

# How to set up a Google Business Profile

## Step 1: Sign in to [Google Business Profile Manager](#)

If you're already logged into a Google account, you're automatically logged into Google Business Profile Manager. Otherwise, enter your usual Google account login details or create a new Google account.

## Step 2: Add your business

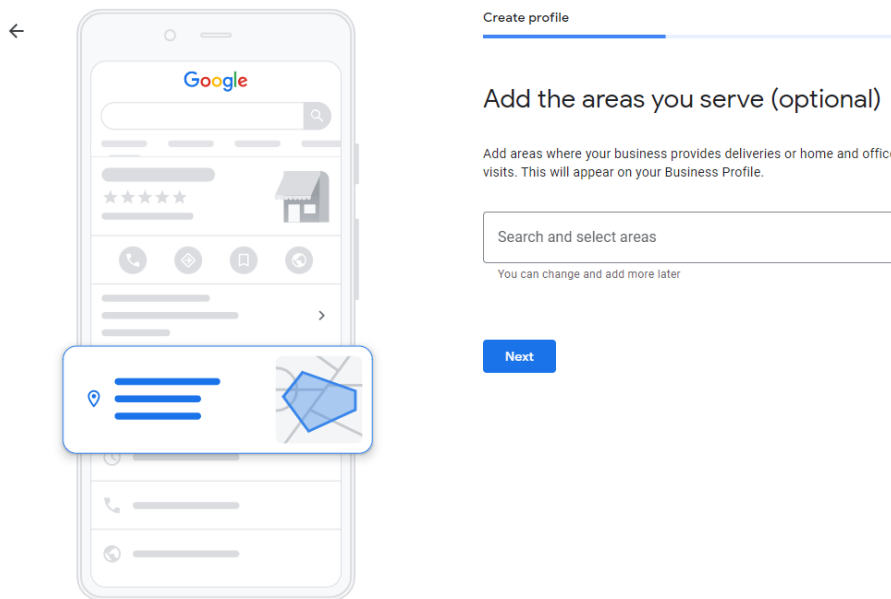
Enter your business name. If it does not appear in the drop-down menu, click **Add your business to Google**. Then select the appropriate category for your business and click **Next**.

Google Business Profile Manager

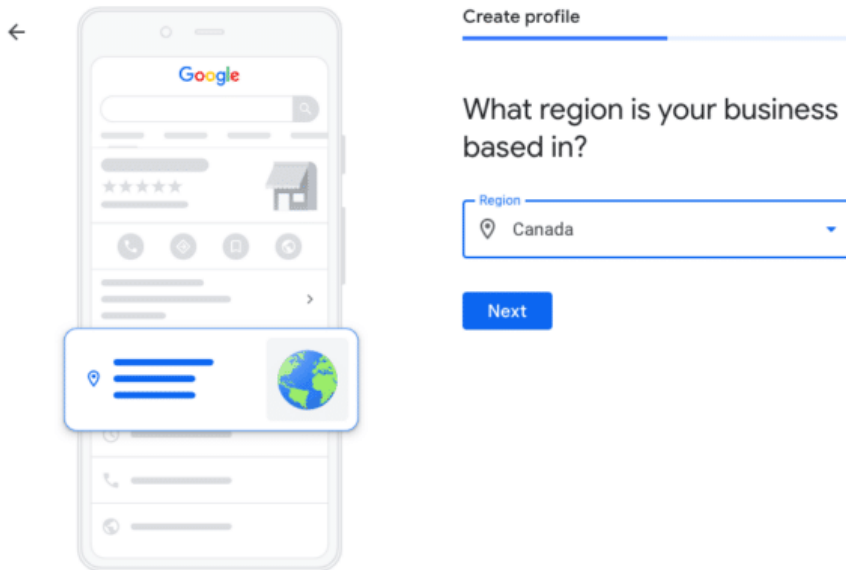
The screenshot displays the Google Business Profile Manager interface. On the left, a mobile phone mockup shows a business profile card with a Google search bar, a five-star rating, and a business icon. On the right, the 'Create profile' form is visible. The 'Business name\*' field contains 'Digital Habitus'. The 'Business category\*' dropdown menu is open, showing a list of categories including 'Furniture', 'Furniture maker', 'Furniture store', 'Furniture wholesaler', 'Furniture accessories', 'Furniture repair shop', 'Furniture manufacturer', 'Furniture rental service', and 'Furniture accessories supplier'.

## Step 3: Enter your location

If you have a physical location customers can visit, select Yes. Then add your business address. You may also be asked to position a marker for the location on a map. If your business does not have a location customers can visit but offers in-person services or deliveries, you can list your service areas. Then click **Next**.



