



Get Found on Google

A step by step
guide to
getting your
business on the
map

*Create your profile in
5 easy steps!*

1.

Set up your profile

Get listed so people can find you on Google Search and Maps

Claim it:

- Search your business on **Google** or **Google Maps**
- On **Google Search**: Click Own this business -> Manage now.
- On **Google Maps**: Click Claim this business -> Manage now.
- Select a verification option and follow the instructions.

Create it:

- Go to **google.com/business** and sign in with a Google account.
- Click **Add your business** and enter your business name exactly as it appears elsewhere online.
- Choose the **category** that best fits your main service (e.g., “Coffee Shop,” “Business Consultant”).

Tip: Keep information relevant, accurate and consistent

2.

Enter Business Details

Give Google accurate, consistent, updated information to build trust. They use advanced technology to make sure that businesses are legitimate and advertising real time information.

- Add your **phone number**, **website URL**, and regular business **hours**.
- Write a brief business **description** using natural **keywords**.
- Upload a high-resolution **logo** and a cover photo.
- Set **service areas** if you travel to customers. Keep it accurate!

Need help with wording or keywords? A professional can craft a stronger, SEO-friendly description.

3.

Verify Your Listing

Google requires verification to show your profile publicly. This process can be daunting if you enter information that they perceive as suspicious- be careful and accurate.

- Choose a verification method (postcard, phone, email, or video—options vary).
- Follow the on-screen instructions as per verification method.
- Wait for Google's confirmation: After submitting your information, wait for Google to review it, which can take up to 5 business days.

You can check your profile's status for a blue checkmark or "Verified" status. If it is suspended then follow the link to review the guidelines and the appeal process.

Get in touch with us for help appealing a suspended profile

4.

Optimize with Content & Features

Make your profile stand out so customers choose you first.

- Add multiple **high-quality photos** (interior, exterior, team, products).
- List **services, products, or menu items** with clear pricing or descriptions.
- Enable **messaging** so customers can text you directly.
- **Post** weekly **updates, offers, or events** to stay active in search results.

The options change from time-to-time so check in the profile manager regularly to keep your profile optimized to the latest features.

Pro tip: Regular posts signal to Google that you're active, helping rankings.

5.

Maintain & Monitor

Keep information current and engage with customers for lasting results.

- **Reply** to every **review**—positive or negative—promptly and professionally.
- **Update hours** for holidays or special events.
- Use the **Insights tab** to track calls, clicks, and popular search terms.
- Refresh **photos** or **posts** at least monthly.

Too busy to keep it updated? Contact us for maintenance packages to keep your content updated.

Get in Touch

Make sure your customers and clients can find you where they are.
Get in touch with us for 1:1 coaching to get your profile set up or for
an optimization done-for-you package .



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