

How to Set Up or Claim Your Google Business Profile

Step 1: Sign in to Google

- Go to [Google Business Profile](#).
- Sign in with your Google account. If you don't have one, you must create a Google account first.

Step 2: Search for Your Business

- Once signed in, type your business name into the search bar.
- If your business appears in the dropdown, it means a profile may already exist. Select your business and move on to the claim process.
- If your business doesn't appear, click "Add your business to Google."



Step 3: Enter Your Business Name

- If you're adding your business, enter the exact name of your business as you want it to appear on Google.

Step 4: Choose Your Business Category

- Select the category that best describes your business. This helps Google show your business for relevant searches.

Step 5: Add Your Business Location

- If you have a physical storefront or office, enter the address. Google will use this to show your business in local searches.
- If you operate a service-area business (like a plumber or electrician), select "Yes, I serve customers outside my location," then enter the areas you serve.

Step 6: Add Contact Information

- Provide your business phone number and website URL. This is essential for potential customers to reach you.

Step 7: Verify Your Business

- Google will ask you to verify your business. This can be done in several ways:
 - **Postcard:** Google will send a postcard with a verification code to your business address. Enter the code when it arrives.
 - **Phone:** Google may offer a phone verification option where you'll receive a call with the verification code.
 - **Email:** In some cases, Google may offer to send the verification code via email.
 - **Instant Verification:** If your business has already been verified with Google Search Console, you might be instantly verified.
 - **Video:** you may be asked to take a video of your location, so make sure you are there
 - **Tips for Video Verification:** Use your Mobile Phone. A: Capture a street sign near your registered location, branded vehicle, branded clothing, equipment, or tools. If working from home, film the building exterior and yourself unlocking the door, aiming for a 1-2 minute video.
 - **Troubleshooting**
 - 🔍 Q: What are common video upload issues, and how can they be resolved?
A: Issues include video length (too long), network problems (switching between Wi-Fi and mobile), and phone compatibility. Try shortening the video, maintaining a stable network connection, or using a different device.
 - ❌ Q: What are typical reasons for video verification rejection?
A: Common reasons include sensitive content (banking info, person's face) and insufficient proof. Address these by creating a new video that meets all requirements and provides more clear evidence.
 - ⌚ Q: What can be done if video verification is stuck in pending or processing status?
A: There's limited action available except contacting Google support directly for assistance with the pending or processing status.

Verification Can take up-to five business days when using the Video method.

Step 8: Add Business Hours

- Once verified, log back into your Google Business Profile and add your business hours. This helps customers know when you're open.



Step 9: Add Photos

- Upload photos of your business, including your logo, storefront, team, or products. High-quality images make your profile more attractive.

Step 10: Write a Business Description

- Add a brief description of your business. Highlight what you do, your unique selling points, and any special services you offer.

Step 11: Publish Your Profile

- Review all the information you've entered to make sure it's accurate.
- Click "Publish" to make your Google Business Profile live.

Step 12: Engage with Your Profile

- Regularly update your profile with new photos, posts, and offers.
- Respond to customer reviews promptly to build trust and credibility.

Step 13: Optimize for SEO

- Ensure your profile is optimized with relevant keywords related to your services.
- Update your profile as your business evolves, keeping information accurate and up-to-date.

By following these steps, you'll either set up a new Google Business Profile or claim an existing one, helping your home service business gain visibility in local searches and attract more customers.