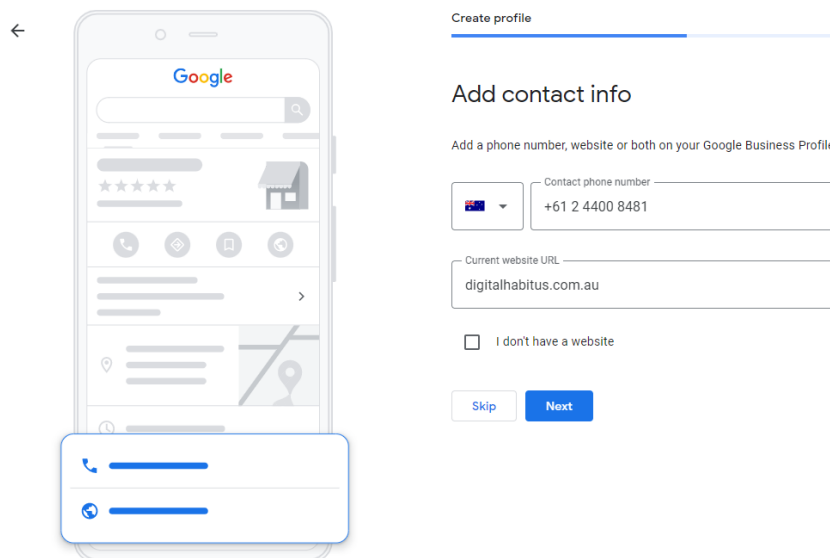
If you didn't enter a physical address, Google will ask you to specify which region you're based in. Choose from the drop-down menu and click **Next**.



## Step 4: Fill in your contact information

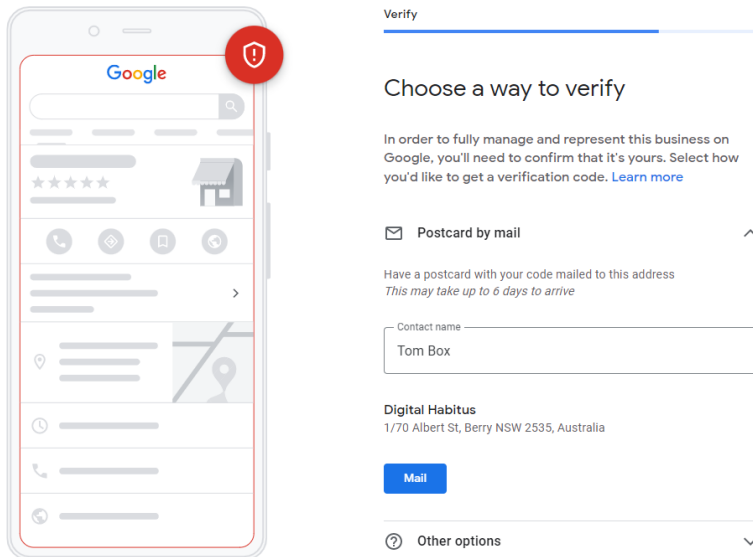
Enter your business phone number and website address so customers can reach you. If you prefer not to be reached by phone, you don't have to enter a phone number.

When your info is complete, click **Next**.



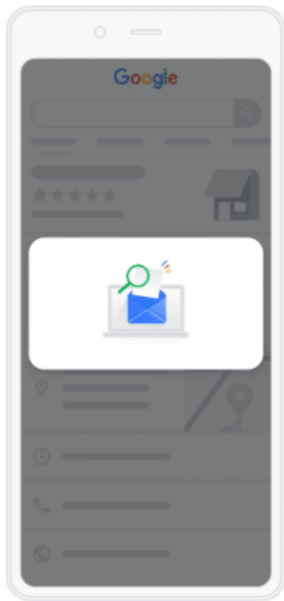
## Step 5: Verify your business

Enter your real physical address, not a post office box. This information is only used to verify your business and is not displayed on your Google Business Profile or shared with the public.



Enter your address and click **Next**. You'll be offered the applicable options for verifying your account. Physical businesses will need to get a postcard by mail to verify their location. Service-area businesses can be verified through an email address.

Once you receive your five-digit code, enter it on the next screen (or go to <https://business.google.com/>) and click **Verify** or **Verify business**.



