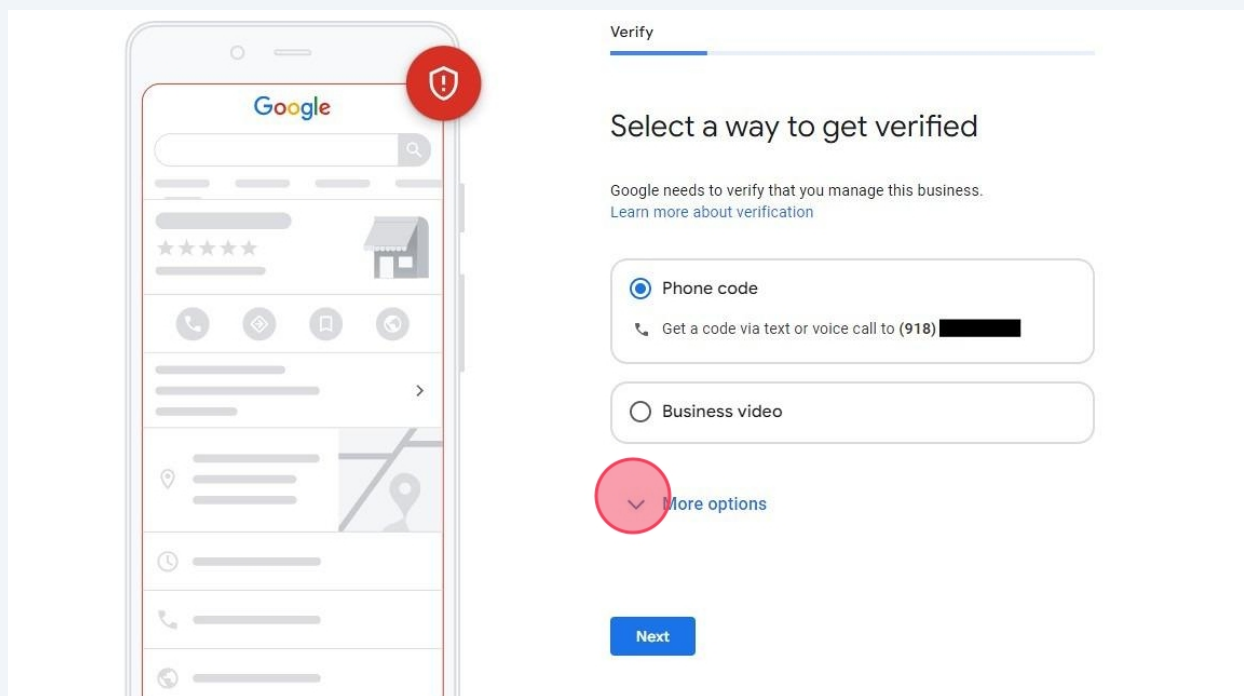
State
Oklahoma ▼

ZIP code
74464

Verify Later Next

The image shows a web form for address verification. At the top, there's a dropdown menu for the country, currently set to 'United States' with a question mark icon. Below this is a text input field for the 'Street address' containing '16426 W 760 Rd'. Underneath is a link '+ Add address line (optional)'. Then, a text input field for 'City*' contains 'Tahlequah'. Below that are two input fields: 'State' with a dropdown menu showing 'Oklahoma' and a downward arrow, and 'ZIP code' containing '74464'. At the bottom, there are two buttons: 'Verify Later' and 'Next'. The 'Next' button is highlighted with a red circle.

20 When you reach the verification screen, select "More options"



Verify

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

☒ Phone code
Get a code via text or voice call to (918) [REDACTED]

☐ Business video

More options

Next

The image shows a verification screen. On the left is a smartphone mockup displaying a Google search result for a business. A red circle with a white exclamation mark is overlaid on the top right of the phone screen. The main content area is titled 'Verify' with a progress bar. Below the title is the heading 'Select a way to get verified'. A subtext says 'Google needs to verify that you manage this business.' with a link 'Learn more about verification'. There are two radio button options: 'Phone code' (selected) and 'Business video'. The 'Phone code' option has a subtext 'Get a code via text or voice call to (918) [REDACTED]'. Below these options is a link 'More options' with a downward arrow, which is highlighted with a red circle. At the bottom is a blue 'Next' button.

