

Google Business Profile (formally Google My Business)

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Webinar Coordinator

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We exist to train, educate, and support entrepreneurs of both new (pre-venture) and established small businesses. Positioned within the nationwide network of SBDCs, we offer resources, key connections at the state and national level, workshops, and online and in-person support that equips us to help Ocean State entrepreneurs reach the next level of growth.



THE
UNIVERSITY
OF RHODE ISLAND
DIVISION OF RESEARCH
AND ECONOMIC
DEVELOPMENT



Who is This For?

Google My Business is now called **Google Business Profile**

This FREE Google listing allows customers who are searching for your product or service to find you on Google Search and Google Maps.

Through your Business Profile helps you can:

Increase your visibility on Google

Gain credibility with reviews

Control your business information such as hours, location, offerings and service areas

Rhode Island Small Business Development Center

Supporting entrepreneurship for four decades. Over 40 wonderful years, we've been privileged to serve Rhode Island entrepreneurs and help businesses launch and ...

RISBDC Staff Bios

Rhode Island Small Business Development Center Staff ...

Services

We exist to train, educate, and support entrepreneurs of both ...

Contact Us

The RISBDC employs a dedicated, experienced and ...

Resources

From practical to creative these short videos, links, readings and ...

[More results from uri.edu »](#)

Rhode Island Small Business Development Center

For existing small businesses, RI SBDC offers no-cost, individual counseling that can address financial planning, business plan development, market research, ...

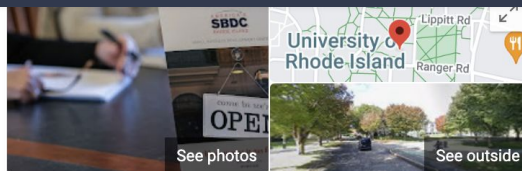
Rhode Island Small Business Development Center

Rhode Island Small Business Development Center, Kingston, Rhode Island. 2700 likes · 6 talking about this · 3 were here. The RISBDC exists to create and...

★★★★★ Rating: 5 · 14 votes

risbdc - Rhode Island Small Business Development Center

Support new and established small businesses with no-cost counseling and training
<https://www.risbdc.org/Events.aspx?&days=90>.



Rhode Island Small Business Development Center

[Website](#) [Directions](#) [Save](#) [Call](#)

5.0 ★★★★★ 1 Google review

Business development service in South Kingstown, Rhode Island

Located in: [University of Rhode Island](#)

Address: 75 Lower College Rd, Kingston, RI 02881

Hours: [Open](#) · [Closes 5PM](#) ▾

Phone: (401) 874-7232

[Suggest an edit](#) · [Own this business?](#)

Questions & answers

[Be the first to ask a question](#)

[Ask a question](#)

[Send to your phone](#)

[Send](#)

Reviews from the web

5/5 [Facebook](#) · 14 votes

Reviews ⓘ

1 Google review

[Write a review](#)

[Add a photo](#)

From Rhode Island Small Business Development ...

"The RISBDC exists to create and promote economic development throughout Rhode Island, one business at a time. Our relationship-based model provides support, information, resources, and education to help small businesses succeed. We service all... [More](#)

Prerequisites

Google sends a physical postcard to verify that the business really exists – even if this business doesn't offer a location to service customers, you will need to provide an address where Google can send this postcard.

Another alternative is a video of your business.

Your First Impression

A dark blue, solid-colored shape that starts from the bottom left corner and extends diagonally upwards to the right, covering the bottom half of the slide.

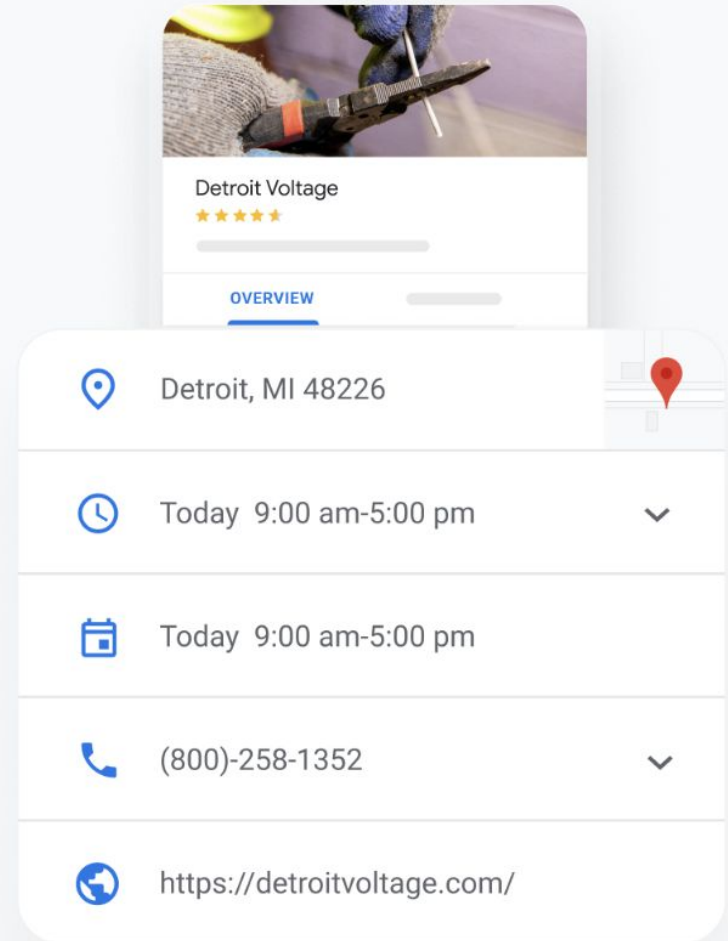
Include Essential Information

Phone number

Operating hours

Health and safety measures

Website



NAP

Local Shoe Company
123 Main Street
SUITE 2
Providence, RI 02905
(401) 401-1234

Local Shoe Co
123 Main St
STE 2
Providence, RI 02905
401- 401-1234

Local Shoe Company
123 Main Street
#2
Providence, RI 02905
(401) 401-1234

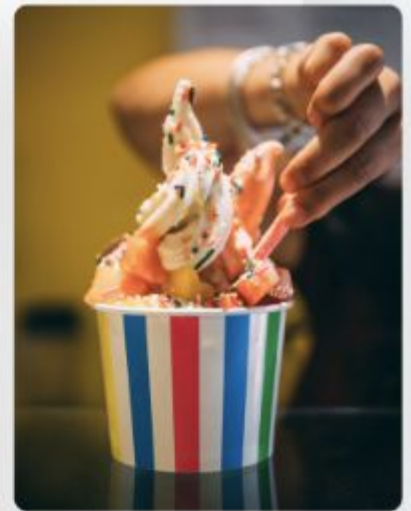
Share Photos

Include:

A cover image

Logo

Photos of your space and/or products



Share Attributes

Black-owned

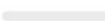
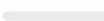
Women-owned

Veteran-owned,

LGBTQ+ friendly



Cook's Arts & Crafts Shoppe LLC



LGBTQ-friendly



Identifies as veteran-led



Identifies as women-led

Show Your Offerings

Your Google Business profile helps customers find exactly what they need from you:

Product inventory

Online ordering

Bookings

Quotes, and more.

Build Your Profile

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.

Get Started

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more.



<https://www.google.com/business/>

Start building your Business Profile

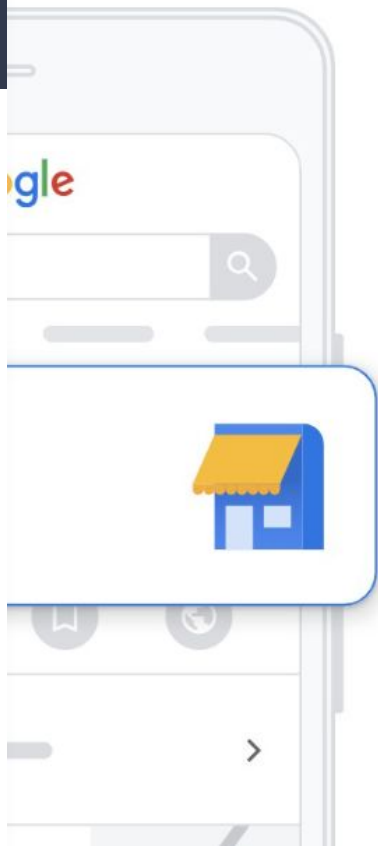
This will help you get discovered by customers on Google Search and Maps

