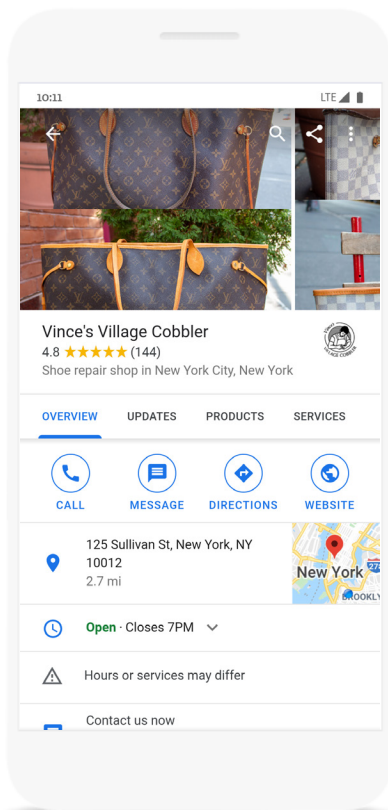


Grow with **Google**

# Get Your Local Business on Google Search and Maps

With a Business Profile on Google, your business can stand out for free across Google Search and Maps.

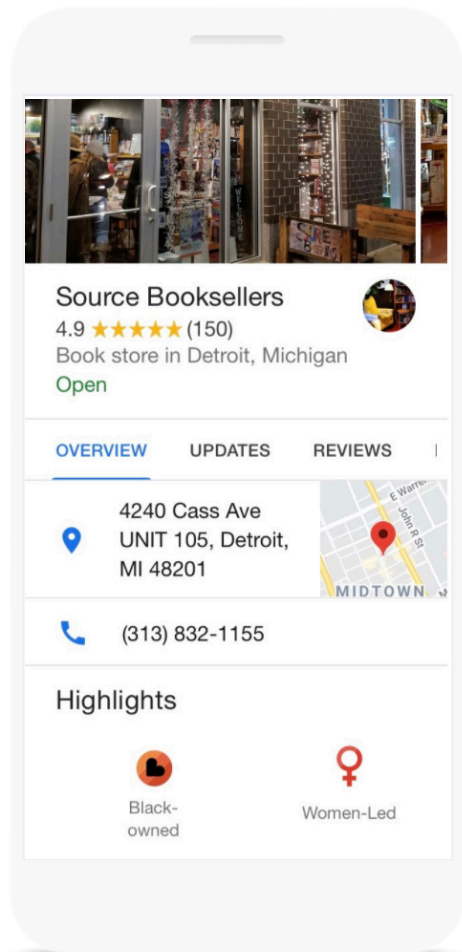


## To create and verify a Business Profile:

- 1 Visit [google.com/business](https://google.com/business)  
Sign into Google or create a new account.
- 2 Enter the name of your business.
- 3 Choose a category.
- 4 Enter your business address.  
P.O. boxes are not allowed.
- 5 Add a phone number, website, or both.
- 6 To complete verification request a postcard.
- 7 Once you receive this postcard by mail, follow the instructions to finalize the verification process.



With a Business Profile on Google, your business can stand out for free across Google Search and Maps. You can engage with customers, or find new ones, with the features listed below.



- 1 Update your profile with current hours, address and phone number.
- 2 Post photos, offers, and news directly on your Business Profile.
- 3 Receive support from customers by offering gift cards or asking for donations.
- 4 Add attributes to highlight business details like Women-Led, Veteran-Led, or Black-owned.
- 5 Link to bookings for your classes and appointments, including online options.
- 6 Respond to customer reviews to build credibility and loyalty.
- 7 Create a free website to tell your business' story online.
- 8 Explore insights to see how customers find and engage with your Business Profile.

For more small business marketing tips, join our free Facebook group!  
[facebook.com/groups/email.socialmediapro](https://facebook.com/groups/email.socialmediapro)

