



5-Day Challenge Google Business Profile Day Four #Task 4









TASK 4 Day 4

Regardless of whether you previously had a Profile listing or if you are starting from scratch please follow along with today's task. If you are starting from scratch, things may appear slightly differently on screen from those who are updating an existing listing.

The important thing here is that if you already have a Profile listing DO NOT start a second one, make sure you are editing the existing one.

Today's Task

Setting Up Your Google Business Profile Listing

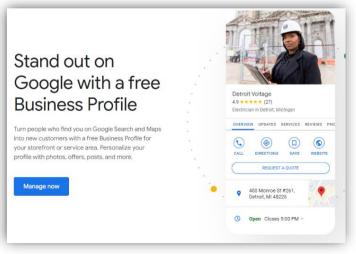
Today we are going to set up your **Google Business Profile** Listing, regardless of whether you have already got a listing or not you should go through the following steps anyway to ensure that your listing is set up in the most optimised way possible.

Google Business Profile Set Up

1. Go to <u>www.google.com/business</u>

There are a number of ways you can arrive at the right place to set up or refine your listing, be careful not to create a second listing this will hurt your SEO.

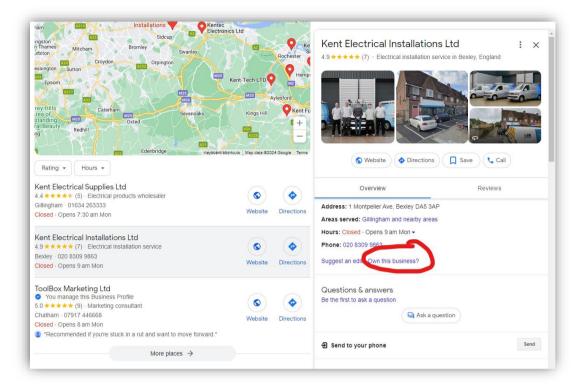
If you do not already have a listing you will start from scratch and follow the steps below...







If your listing already exists but was not claimed, you should go to your listing and click the "**Own this business**" and then follow each of the steps...



If you have a listing that you have claimed and have access to you will need to click the "Edit your business information" Link

Basildon Bayleigh Rochford Island			
Kent Electrical Solutions Ltd		Website Oriections Save	Call
td Sheerness Minster on Sea		Overview Re	views
Rochester OO	+	Service options: On-site services	
ox Marketing Ltd Giant Electrical Kent Limited	Whitstable Herne Bay -	Located in: Multiple Facilities Management Services Ltd	
	ortcuts Map data @2024 Google Terms	Address: Unit G9, Innovation Centre Medway, Chatham ME5	9FD
Rating - Hours -		Areas served: United Kingdom	
Kent Electrical Supplies Ltd		Hours: Closed · Opens 8 am Mon -	
4.4 ★ ★ ★ ★ ★ (5) · Electrical products wholesaler		Phone: 07917 446668	
Gillingham · 01634 263333	Website Directions	Appointments: jdewane.com	Providers ()
Closed - Opens 7:30 am Mon		Edit your business information	
Kent Electrical Installations Ltd 4.9 ★ ★ ★ ★ (7) - Electrical installation service Bexley - 020 8309 9863 Closed - Opens 9 am Mon	Website Directions	Questions & answers Be the first to ask a question	
ToolBox Marketing Ltd		Ask a question	
You manage this Business Profile So ★★★★ (9) - Marketing consultant Chatham - 07917 446668 Closed - Opens 8 am Mon	Website Directions	윤 Send to your phone	Send
Recommended if you're stuck in a rut and want to move forward."		Review summary	
More places →		Reviews aren't verified ①	
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It will take you to...

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	← Business information : ×	
Aylesford Hill Kent Fus	About Contact Location Hours More	Call
	About your business	A BWS
k Staplehur	Business name ToolBox Marketing Ltd	
Goudhurst	Business category	D
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	Website	
t and want to move f	http://www.jdewane.com/	•
More places \rightarrow		5.0

From this point forward whether you are updating or adding a new listing the steps will be the same.

Answer all the questions under each section and complete them to the fullest possible extent as any omissions will affect your list ranking.