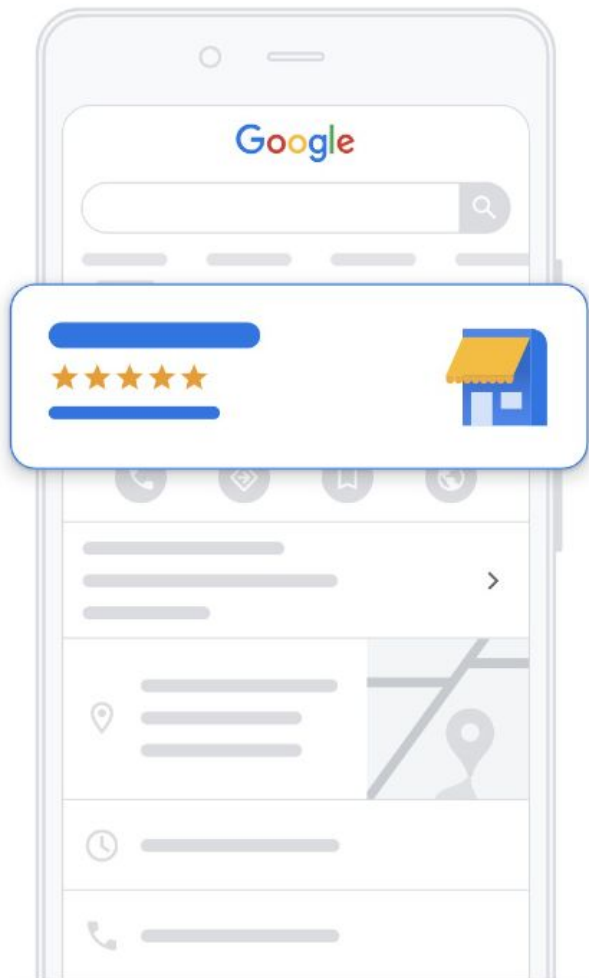
Business name*

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)





Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*

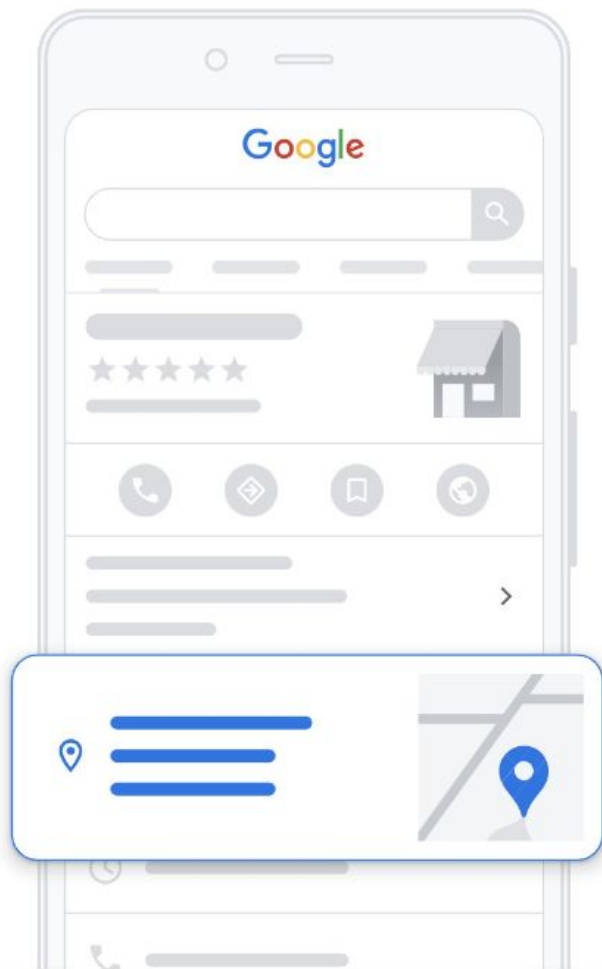
Your Business Name

Business category*

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Next



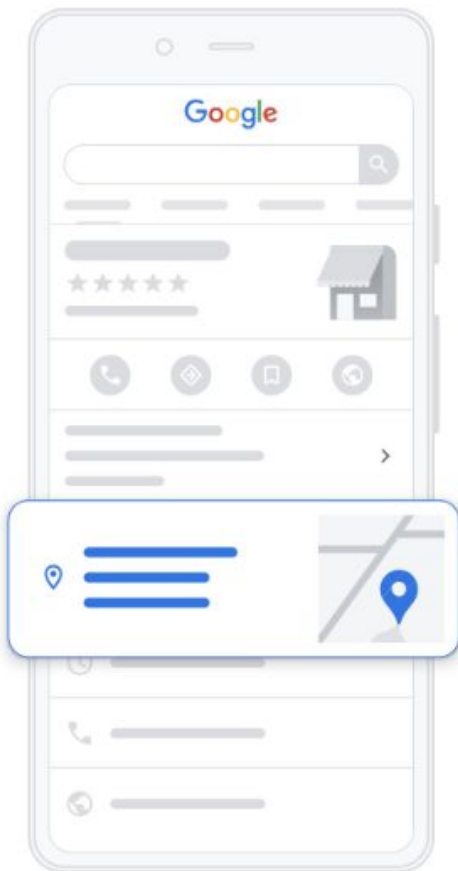
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next



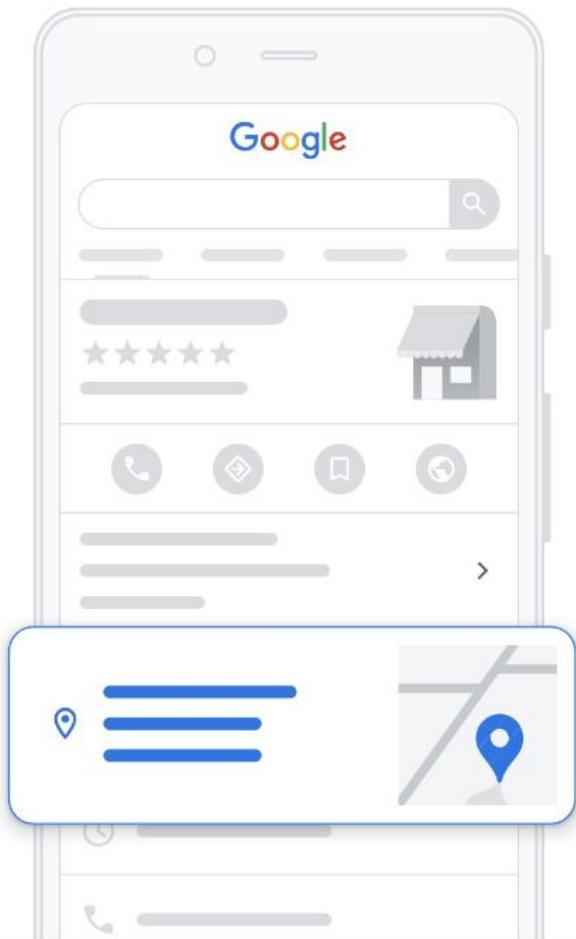
Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No





Enter your business address

Add a location where customers can visit your business in person

Country / Region
United States

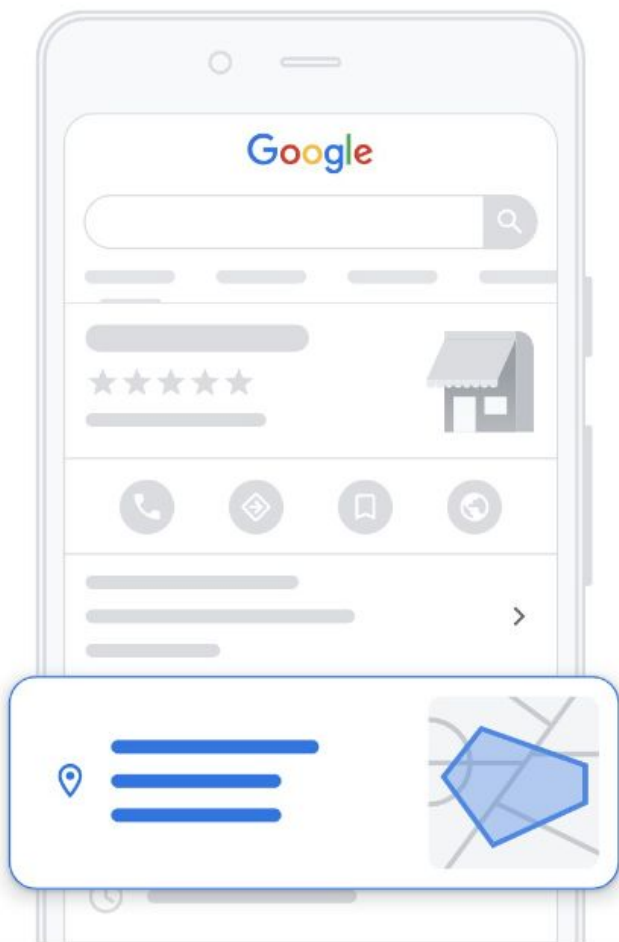
Street address

City

State

ZIP code

Next



Do you provide deliveries or home and office visits?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

