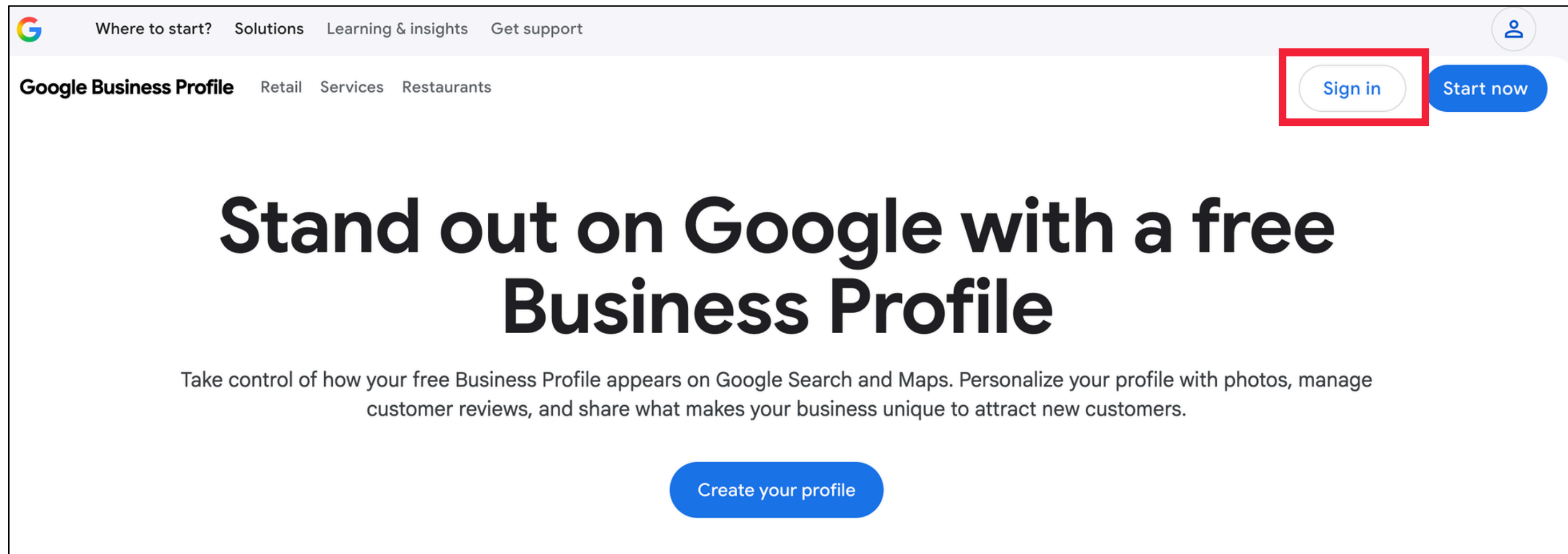


Google Business Profile Update

Keep your profile updated in under **10 minutes!**



Step #1 - Start here. Click **Sign-in** to get to your Google profile account.



