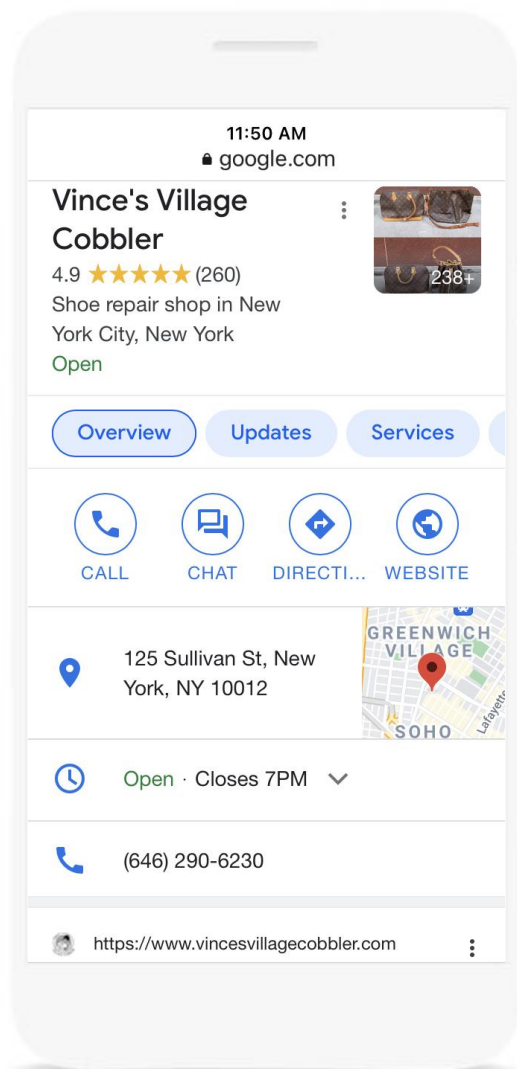


Grow with Google

Get Your Local Business on Google Search and Maps

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

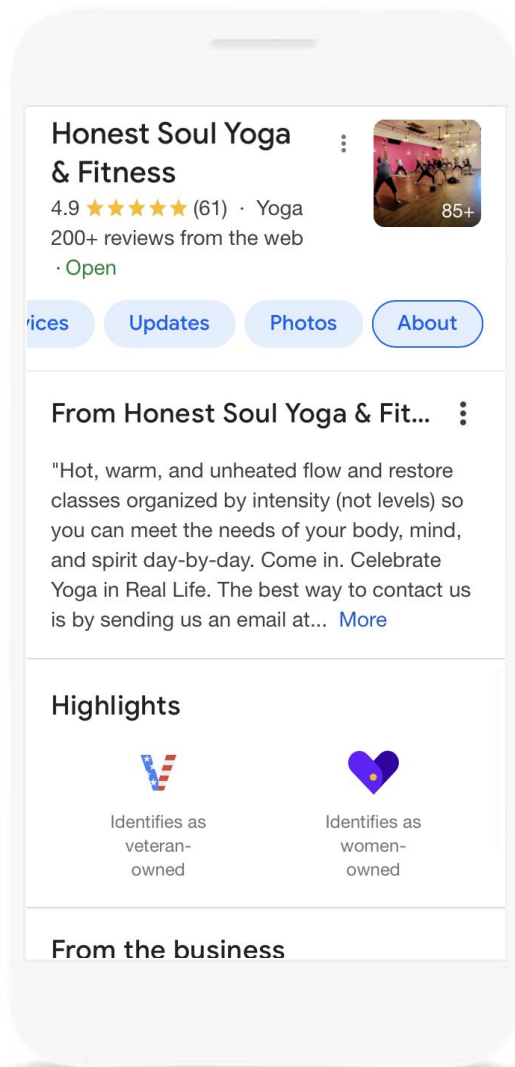


To create and verify a Business Profile:

- 1 Visit 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 Google Business Profile, 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 **Add attributes** to highlight business details like Women-owned, Veteran-owned, Latino-owned, and Black-owned.
- 4 **Link to bookings** for your classes and appointments, including online options.
- 5 **Respond to customer reviews** to build credibility and loyalty.
- 6 **Explore insights** to see how customers find and engage with your Business Profile.

For additional resources check out google.com/grow