- Yes
- No

Next

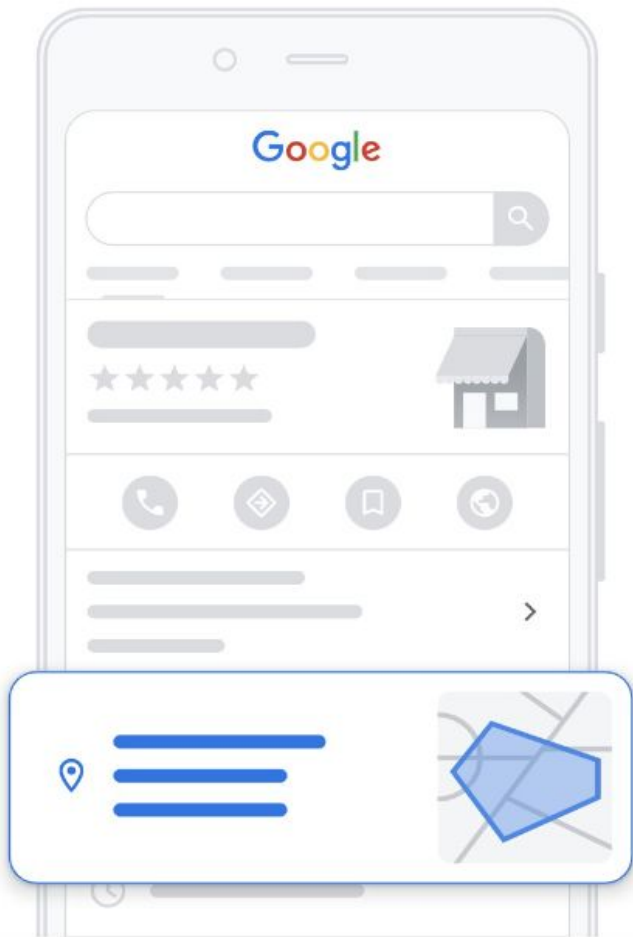
Add the areas you serve (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

You can change and add more later

Next



Add the areas you serve (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

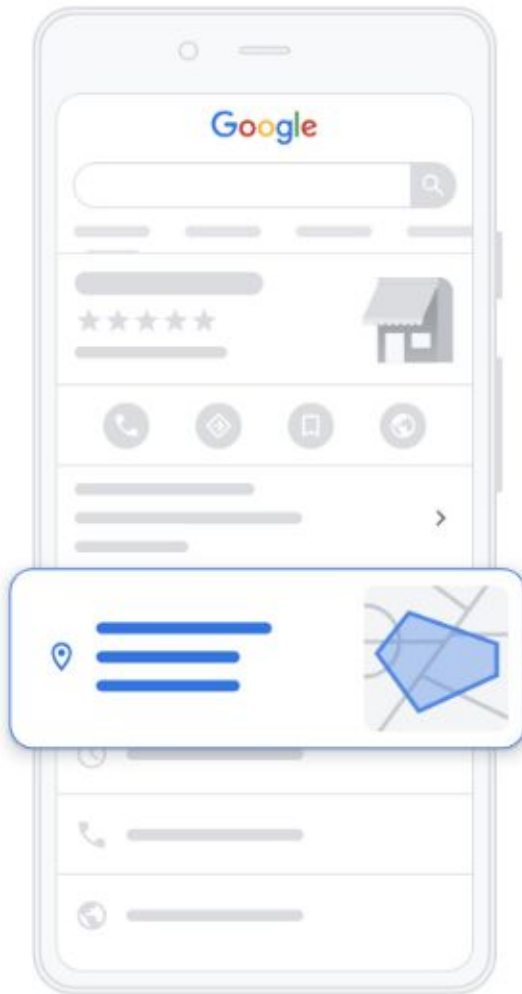
[Search and select areas](#)

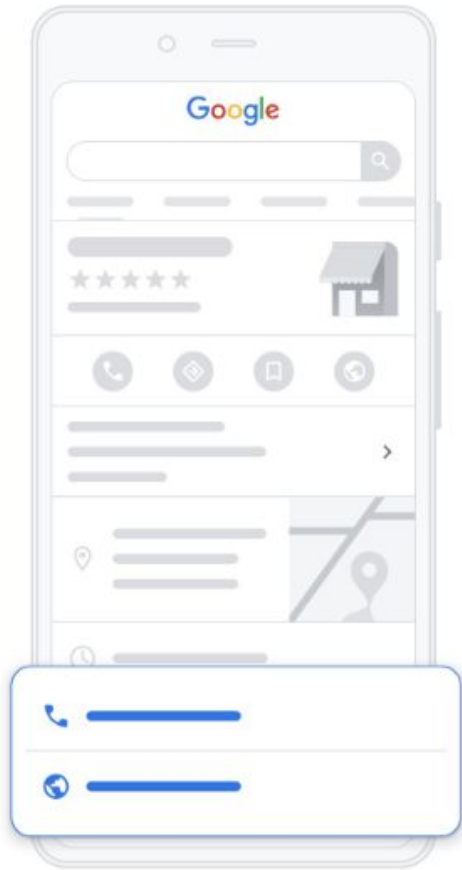
Manhattan, New York

You can change and add more later

Dayville, Killingly, CT, USA X


Next



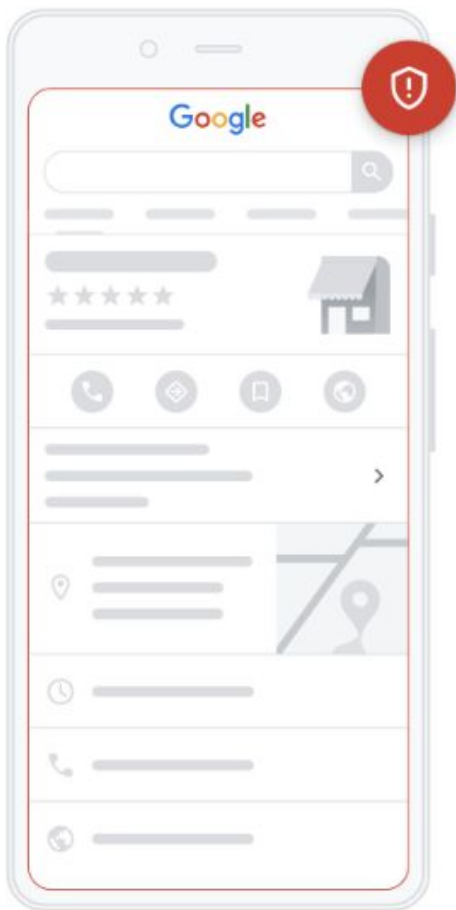


What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing.

 Phone number

Website (optional)



Verify

Select a way to get verified

Google needs to verify that you manage this business.

[Learn more about verification](#)

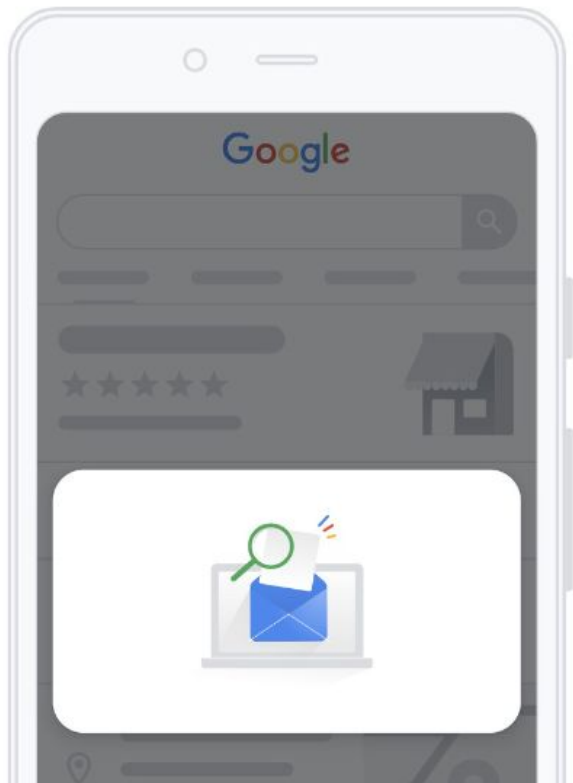
Email code

Get a code sent to an email address on
@fastfoodnotfried.com

Business video

More options

Next



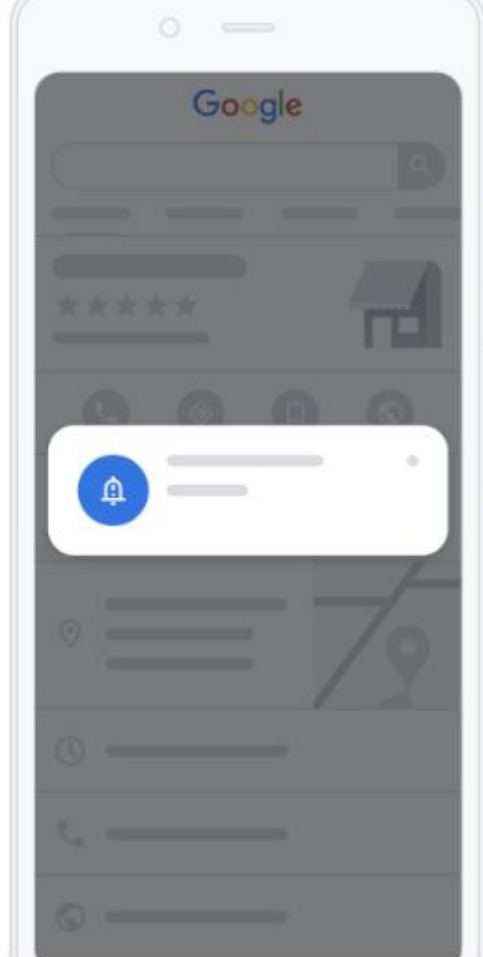
Verify

Enter your verification code

Enter the 5-digit verification code from the message sent to info@fastfoodnotfried.com

Having problems?