Verify

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### Enter the code

Enter the 5-digit verification code from the message sent to

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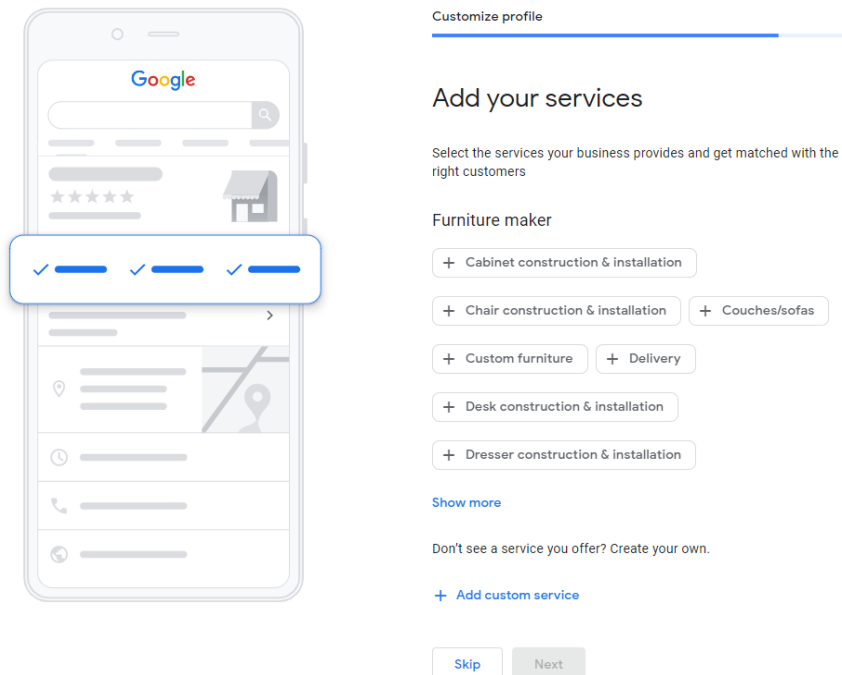
Having problems?

[Email again](#) [Change method](#)

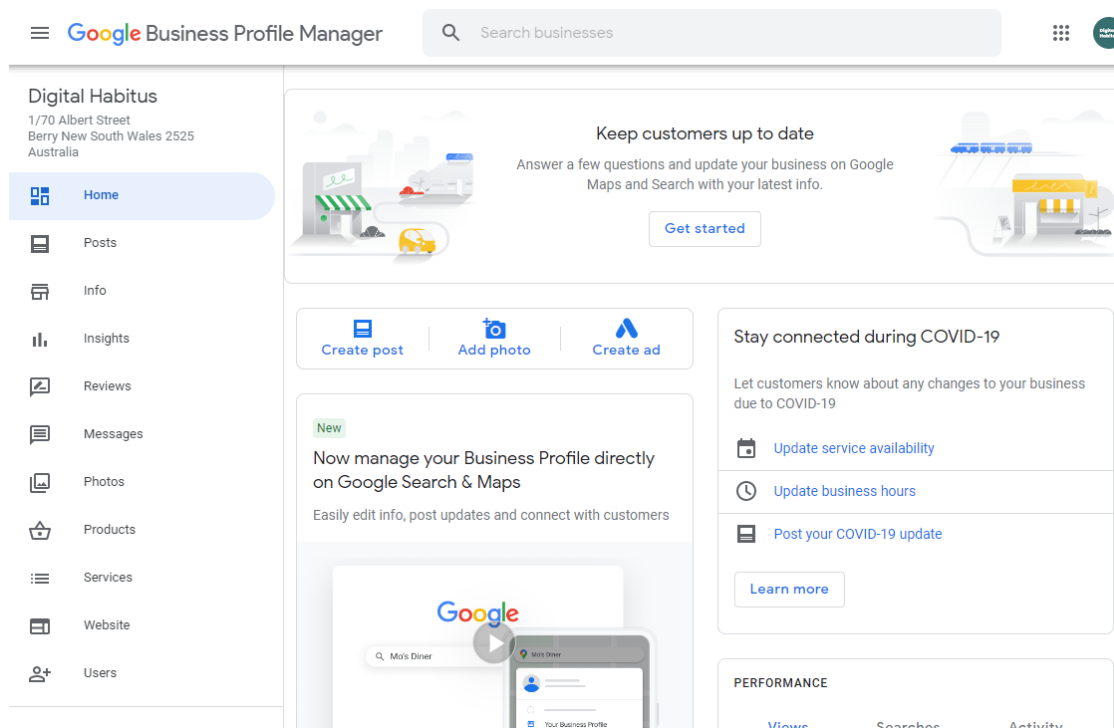
You'll get a confirmation screen showing you're verified. On that screen, click **Next**.

## Step 6: Customise your profile

Enter your business hours, messaging preferences, business description, and photos. (We'll get into the details of how to optimise your profile content in the next section of this post.)



When you're ready, click **Continue**. You'll find yourself in the Business Profile Manager dashboard.



From here, you can manage your business profile, view insights, manage reviews and messages.