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neighborhoods

Google Business Profile Update

Google Business Profile Manager

Search businesses

Businesses

Reviews

Linked accounts

Settings

Support

Create group

1 business selected

Actions

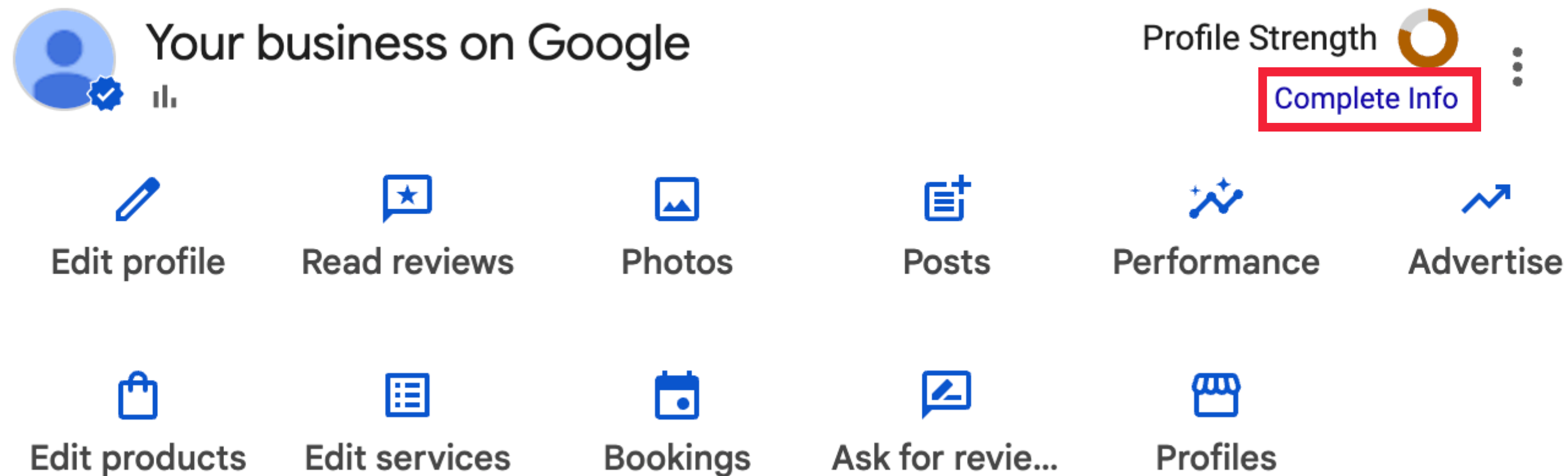
Store code	Business	Status	
☒ 135792468101214161820	Company Name Brooklyn, NY, USA	Verified	    See your profile

Rows per page: 10 1-2 of 2

Step #2 - Select your business account, click **“See your profile”**.

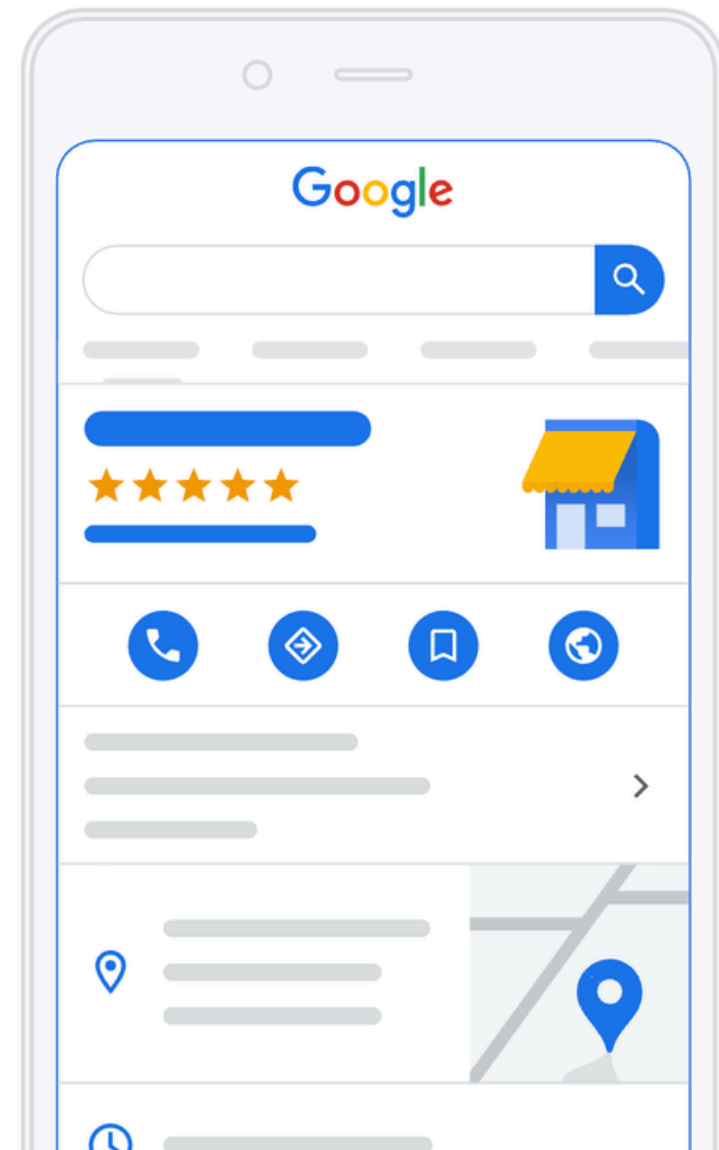


Google Business Profile Update



Step #3 - You can see your Profile Strength. If there is an action to **Complete Info**, click it and start there.