[Resend code](#)



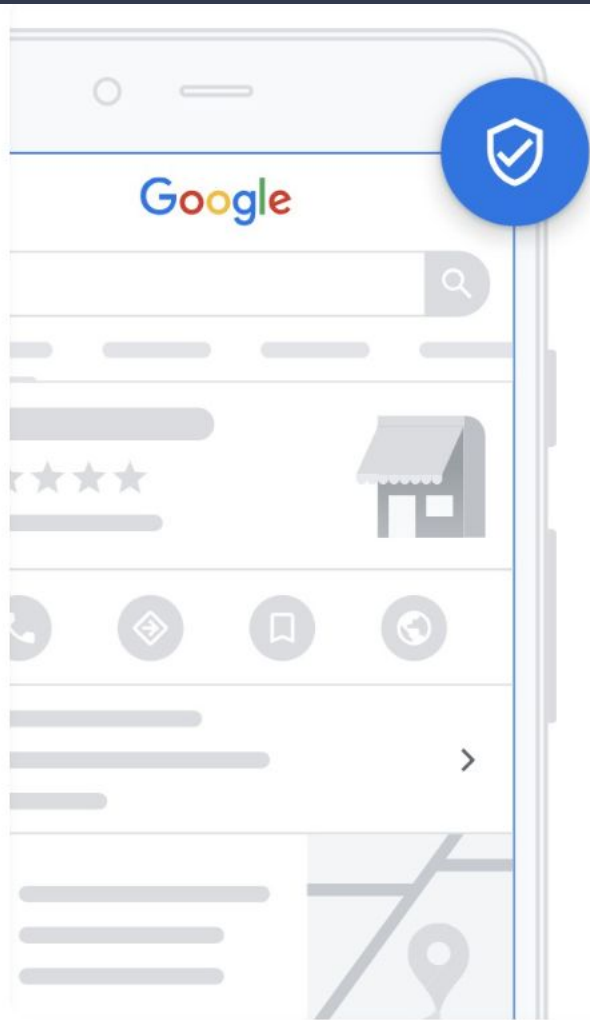
Get updates about your business

Would you like alerts, notifications, or tips about ways to manage your business on Google?

Yes

No

Next



Verify

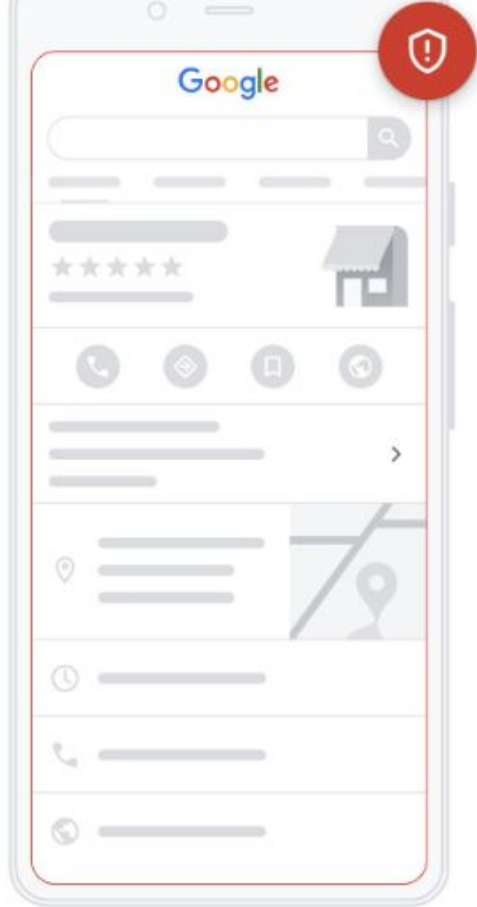
You're now verified

You can reply to reviews, turn on chat and more



Unlisted Addresses

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.



Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region

United States ... ?

Street address

City

State ▼ ZIP code

Verify Later

Next

Verification

A dark blue diagonal gradient bar that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the slide.

Post Card

Google My Business

Hello from Google,

The verification code that The Surf Shack Hawaii requested from Google is below! Just follow the three steps below to finish verifying, and The Surf Shack Hawaii will be open for business on Google

Steps to verify your business:

- 1 Visit google.com/verifymybusiness
- 2 Sign in to your Google account.
- 3 Enter your verification code and submit!

Your verification code:

75649

This code is unique to your business account and the particular listing you want to verify. Please do not share this code with anyone else, and know that Google will never call your business and ask for your code.

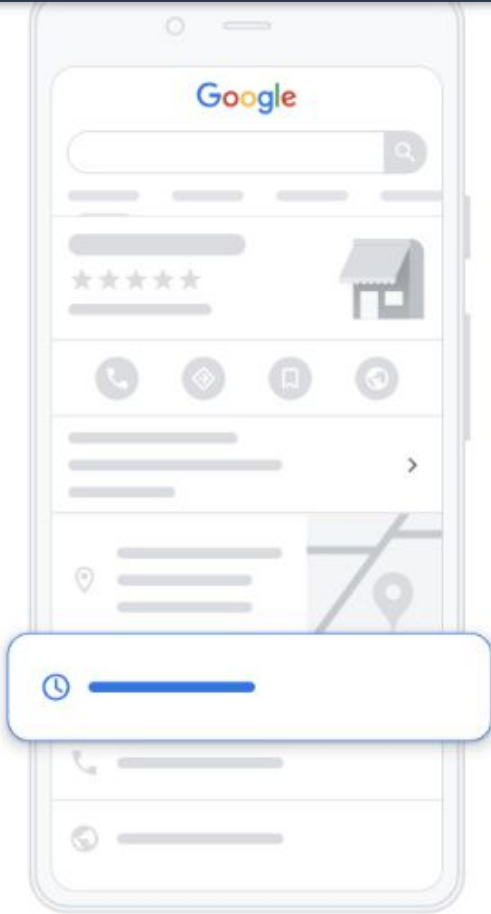
Video Verification

Your video should meet these requirements:

1. Unedited, unique, and one continuous recording without breaks.
2. Show the location of your business. Capture the official street and number signs, nearby businesses, or the area around your business that shows your business is at the correct Google Maps location.
3. For businesses with a physical location, show evidence that your business exists. Capture the storefront, showroom, or business signage.
4. For service providers, record equipment or other items related to your business. Capture the products for sale, branded equipment, marketing materials, or tools you use to serve your customers.
5. Demonstrate proof of management. You can show that you're authorized to represent your business by recording employee-only items or areas. Record yourself opening a cash register, accessing a point-of-sale system, unlocking the staff room, kitchen, or storage room.

Customize Your Hours

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the page.

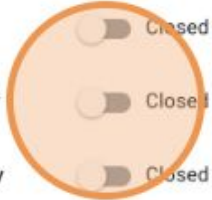


Add business hours

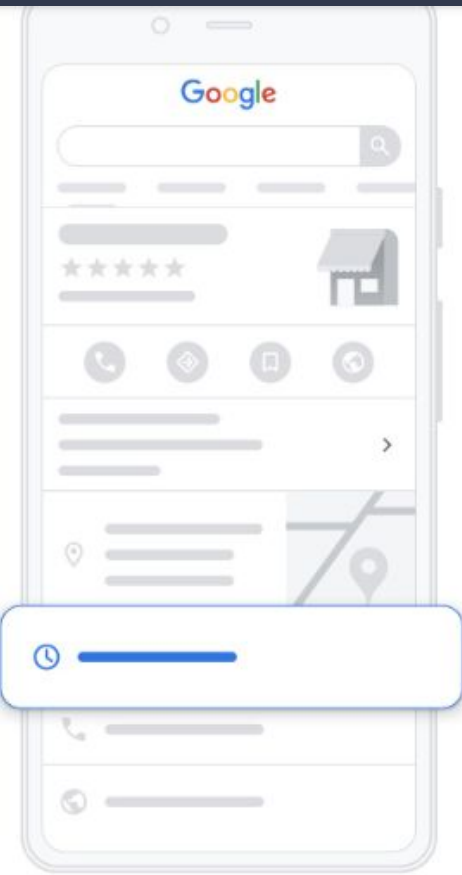
Let customers know when you are open for business

[Learn more](#)

- Sunday Closed
- Monday Closed
- Tuesday Closed
- Wednesday Closed
- Thursday Closed
- Friday Closed
- Saturday Closed



[Skip](#) [Next](#)



Add business hours

Let customers know when you are open for business

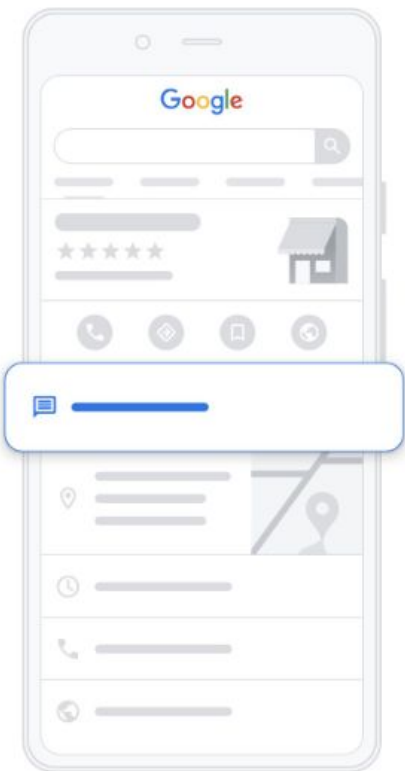
[Learn more](#)

Sunday	<input type="checkbox"/>	Closed
Monday	<input checked="" type="checkbox"/>	Open
	8	- Closes at
Tuesday	<input type="checkbox"/>	24 hours
Wednesday	<input type="checkbox"/>	12:00 AM
Thursday	<input type="checkbox"/>	12:30 AM
Friday	<input type="checkbox"/>	1:00 AM
		1:30 AM
Saturday	<input type="checkbox"/>	2:00 AM

[Skip](#) [Next](#)

Customize Profile

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the page.