21 Click "Verify Later"

Learn more about verification

☒ Phone code

Get a code via text or voice call to (918) [REDACTED]

☐ Business video

Having problems?

Verify Later

Next

22 Click "Verify Later" once more

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

918) 435-9060

☐ Business video

Having problems?

Verify Later

Next

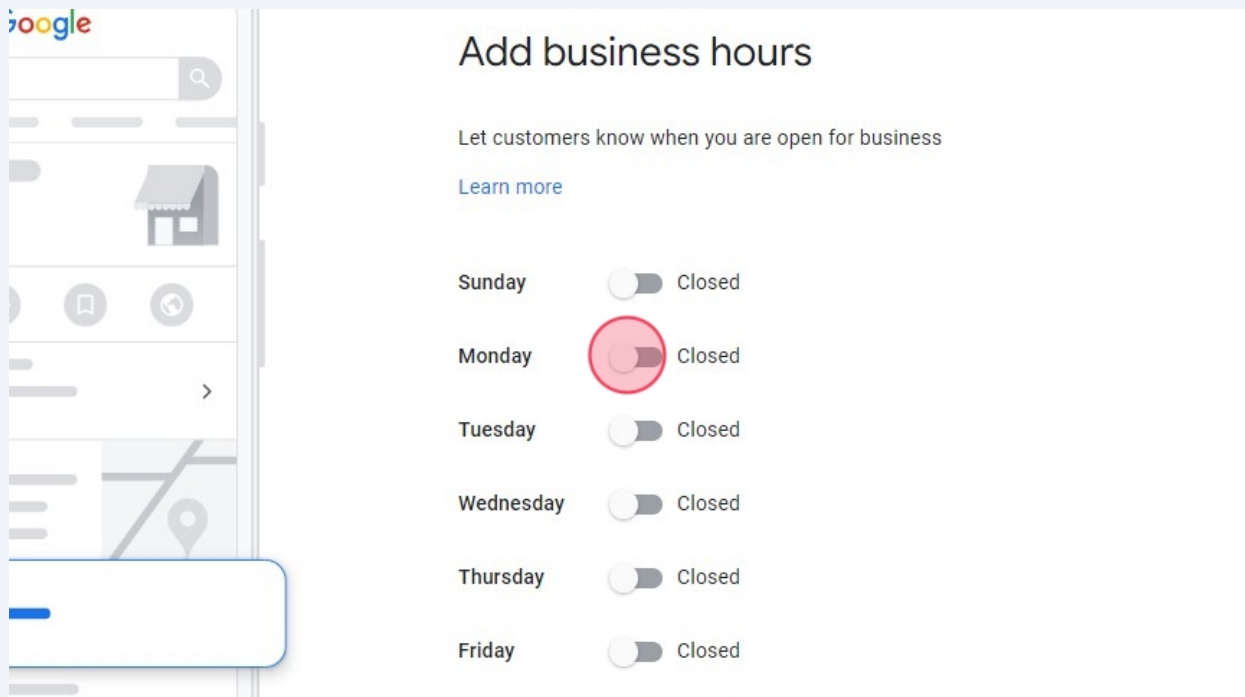
Verify Later

You can continue making edits to your business on Google but they will not be visible to customers until you complete verification.