Google Business Profile Update



Customize profile

Complete your Business Profile

Customers are twice as likely to interact with businesses with more information. Complete the steps and get discovered by more customers on Search and Maps.

 Add a storefront photo

Next

Step #4 - For my business, I was prompted to upload a storefront photo. However, it may be different for your business. Complete the remaining actions for your profile.

Google Business Profile Update

Customize profile

Advertise easily in minutes

Start advertising your business with Google Ads

You can fully complete your profile without advertising with Google Ads

Skip

Get started

Customize profile

Get a custom email address and premium features to elevate your business



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

✓ 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.

Skip

Start a trial

Step #5 - Google will prompt you to advertise or get a custom email. This is not necessary so please click **Skip**.

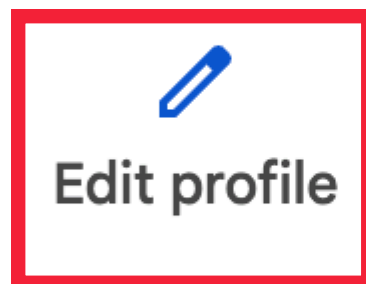


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Google Business Profile Update



Your business on Google



Step #6 - Back to your business profile page, you will want to click **Edit Profile** to ensure all your information is recent and accurate.



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Google Business Profile Update

← Business information



About

Contact

Location

Hours

More

About your business

Business name

Company Name

Business category

Restaurant, Coffee Shop, etc.

Description

Add a short business description. If you are having writer's block, use [Google Gemini](#) (its free) and tell it to give you a business description for your Google Business profile for your specific business.

Opening date

Add

Step #7 - Ensure the **About** section is complete. Including your correct **Business Name**, **Business Category**, and **Description**.



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Google Business Profile Update

← Business information



About **Contact** Location Hours More

Contact information

Phone number

(000) 000-0000

Chat

Add

Website

https://yourwebsiteslinkhere.com

Social profiles

https://instagram/com/business-name

Step #8 - Ensure the **Contact** section is complete.
Including your correct **Phone Number, Website, and Social Links.**



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Google Business Profile Update

← Business information



About

Contact

Location

Hours

More

Location and areas

Business location

23 5th Avenue Brooklyn, NY 11215

Service area

Brooklyn, NY, USA

Step #9 - Ensure the **Location** section is complete. Including your correct **Business location** and the **Service Areas**.



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neighborhoods

Google Business Profile Update

← Business information



About

Contact

Location

Hours

More

Business hours

Hours

Open with main hours

Sunday	Closed
Monday	9:00 AM–5:00 AM
Tuesday	9:00 AM–5:00 AM
Wednesday	9:00 AM–5:00 AM
Thursday	9:00 AM–5:00 AM
Friday	9:00 AM–5:00 AM
Saturday	Closed