Customize profile

Add messaging

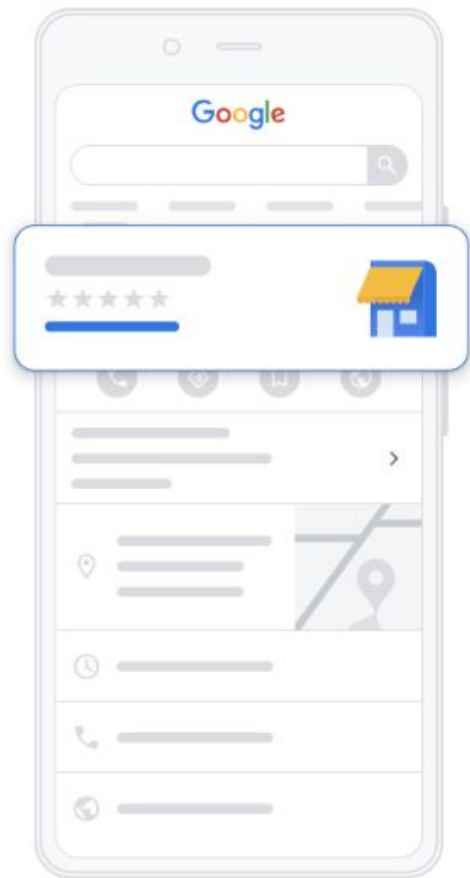
Let customers message your business on Google for free

[Learn more](#)

Accept Messages

Skip

Next



Customize profile

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

0 / 750

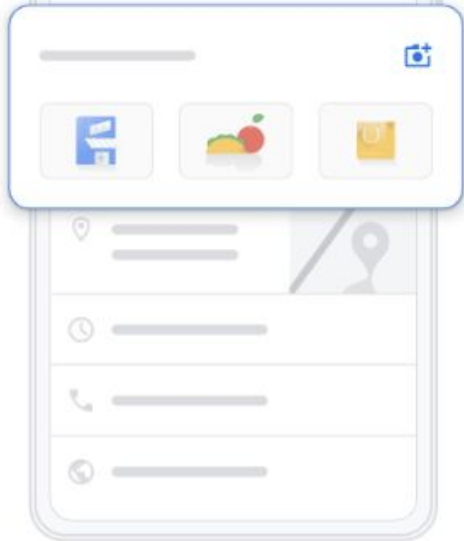
[Skip](#)

[Next](#)

Add photos of your business

Show off your products or services and let customers peek inside your business

[Learn more](#)



Drag photos here

or

 [Select photos](#)

[Example](#)



Your photos may appear on Search, Maps, and other Google services

[Skip](#)

[Next](#)

Optimize!!

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards and to the right, filling the bottom right portion of the white background.



Google Loves Optimization

An optimized Google Business Profile listing is a fundamental element of local SEO. It allows businesses with physical presence to acquire new customers through Google.

REMEMBER THE NAP RULE!!!


Visit the Google Business Profile site and click “Manage now”

Google Business Profile Overview Business Solutions Resources FAQs Sign in Manage now

Stand out on Google with a free Business Profile

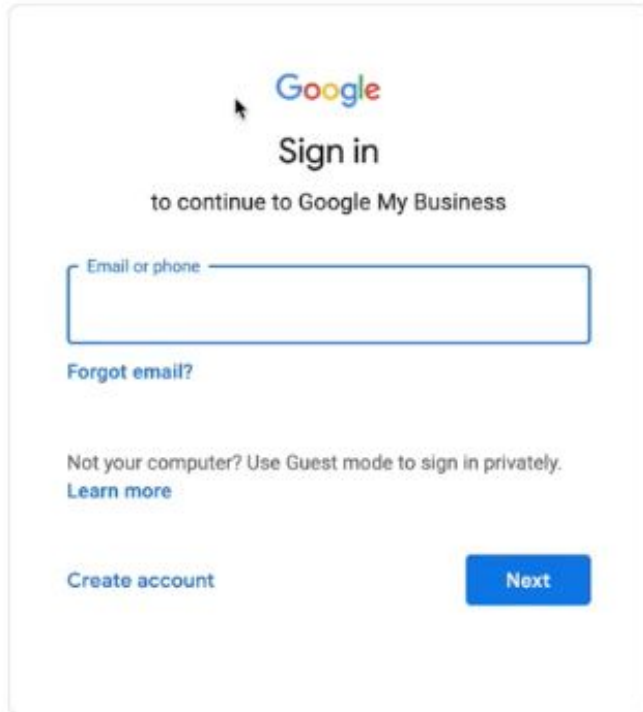
Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your shopfront or service area. Personalise your profile with photos, offers, posts and more.

Manage now



The screenshot shows a Google Business Profile for 'Yin Photography Studios & Yin Photobooth'. The profile includes a profile picture of a man in a dark shirt, a 4.7-star rating from 75 reviews, and a 'Photography studio' category. Navigation tabs for 'OVERVIEW', 'UPDATES', 'SERVICES', 'REVIEWS', and 'PHOTOS' are visible. Action buttons for 'CALL', 'DIRECTIONS', 'SAVE', and 'WEBSITE' are present, along with a 'REQUEST A QUOTE' button. The address '98-2-38B, Jalan Fetters, Prima Tanjung Business' is shown at the bottom.

Sign into the Google Account you use to manage this business



The image shows a Google sign-in interface. At the top, the Google logo is displayed in its multi-colored font. Below it, the text "Sign in" is centered, followed by "to continue to Google My Business". A text input field is present with the placeholder text "Email or phone". Below the input field, there is a link for "Forgot email?". Further down, a message reads "Not your computer? Use Guest mode to sign in privately." with a "Learn more" link. At the bottom left, there is a "Create account" link, and at the bottom right, there is a blue "Next" button.

Google

Sign in

to continue to Google My Business

Email or phone

[Forgot email?](#)

Not your computer? Use Guest mode to sign in privately.
[Learn more](#)

[Create account](#) [Next](#)

Click the “Manage Profile”

Create group

3 businesses

67% verified

Businesses

Add business

Store code

Business ↑

Status

12834610145996522509

Processing

Processing

Manage profile

1
a Lumpur

Verification required

Get verified

Click on the “Edit profile”



my business



[All](#)

[Images](#)

[Maps](#)

[Shopping](#)

[Videos](#)

[More](#)

[Tools](#)

About 12,920,000,000 results (0.45 seconds)

Your business is not visible to customers



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Booking



Q & A

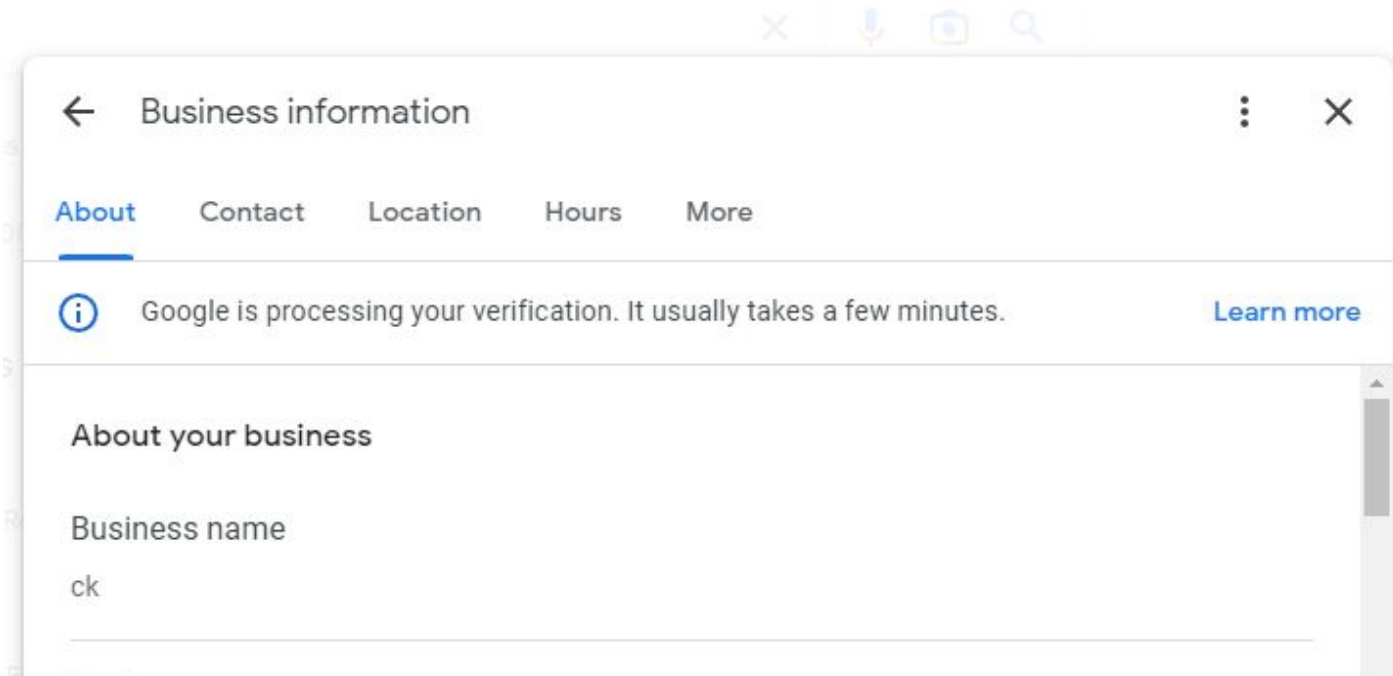


Add update



See photos

Under “About”, make sure your business name is entered correctly.



