

FREE GUIDE

Set Up Your Own Google Business Profile

A step-by-step guide for small business owners who want to show up on Google Maps and local search — without paying anyone to do it for you.

01 Why this matters more than your website

Most small business owners spend their money on a website and forget the thing that actually gets them found: their Google Business Profile. It's what shows up when someone searches your business name, or searches "your service near me" — before they ever click through to a website.

The short version: your Business Profile is free, it's often the first thing a customer sees, and most small businesses either haven't set it up properly or haven't touched it in years.

02 Before you start

- A Google account you're happy to use for the business long-term (not a personal one you might lose access to)
- Your exact business name, address (or service area), and phone number — written the same way everywhere online
- 5–10 real photos: your team, your work, your premises or vehicle
- Your hours of operation, including any seasonal changes

03 Setting up your profile

1. Go to **google.com/business** and sign in with your business Google account.
2. Enter your business name exactly as it appears on your signage, invoices and other listings — consistency matters more than people think.
3. Choose the right category. Pick the most specific one that matches what you do, not the broadest one.
4. If customers visit you, add your address. If you travel to them, set a service area instead of a public address.
5. Add your phone number and website (even if your website is just one page).
6. Verify the profile. Google will usually verify by phone, email, or a postcard to your address — follow whichever option it offers you.

04 Making it actually work

Photos

Add real photos, not stock images. Jobs you've completed, your team at work, your shopfront or vehicle. Businesses with photos get far more attention than ones without.

The description

Write two or three plain sentences about what you do and who you do it for. Skip the buzzwords — say what you actually do, for who, and where.

Services or products

List out each service or product you offer as its own entry, not one line covering everything. This is also what helps you show up for specific searches.

Reviews

Ask happy customers directly for a review, right after the job's done — that's when they're most likely to say yes. A short text message with your review link works better than an email.

Posts and updates

Google lets you post updates the same way you would on social media. A quick post when you finish a big job, run a promotion, or add a new service keeps the profile active — which Google notices.

05 Common mistakes

- Business name, address or phone number written slightly differently across the internet (this confuses Google more than people realise)
- Choosing a broad category like "Business" instead of a specific one like "Electrician" or "Removalist"
- Leaving the profile untouched for months at a time
- No photos, or only a logo
- Ignoring reviews — even a short, genuine reply to a review matters

Quick checklist

☐ Profile claimed and verified

☐ Business name, address/area and phone consistent everywhere

☐ Most specific category selected

☐ 10+ real photos uploaded

☐ Every service listed individually

☐ Description written in plain language

☐ At least 3 recent reviews, all replied to

☐ One update or post in the last 30 days