Special hours

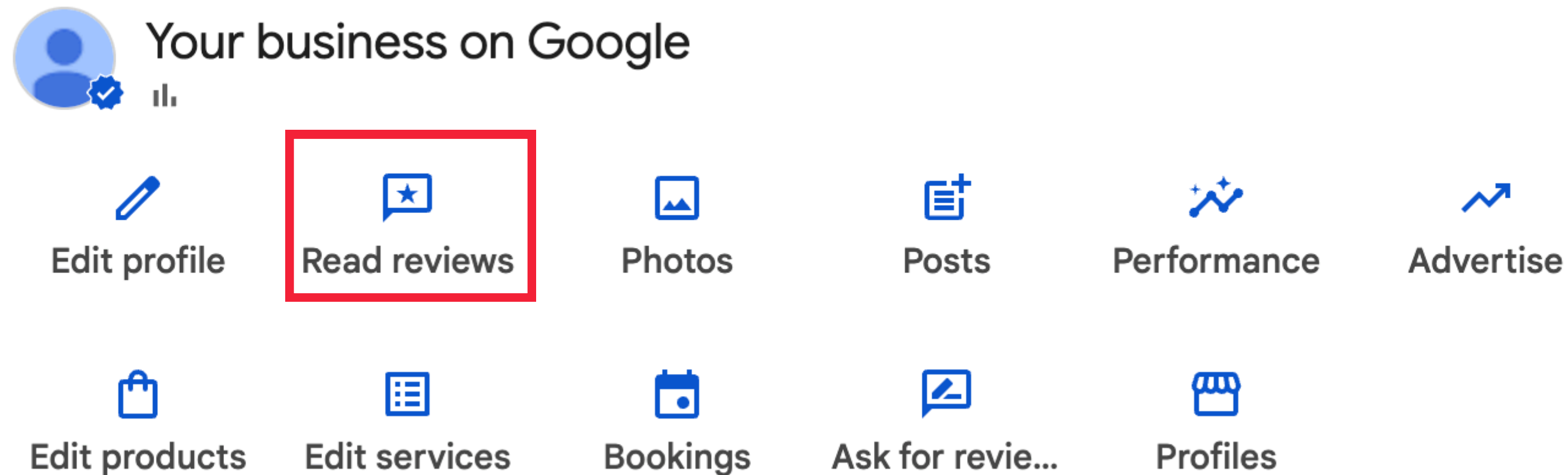
Add

Step #10 - Ensure the **Hours** section is complete. Including any **Special hours** you want to mention for your customers.



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Google Business Profile Update



Step #11 - Back to your business profile page, you will want to click **Read reviews** to ensure you are able to review and respond to your customers.

Google Business Profile Update

← Reviews



5.0 ★★★★★ (1 review) ⓘ

↩ Reply to reviews

🔗 Get more reviews

All

Replied

Unreplied

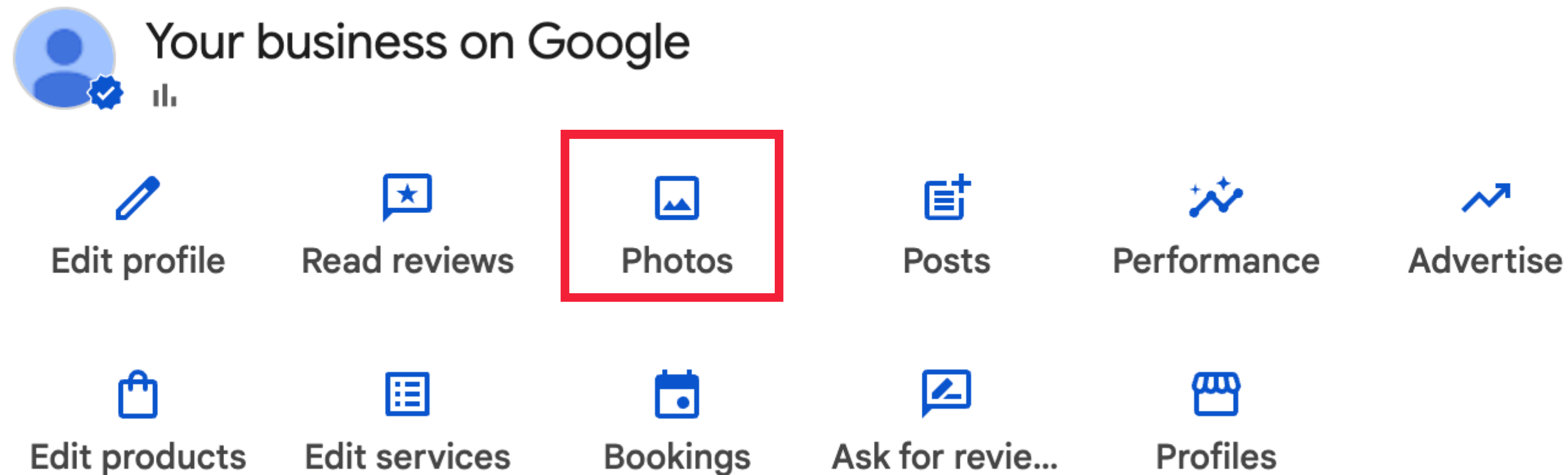
☰ Newest

Step #12 - Ensure you are regularly **checking and responding** to your reviews **every month**. Be sure to have a clear and professional response to your customers. You can easily identify unreplied reviews and focus on them.



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Google Business Profile Update



Step #13 - Back to your business profile page, you will want to click **Photos** to ensure all your photos are recent and accurate.

Google Business Profile Update

← Photos and videos



You can manage photos and videos uploaded by your business

 [View all photos](#)

 [Add photos](#)



Want your photos to reach more customers? Try Google Ads today.