Verify Later Cancel

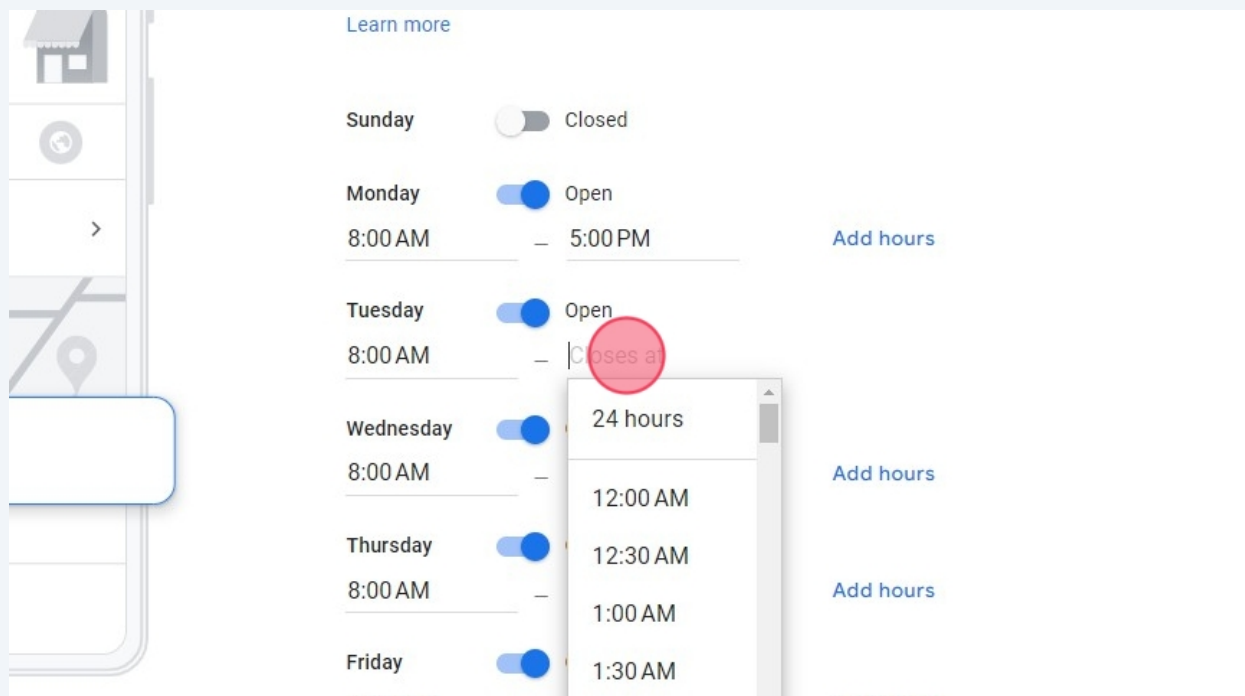
23

On the business hours section, click the toggles for the appropriate days that your business is open for service.