The screenshot shows a mobile interface for editing business information. At the top, there's a title bar with a back arrow, the text "Business information", and a close button. Below this is a horizontal menu with tabs for "About", "Contact", "Location", "Hours", and "More". The "About" tab is selected and underlined. A notification banner with an information icon states, "Google is processing your verification. It usually takes a few minutes." with a "Learn more" link. The main content area is titled "About your business" and contains a "Business name" label followed by a text input field containing the characters "ck".

Business information

About Contact Location Hours More

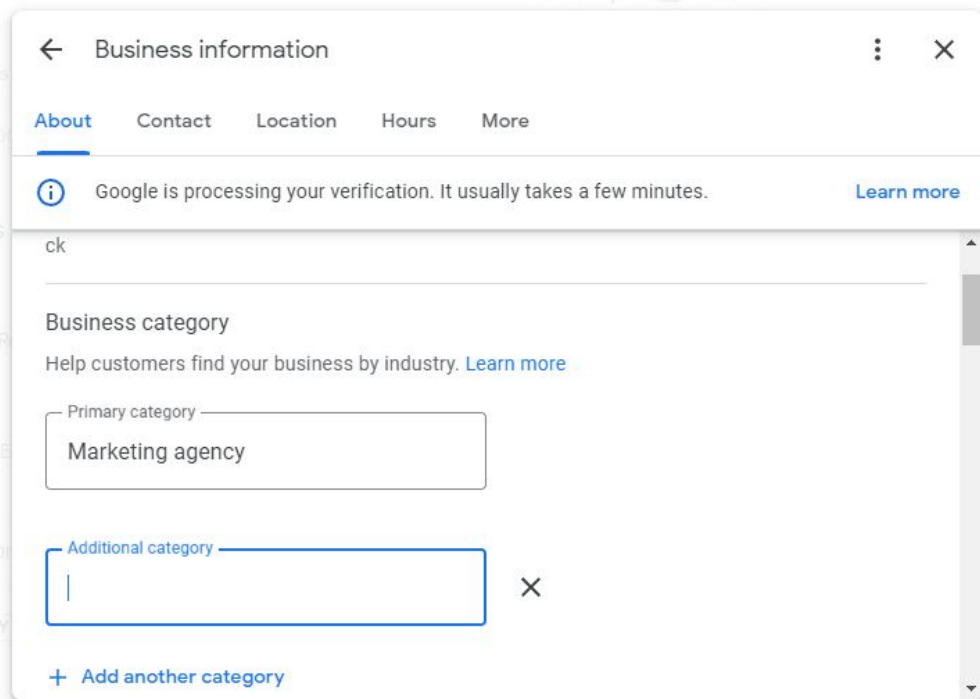
Google is processing your verification. It usually takes a few minutes. [Learn more](#)

About your business

Business name

ck

Add Additional Categories



Business information

About Contact Location Hours More

Google is processing your verification. It usually takes a few minutes. [Learn more](#)

ck

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Marketing agency

Additional category

+ Add another category

WARNING

Important: Don't attempt to stuff your listing with loosely related additional categories. You want to select only those that are super relevant to your business. If you select unrelated categories, it can result in a high bounce rate (from users searching for a product or service, viewing your listing, realizing you don't offer what they were looking for, and going back to the search results), which can end up hurting your search rankings.

Holiday Hours

← Business information



About Contact Location **Hours** More

Holiday opening hours

Confirm holiday hours to let your customers know when you're open for business. [Learn more](#)

Christmas Eve

24 Dec 2022

[Review](#)

Christmas Day

25 Dec 2022

[Review](#)

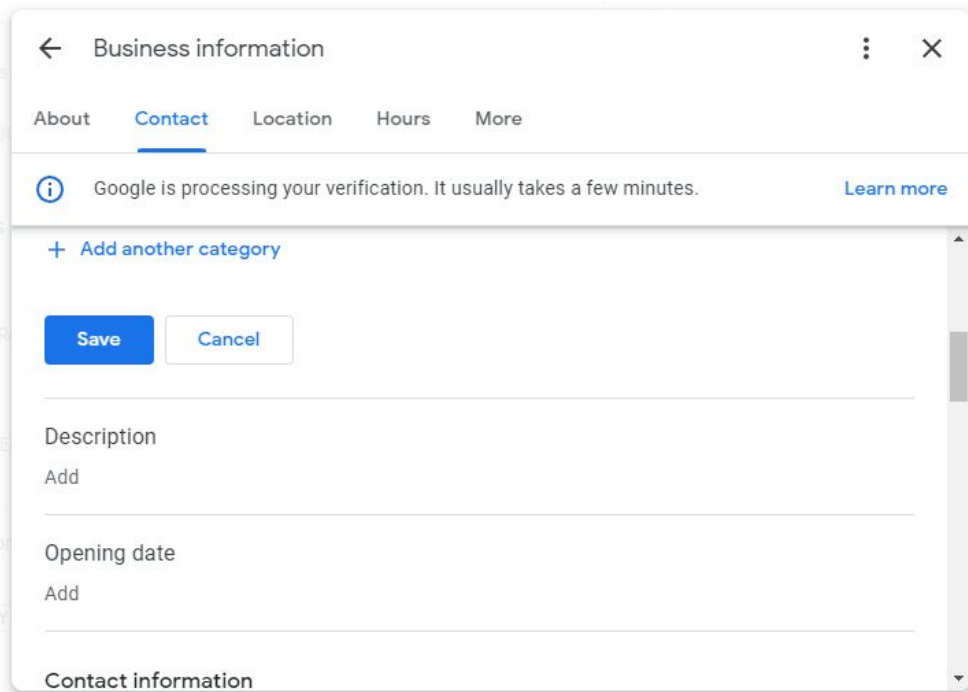
Christmas Day (Observed)

26 Dec 2022

[Review](#)

(Optional): Extras

You can add business descriptions such as CEO messages or an About Us summary as well as the opening date.



The screenshot shows the 'Business information' settings page. At the top, there is a navigation bar with a back arrow, the title 'Business information', and a close button. Below this is a horizontal menu with tabs for 'About', 'Contact', 'Location', 'Hours', and 'More'. The 'Contact' tab is currently selected. A status message indicates that Google is processing verification. Below this, there is a section for adding categories, followed by 'Save' and 'Cancel' buttons. The 'Description' and 'Opening date' sections each have an 'Add' button. The 'Contact information' section is partially visible at the bottom.

← Business information

About **Contact** Location Hours More

Google is processing your verification. It usually takes a few minutes. [Learn more](#)

+ Add another category

Save Cancel

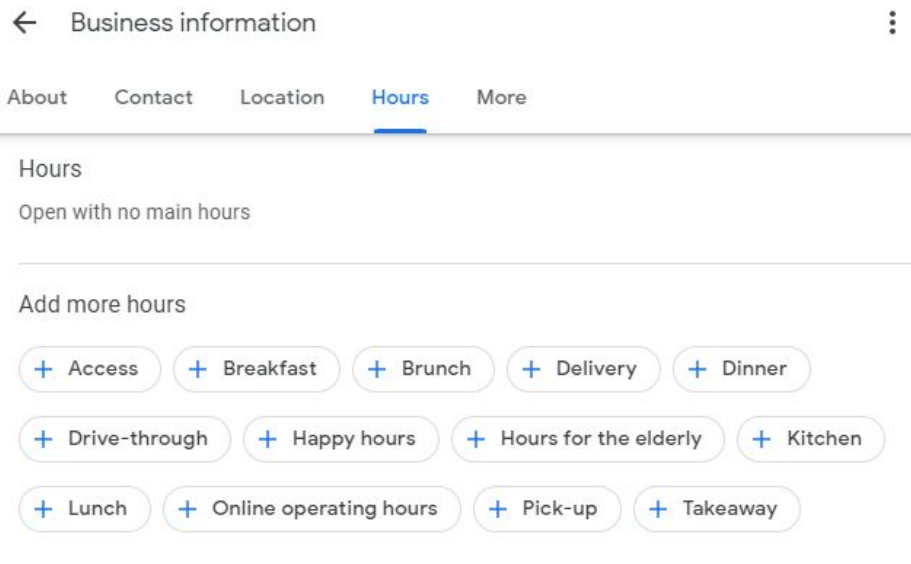
Description
Add

Opening date
Add

Contact information

(Optional): More Hours

If you have specific services that have specific hours within opening times (e.g. delivery times, happy hour, etc), you can add “More hours”. Select the special services or offer from the list. Define the day and hours for each of them.



