Google business profile
Help customers to find you

What is it **?**

Google Business Profile (GBP) is a free tool that allows small business owners to promote their business information on Google Search and Maps.

When customers are in need of a service, they will often use Google Search which will show the relevant services available.

Why use it

You can manage how your local business shows up across Google Search and Maps. Verified businesses are more likely to be considered reputable. With a GBP you can:

- Maintain up-to-date information about your business such as changed opening hours, contact information and services.
- Interact with customers such as collecting and responding to customer reviews.
- Post photos of your business with it products and services.
- Help attract, engage and convert customers.
- Connect with customers through phone calls or messaging.
- See how customers interact and connect with your brand on Google via Insights.

When to update

- Always keep your GBP with updated information about your business. For change of trading hours in key trading times such as Christmas etc. these can be prepared in advance.

What to post

- Unique attributes that set you apart from competitors Responding to reviews/deleting spam
  - Answering questions
- Visual content, any new items/services to be highlighted offers, special events

Keeping it updated:

- Opening hours
  - Services
  - Offers
- Special events

How to post a photo
Mobile phone

1. On your Android phone or tablet, open the Google Maps App
2. Make sure you are logged in with the account you use to manage your Business Profile Click on the three dots at the top right corner and select Add a photo
3. Select Publish

How to promote your business
Mobile phone

1. On your Android phone or tablet, open the Google Maps App
2. Make sure you are logged in with the account you use to manage your Business Profile
3. Click on Promote at the top of the screen
4. Choose the action you want to take such as Add update, Add offer, Add event etc
5. Choose to publish your post, tap Publish or to get a preview, tap Preview and make changes as needed until your draft is ready to publish

are media

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