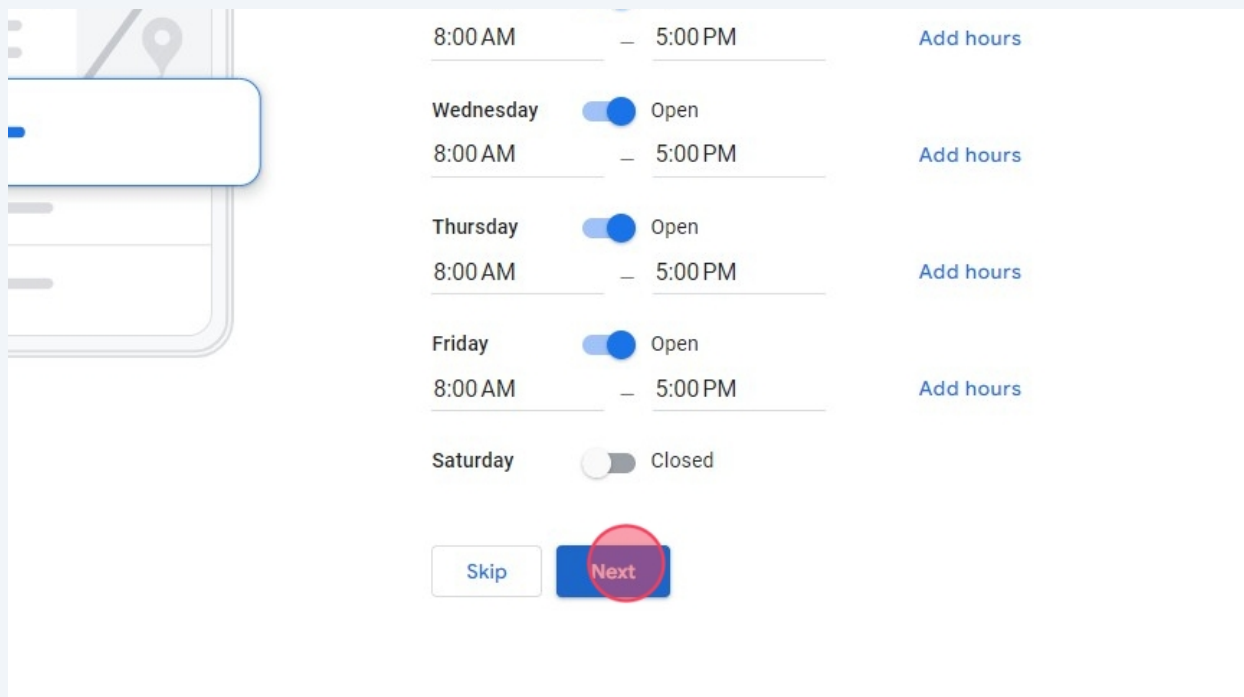


24

Proceed to fill out the correct hours of operation beneath each day of the week you toggled