← Business information ⋮

About Contact Location **Hours** More

Hours

Open with no main hours

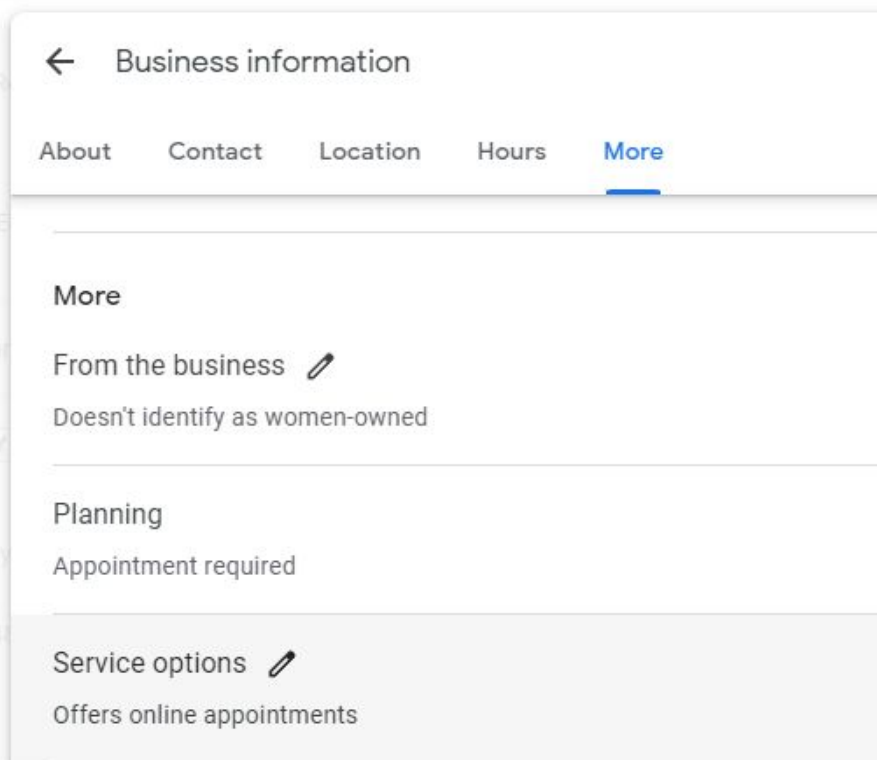
Add more hours

+ Access + Breakfast + Brunch + Delivery + Dinner

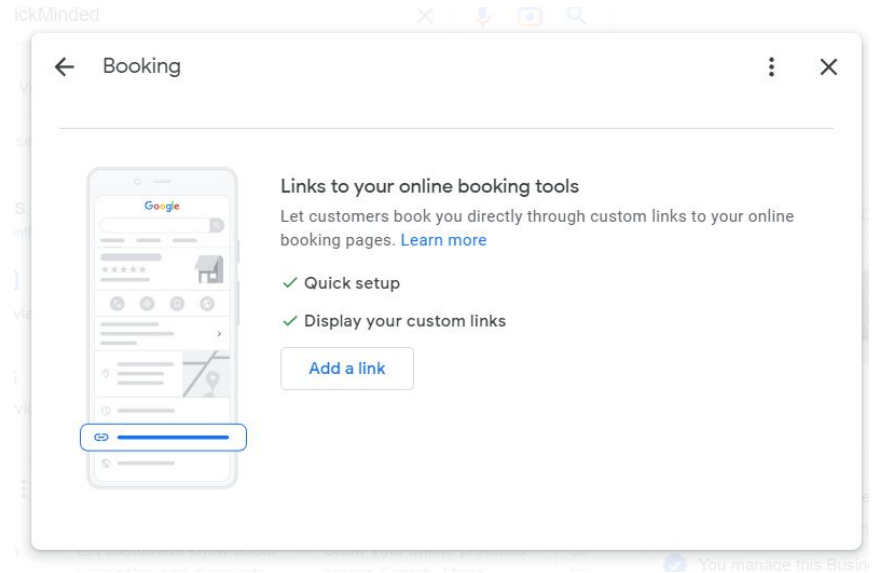
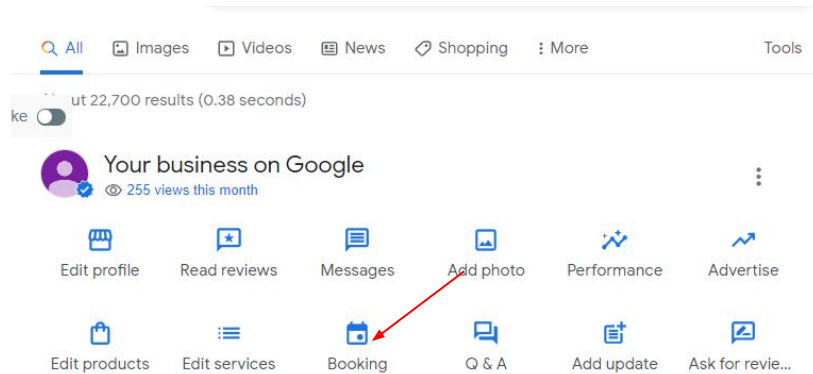
+ Drive-through + Happy hours + Hours for the elderly + Kitchen

+ Lunch + Online operating hours + Pick-up + Takeaway

(Optional): Service Options



(Optional): Online Booking



Offers and Updates

Google ClickMinded

Search results: 22,700 results (0.38 seconds)

Your business on Google
255 views this month

- Edit profile
- Read reviews
- Messages
- Add photo
- Performance
- Advertise
- Edit products
- Edit services
- Booking
- Q & A
- Add update
- Ask for review...

A red arrow points to the 'Add update' icon in the 'Your business on Google' section.

← Add update

Add update
Post updates to your customers on Google

Add offer
Create an offer and attract customers to your business

Add event
Let customers know about events that you're hosting

Photos



my business



All

Images

Maps

Shopping

Videos

More

Tools

About 17,120,000,000 results (0.37 seconds)

Your business is not visible to customers



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Booking



Q & A



Add update



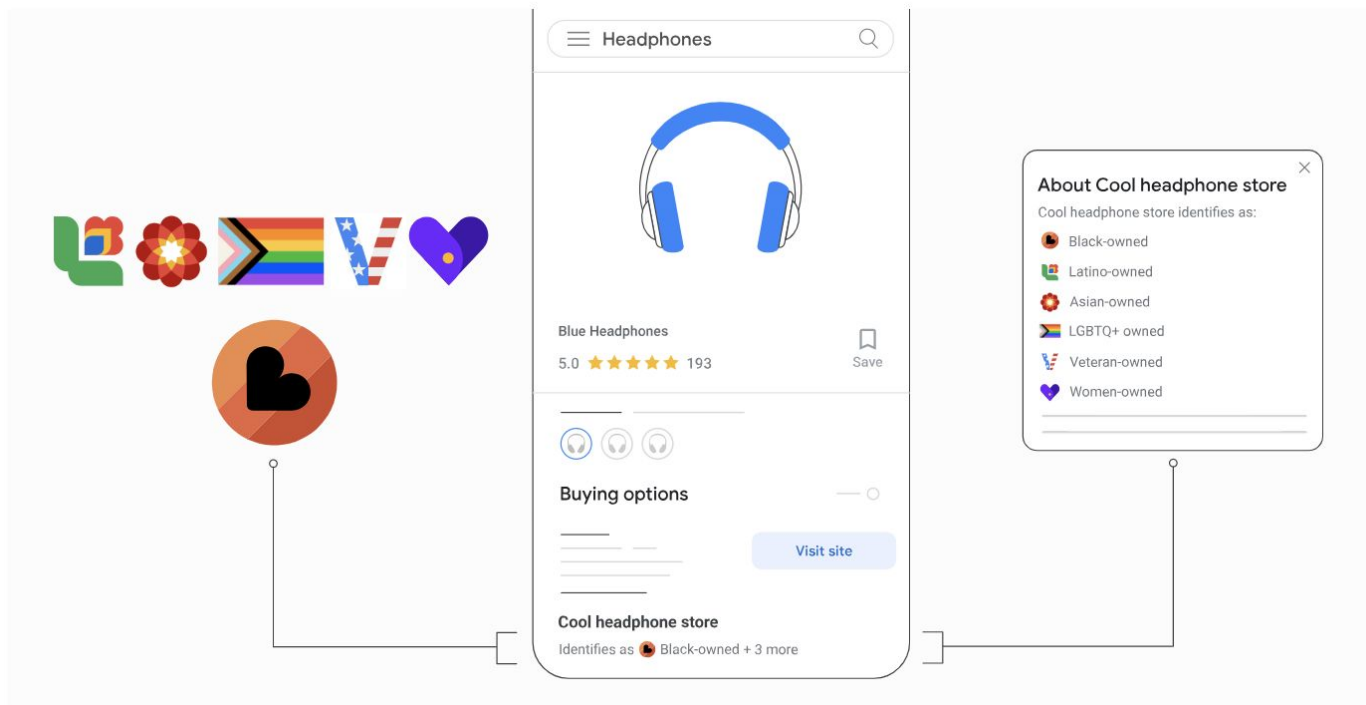
See photos

Photo Dimensions

1. The recommended dimensions for all Google Business Profile images are 720px wide by 720px tall, between 10 KB and 5 MB, and in JPG or PNG formats.
2. Logo: this is the image that will be used when you post updates or reply to questions or reviews.
3. Cover: this is one of the most important photos because it will be featured prominently on your business profile page, search results, and Google Maps. Cover Images are 1024 x 576)
4. Product: include photos of the products that are for sale in your store
5. Interior: if relevant, you can include photos of the interior of your business (this is usually a great addition for businesses like restaurants, bars, cafes, coworking spaces, etc)
6. Exterior: if Google already has Street View images of the area where your business is located, this image will already be available. This helps users find or identify your business when they're nearby.
7. Other: you can also add other types of assets like videos, or photos of your team, showcasing the work.