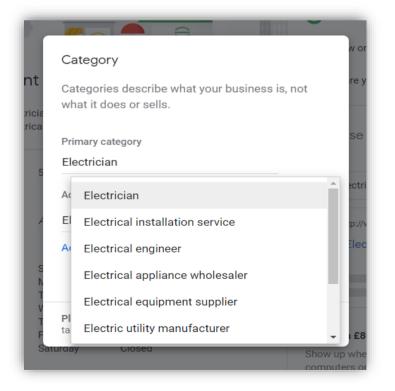
2. Add Your Business Name

When you add your business name, ensure that it is an accurate representation of the business name. Do not stuff in keywords in the hope of getting ranked higher.

nt Fl	ectrics Itd // @ Sha	are
icia	Business name	l
ica	Enter your business title as it appears to customers in the real world.	se
5	Kent Electrics Ltd	ect
A	Cancel Apply	:p:, Ele
S N T	Please note: Edits may be reviewed for quality and can take up to 3 days to be published. Learn more	
Wed	Inesday Closed	

3. Select Your Category

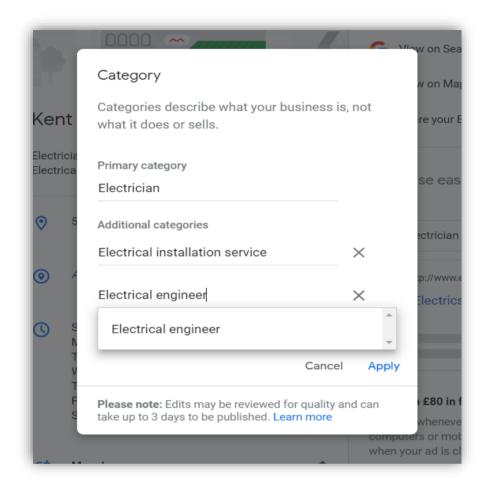
Pick your Main Category, in our case ELECTRICIAN







Select additional appropriate sub-categories



4. Add Location

Add your business address here, only if you have customers coming to your premises. Otherwise, you can leave this blank, however, make sure you have put your business address in your Google account settings.

(remember NAP)





You can state no physical location, and then list all of the areas you serve...

← Business information	:	×
About Contact Location Hours More		
Customers can't see your business information. Get verified to let them find you on Google.	Get v	erified
Location and areas		^
Business location		
No location; deliveries and home services only		
Service area		
Maidstone, UK		
Medway, UK Chatham, UK		
Opening hours		
Hours		
Open with no main hours		
Add more hours + Access + Breakfast + Brunch + Delivery + Dinner		
+ Drive-through + Happy hours + Hours for the elderly + Kitche	en	
		-

5. Areas that you Serve

Under the Service areas tab, list the areas that you want to be recognised as servicing. You can select up to 20 service areas and you can use town/area names or postcodes. You should really try and keep this as tight as possible if you expect to rank highly for a particular area.

6. Add your Hours of Business

Under this heading you have the opportunity to list the normal hours your business operates as well as any special hours, like over Christmas etc.





7. Phone Number

You have the opportunity to add multiple phone numbers here if you wish. My advice is to list just the Office Number, this should be the landline number associated with the Business address, not a tracking number unless unavoidable and not a Mobile number.

8. Web Site

Enter your business website, this should be the domain name that your website sits on and not any of the redirected domains that you might have.

9. Services

List all of the services that you provide to your local customers. Make sure it is a comprehensive list, however, do not list services that you do not provide in the hope that they will help you to rank higher.

10. Click ContinueOnce you have moved through all of the set-up questions you will be asked to agree to Googles conditions... Click Continue

	Put your business on the map Start connecting with your customers across Google – all in one place
	Get discovered by people in your area
	Respond to reviews for your business
	Manage your business details across Google
zh	Get news and tips about how to improve your Business Profile
	Get invitations to participate in occasional surveys and pilots
	By continuing, you're agreeing to these Terms of Service and Privacy Policy
	Continue





Final Step Today

If you are setting up from fresh or have never verified your Google Business Profile Listing then you will be presented with the following...

.	
Select a way to get	verified
Google needs to verify that you mana Learn more about verification	ge this business.
Phone code	
Get a code via text or voice ca	all to 07785 996632
O Email code	
O Business video	
✓ More options	

Select the method you want to use (I suggest starting with PHONE) to get verified then click on "**next**" and read the instructions to see what steps you need to take.

In some cases, Google may require you to use a number of verification methods, they simply want to protect your business so be patient with this process.

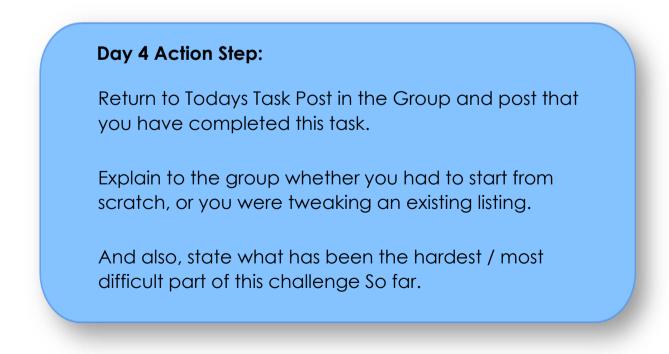




Google may also send you a postcard to your business address with a PIN Code for you to verify your business and its relationship to that address.



We can still crack on with the training, While we are waiting for Google to verify your business, we will spend the remainder of this challenge Optimising your listing.



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