25 When all operating hours are correct, click "Next"

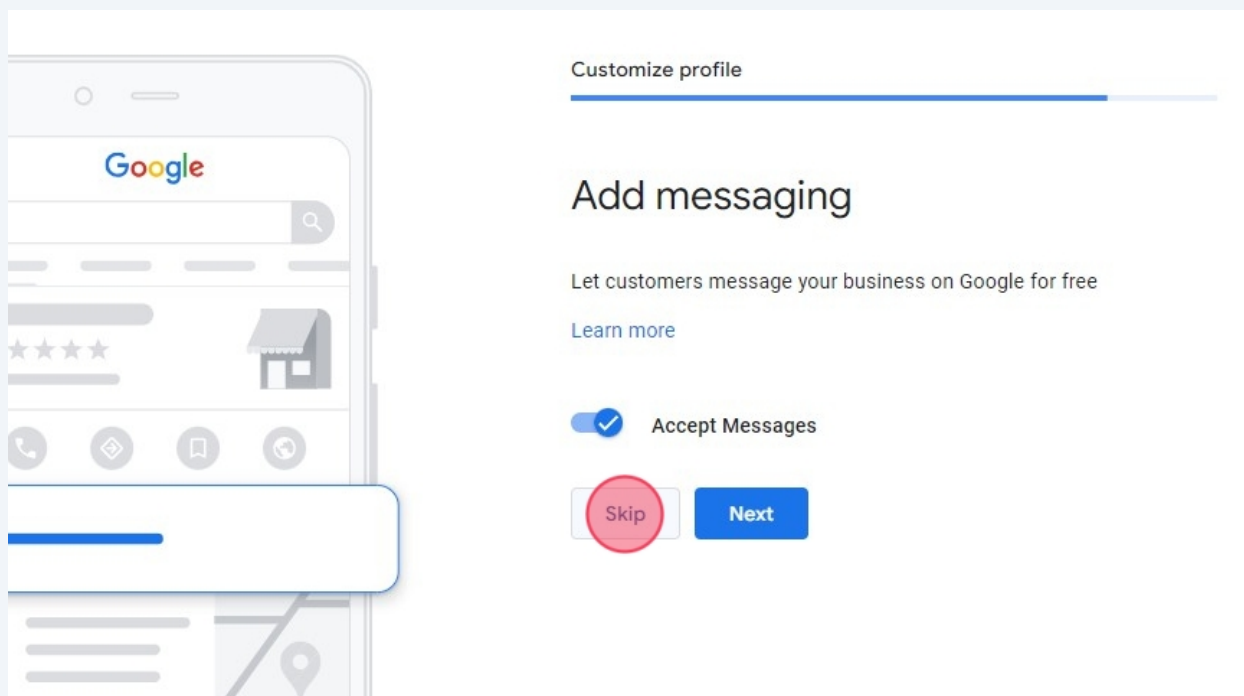


A screenshot of the Google Business Profile interface showing the 'Operating hours' section. On the left, a map is partially visible. The main area lists days of the week with their respective operating hours and a toggle switch to set them as 'Open' or 'Closed'. Each day has an 'Add hours' link. At the bottom, there are 'Skip' and 'Next' buttons. The 'Next' button is highlighted with a red circle.

Day	Operating Hours	Status	Action
Wednesday	8:00 AM – 5:00 PM	Open	Add hours
Thursday	8:00 AM – 5:00 PM	Open	Add hours
Friday	8:00 AM – 5:00 PM	Open	Add hours
Saturday		Closed	

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

26 You can allow messaging on Google, but for now we're going to click "Skip"



A screenshot of the Google Business Profile interface showing the 'Add messaging' section. On the left, a smartphone mockup displays a Google search result for a business. The main area has a progress bar at the top, followed by the title 'Add messaging' and a description: 'Let customers message your business on Google for free'. There is a 'Learn more' link. Below this, a toggle switch for 'Accept Messages' is turned on. At the bottom, there are 'Skip' and 'Next' buttons. The 'Skip' button is highlighted with a red circle.

Customize profile

Add messaging

Let customers message your business on Google for free

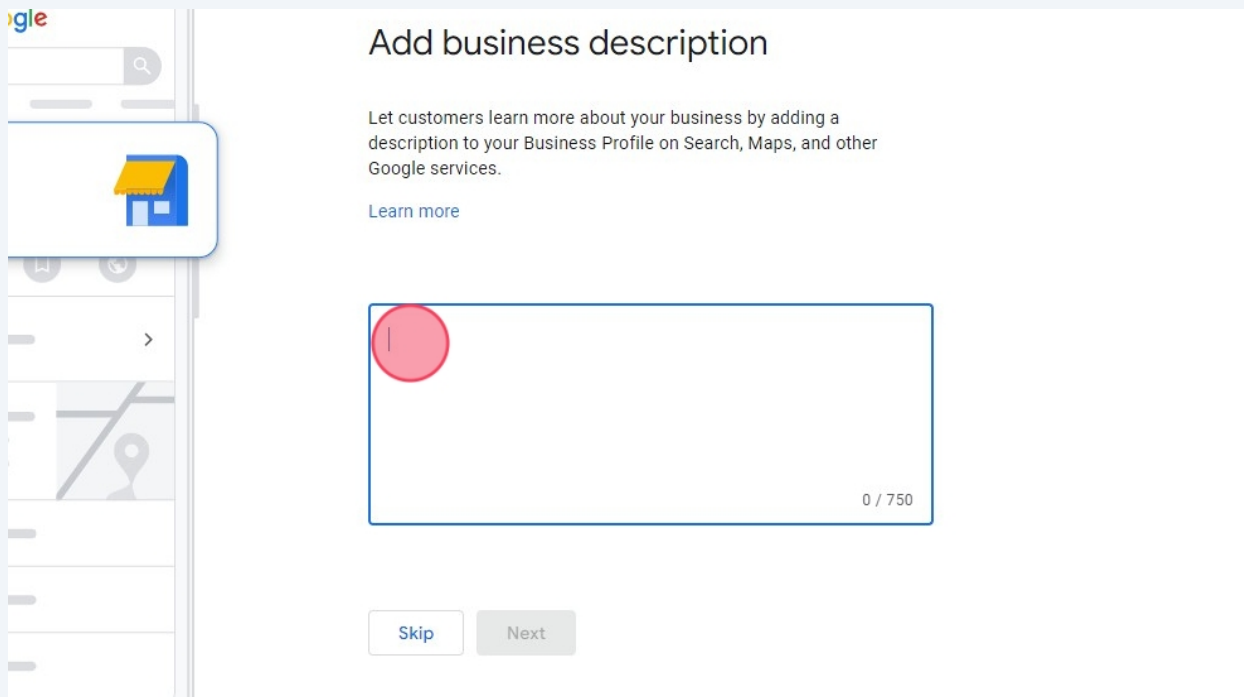
[Learn more](#)

☒ Accept Messages

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

27

Click the field beneath "Add business description" and, in 750 characters or less, describe your business, what you do, what you're all about, your goals, etc.