[Start advertising](#)

Add a cover photo

Help your business make a strong first impression with a high-quality cover photo

 [Add a cover photo](#)

Add a logo

Add a logo to help customers instantly recognize your business

 [Add a logo](#)

Add photos of your business

Highlighting your space on your Business Profile helps you stand out and attract nearby customers

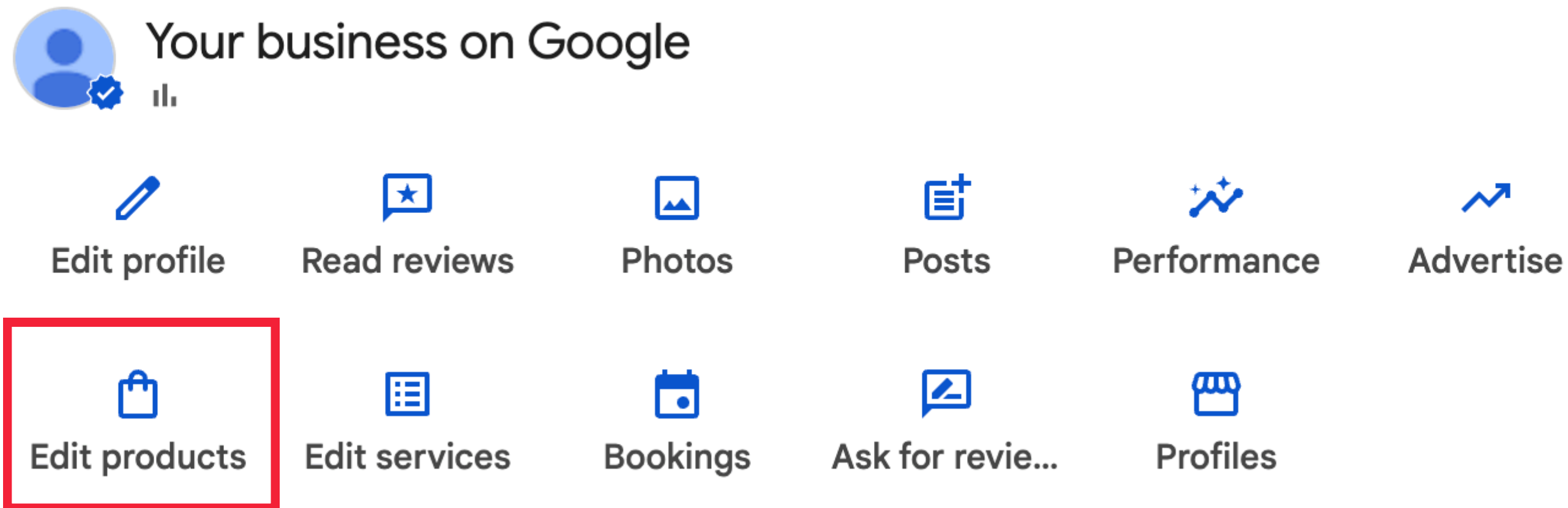
 [Add photos](#)

Step #14 - Ensure you have a clear and professional **Cover Photo** and **Logo** uploaded for your business. Ensure you upload new photos periodically for your business. **Every 1 to 2 months** try adding new photos.



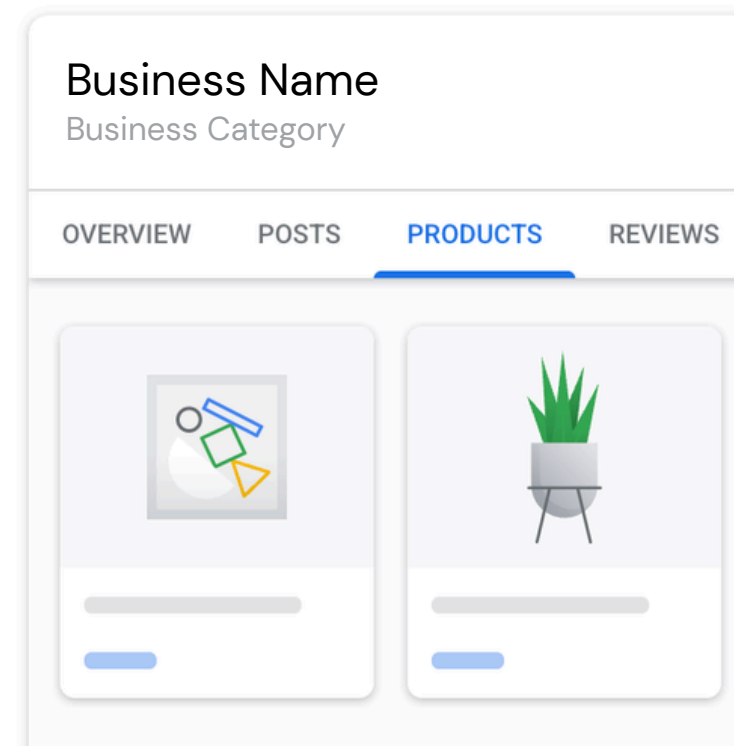
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Google Business Profile Update



