



CARY COMMUNICATIONS INSIGHTS

How to Set Up a Google Business Listing

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If you run a business, showing up in Google search results is not optional. A Google Business Profile (formerly called Google My Business) is what allows your company to appear in Google Maps, local search results, and even those handy info boxes on the right side of the screen when someone looks you up.

Setting one up does not take long, but doing it correctly ensures customers can actually find you, trust you, and choose you. Here is how to get started.

1. CREATE OR CLAIM YOUR BUSINESS PROFILE

Go to [Google Business Profile](#) and sign in with a Google account.

- If your business already shows up in Google Maps or search, you can claim it.
- If it does not exist yet, you can create a new profile by entering your business name and details.

2. ENTER ACCURATE BUSINESS INFORMATION

Consistency matters. You only get one chance to set up your listing. Changing details later isn't easy. Make sure your business name, address, and phone number (NAP) match what is listed on your website and other directories. Google cross-checks this information, and inconsistencies can hurt your visibility.

Include:

- Business name
- Address (or service area if you do not serve customers at a physical location)
- Phone number
- Website link

3. SELECT THE RIGHT BUSINESS CATEGORY

Google uses categories to decide when to show your business. Pick the one that best fits what you do and add secondary categories if needed. For example, a marketing consultant could choose "Marketing Consultant" as the primary category and add "Business Management Consultant" as a secondary.

4. VERIFY YOUR BUSINESS

Google wants to make sure your business is real before showing it publicly. Verification options may include:

- A postcard mailed to your business address
- A phone call
- Email verification
- Video verification

Complete this step promptly so your listing can go live.

5. ADD PHOTOS AND BRANDING

Profiles with photos get significantly more clicks. Upload:

- A logo (click [here](#) if you need a logo design)
- Exterior and interior photos of your business (if relevant)
- Product or service images
- Team photos

Think of it as your digital storefront and make it inviting.

6. WRITE A COMPELLING BUSINESS DESCRIPTION

You will have up to 750 characters to describe your business. Use clear, customer-focused language that explains what you do and why people should choose you. Highlight your specialties and what makes you stand out.

7. KEEP IT FRESH WITH UPDATES

Your Google Business Profile is not something to set up once and forget about.

- Add posts for promotions, events, or news.
- Update hours, especially for holidays.
- Respond to customer reviews (both good and bad).
- Add new photos regularly.

This shows customers, and Google, that your business is active and engaged.

8. TRACK PERFORMANCE

Google provides insights such as how people found your listing, what actions they took, and where they came from. Use this data to refine your marketing and understand what is working.

BOTTOM LINE

A Google Business Listing makes you more discoverable and more credible. It is often the first impression someone will have of your business, so make it count. A few minutes of setup can pay off with long-term visibility, trust, and customer growth.

Need help branding your business? Want to attract more customers? [Let's talk.](#)

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