Google

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

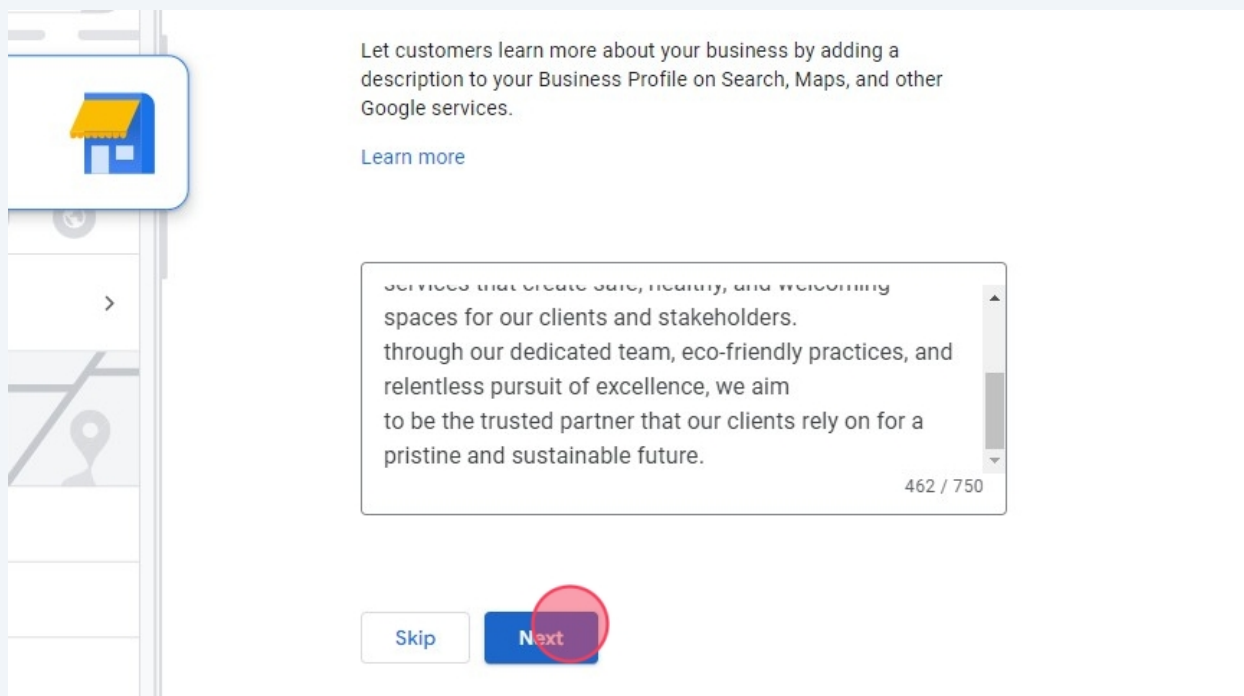
[Learn more](#)

0 / 750

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

28

When done, click "Next"