MWBE and Veteran Owned

Asian-owned
Black-owned
LGBTQ+ owned
Latino-owned
Small business
Veteran-owned
Women-owned



Add Attributes



my business



All

Images

Maps

Shopping

Videos

More

Tools

About 17,120,000,000 results (0.37 seconds)

Your business is not visible to customers



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Booking



Q & A



Add update



See photos

More

← Business information

About

Contact

Location

Hours

More



More

From the business

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. If you're not the owner, confirm with the owner before adding an attribute. [Learn more](#)

Identifies as Asian-owned

Yes No

Identifies as Black-owned

Yes No

Identifies as disabled-owned

Yes No

Identifies as Indigenous-owned

Yes No

Identifies as Latino-owned

Yes No

Identifies as LGBTQ+ owned

Yes No

Identifies as veteran-owned

Yes No

Identifies as women-owned

Yes No

Is a small business

Yes No

Save

Cancel

Crowd | Accessibility | Planning | Language

Adults Only
Kid Friendly
Family Friendly

Wheelchair Friendly
Passenger Loading Area

Online Events Calendar
Reservations Required

Languages Spoken

The image shows a mobile application interface for a business profile. The 'Attributes' section is active, showing a list of options to add to the business profile. The options are grouped into 'Health & safety' and 'Service options'. A red rectangular box highlights the option '+ Staff required to disinfect surfaces between visits' under the 'Health & safety' category.

Attributes

Let customers know more about your business by adding attributes to your Business Profile.
[Learn more](#)

+ Women-Led

Health & safety

+ Appointment required

+ Mask required

+ Staff get temperature checks

+ Staff required to disinfect surfaces between visits

+ Staff wear masks

+ Temperature check required

Service options

✓ Online appointments

+ Onsite services

Using Posts for SEO

A dark blue diagonal shape that starts from the bottom left corner and extends towards the top right corner, covering the lower half of the page.

Here is what a Google Post looks like:

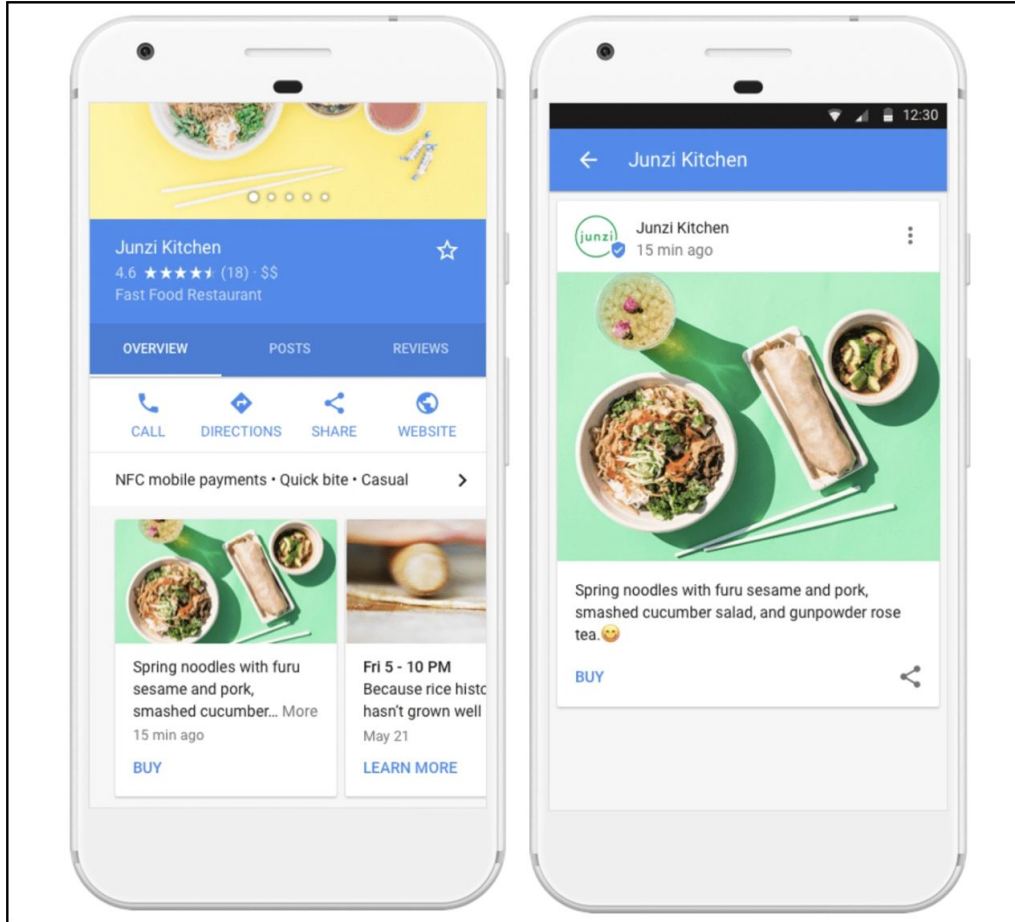


Image Source: [Conductor](#)

Use Like a Blog

Share daily specials or current promotions that encourage new and existing customers to take advantage of your offers.

Promote events and tell customers about upcoming happenings at your location.

Showcase your top products and highlight new arrivals.

Choose one of the available options to connect with your customers directly from your Google listing: give them a one-click path to make a reservation, sign up for a newsletter, learn more about latest offers, or even buy a specific product from your website.



Your business on Google

 544 views this month



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Booking



Calls



Q & A



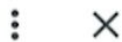
Add update



Ask for reviews



← Add update



Add a description

0 / 1500

 Add photos



Add a button (optional)

None ▲

None

Book

Order online

Buy

Learn more

Preview

Post

Managing Reviews

A dark blue, solid-colored shape that starts as a thin line at the bottom left and expands diagonally upwards to the right, filling the bottom right portion of the slide.



my business



All

Images

Maps

Shopping

Videos

More

Tools

About 17,120,000,000 results (0.37 seconds)

Your business is not visible to customers



Edit profile



Read reviews



Messages



Add photo



Performance



Advertise



Edit products



Edit services



Booking



Q & A



Add update



See photos

All

Replied

Haven't replied

Questions and Answers



my business



[All](#) [Images](#) [Maps](#) [Shopping](#) [Videos](#) [More](#) [Tools](#)

About 17,120,000,000 results (0.37 seconds)

Your business is not visible to customers ⋮

- Edit profile
- Read reviews
- Messages
- Add photo
- Performance
- Advertise
- Edit products
- Edit services
- Booking
- Q & A
- Add update
- See photos



Questions & answers

[See all questions \(1\)](#)



[Ask a question](#)

Respond From the Right Account



(Owner)



Add an answer publicly

Your content will appear publicly in Google's services across the web with your profile name and photo. It must comply with Google's policies. [Read more](#)

POST

Turn on Notifications

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my business



All Images Maps Shopping Videos More Tools

About 17,120,000,000 results (0.37 seconds)

Your business is not visible to customers

- Edit profile
- Read reviews
- Messages
- Add photo
- Performance
- Adve
- Edit products
- Edit services
- Booking
- Q & A
- Add update
- See p

Google is processing your verification. It usually takes a few minutes. [Learn more](#)

ck **NOT PUBLICLY VISIBLE**
Marketing agency
Service areas: Malaysia

- Business Profile settings
- Notifications
- Add a new Business Profile
- Your Business Profiles
- Help & support
- Send feedback
- Terms of Service



Language
English



Important updates

Google may send you important updates about your account

Customer messages

Alerts when customers send a message to your business



Customer reviews

Updates about reviews of your Business Profile



Questions and answers

Alerts about questions and answers posted to your Business Profile



Bookings

Alerts about bookings to your business



Conclusion

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Googles loves your information. The more you provide the happier it is.

Google offers a free Marketing kit (<https://marketingkit.withgoogle.com/>)

This link will only work AFTER you have your profile set up. This kit includes stickers, social posts, printable posters, and templates for a free create a custom video.

SEO + Userability

Resources:

[Google Business Profile](#)

[Google Business Profile for Restaurants](#)

[Google Business Profile BOOKINGS](#)

[Google Business Profile Features](#)

[Google Free Marketing Kit](#)

[Google Business Profile Attributes](#)

Questions?

Type your question to the chat box

Contact Us:

401-874-7232

<https://bit.ly/regRISBDC>

aecapasso@uri.edu