Step #15 - If you offer products for your business, ensure the **Products** are listed, updated, and accurate. It can help increase visibility of what your business offers online.

Google Business Profile Update



Get customers to your store

Add products to your Business Profile
and show what you have in stock

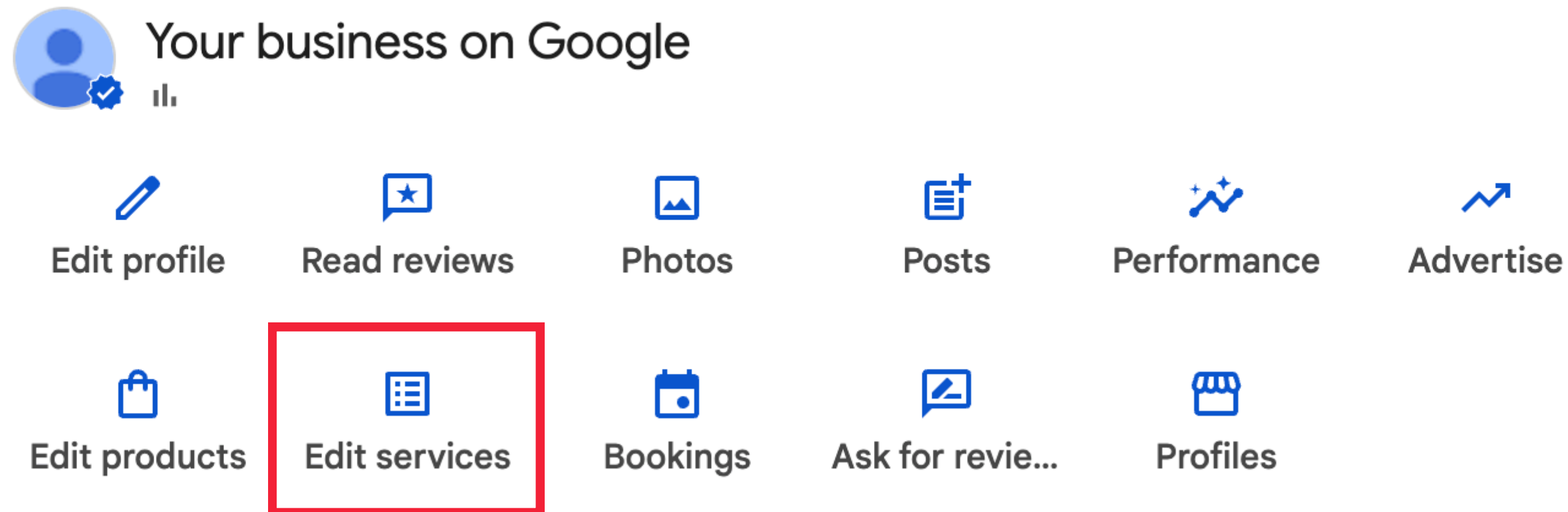
Get started

Step #16 - If applicable, list your **Products** on Google. This can help provide visibility into what your business offers. If not applicable, please continue to **Step #14**.



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Google Business Profile Update



Step #17 - If you offer services for your business, ensure the **Services** are listed, updated, and accurate. It can help increase visibility of what your business offers online.

Google Business Profile Update

Business Category

← Services



Business Category

Primary category

List out all your applicable categories for your business



+ Add more services

Add another business category

Step #18 - Ensure your **Services** are listed on Google. This can help provide visibility into what your business offers. Please add all that are applicable.



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**YAY YOU
DID IT!!!!**



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