Google

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

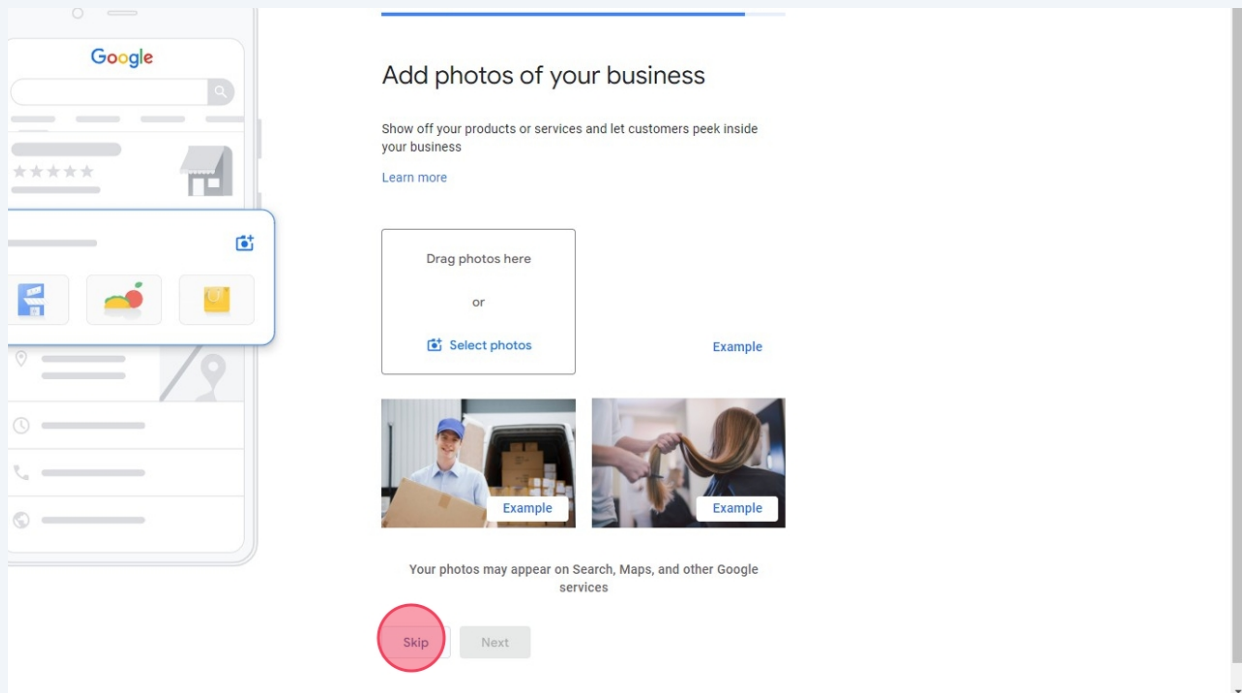
services that create safe, healthy, and welcoming spaces for our clients and stakeholders. through our dedicated team, eco-friendly practices, and relentless pursuit of excellence, we aim to be the trusted partner that our clients rely on for a pristine and sustainable future.

462 / 750

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

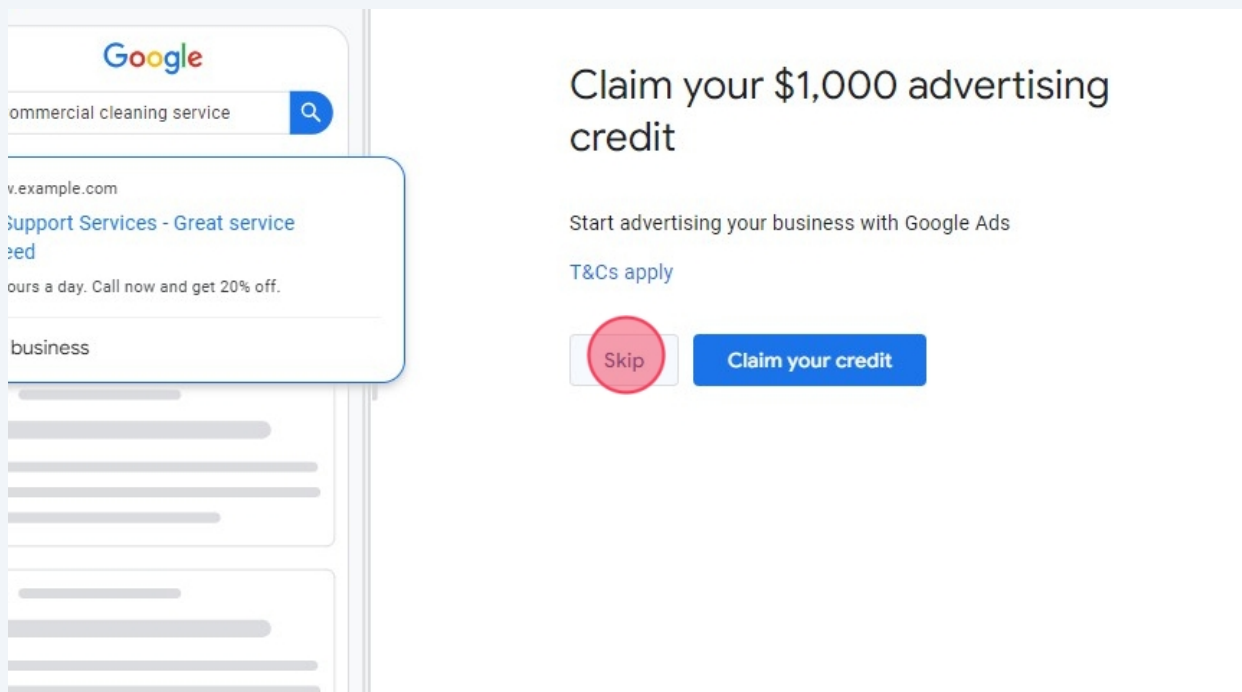
29

On the next step you can add photos relevant to your business, such as physical products, you or your employees performing a service, etc. For now, we're going to click "Skip"



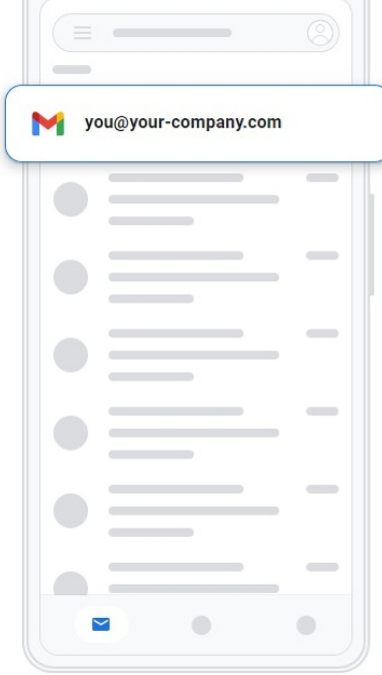
30

Google will offer you several options of which you can take advantage, or just click "Skip" to bypass.



31

Google will offer you several options of which you can take advantage, or just click "Skip" to bypass.



Get a custom domain name for your website and a custom email address

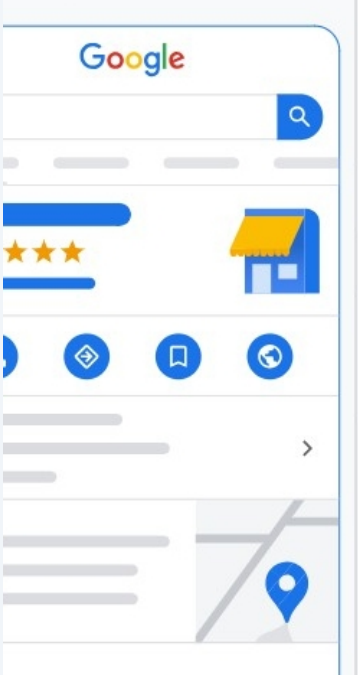
Use Google Workspace for business email, video conferencing, cloud storage, and file sharing.

- ✓ Custom domain for your website
- ✓ Custom and secure business email
- ✓ Up to 5TB of cloud storage
- ✓ Appointment scheduling and email marketing

Your name, company name and address, and other information may be used to set up your Google Workspace account.

32

Click "Continue"



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.



You've now successfully set up your new Google Business Profile. Next, you'll want to go through the steps we skipped for brevity, namely the verification process, adding photos, etc.

Check out our other guides that will help you through these processes as well!