

# 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

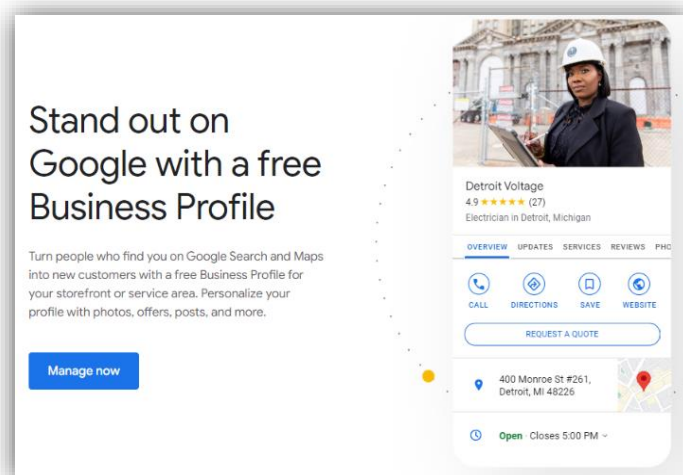
Today we are going to set up your **Google Business Profile** Listing, regardless of whether you have already got a listing or not you should go through the following steps anyway to ensure that your listing is set up in the most optimised way possible.

#### Google Business Profile Set Up

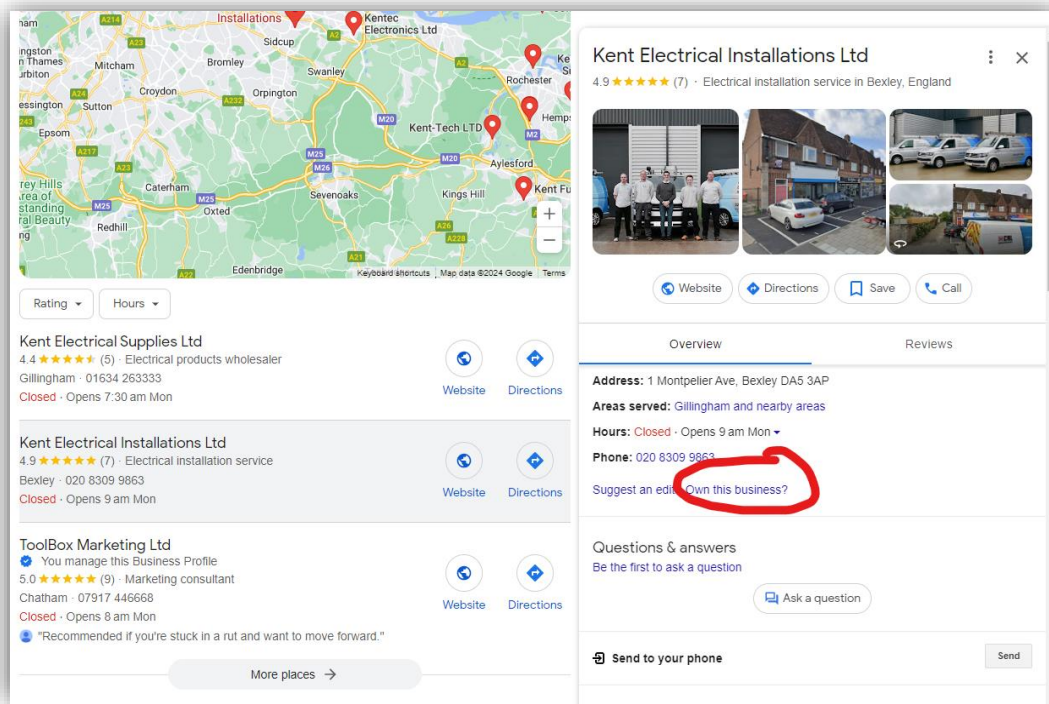
1. Go to [www.google.com/business](http://www.google.com/business)

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.

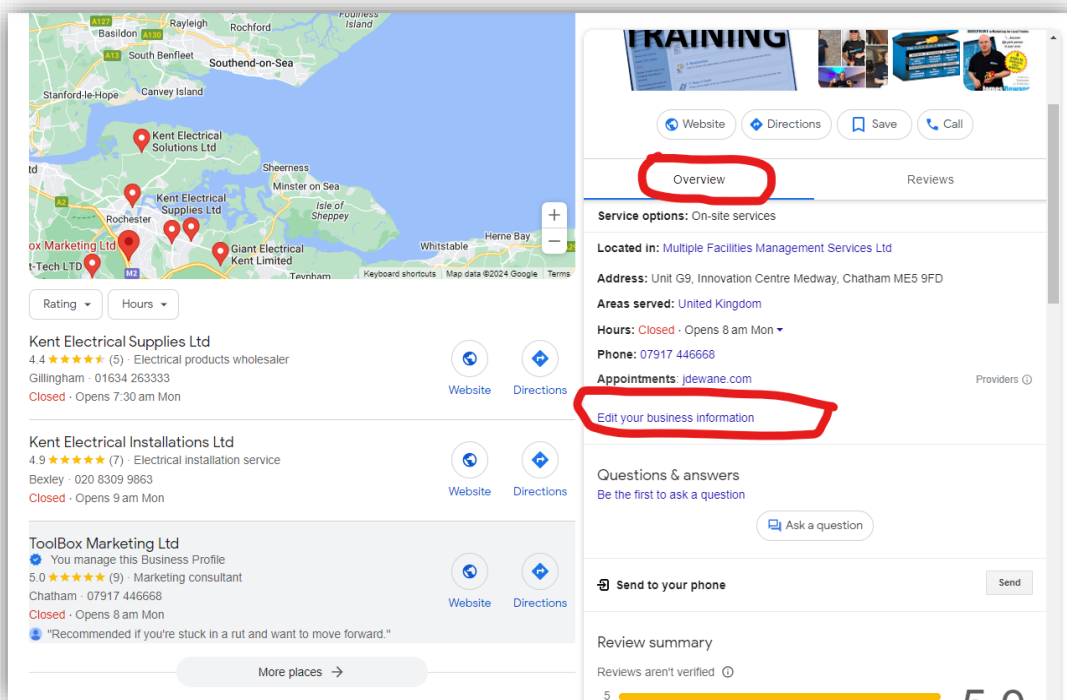
If you do not already have a listing you will start from scratch and follow the steps below...



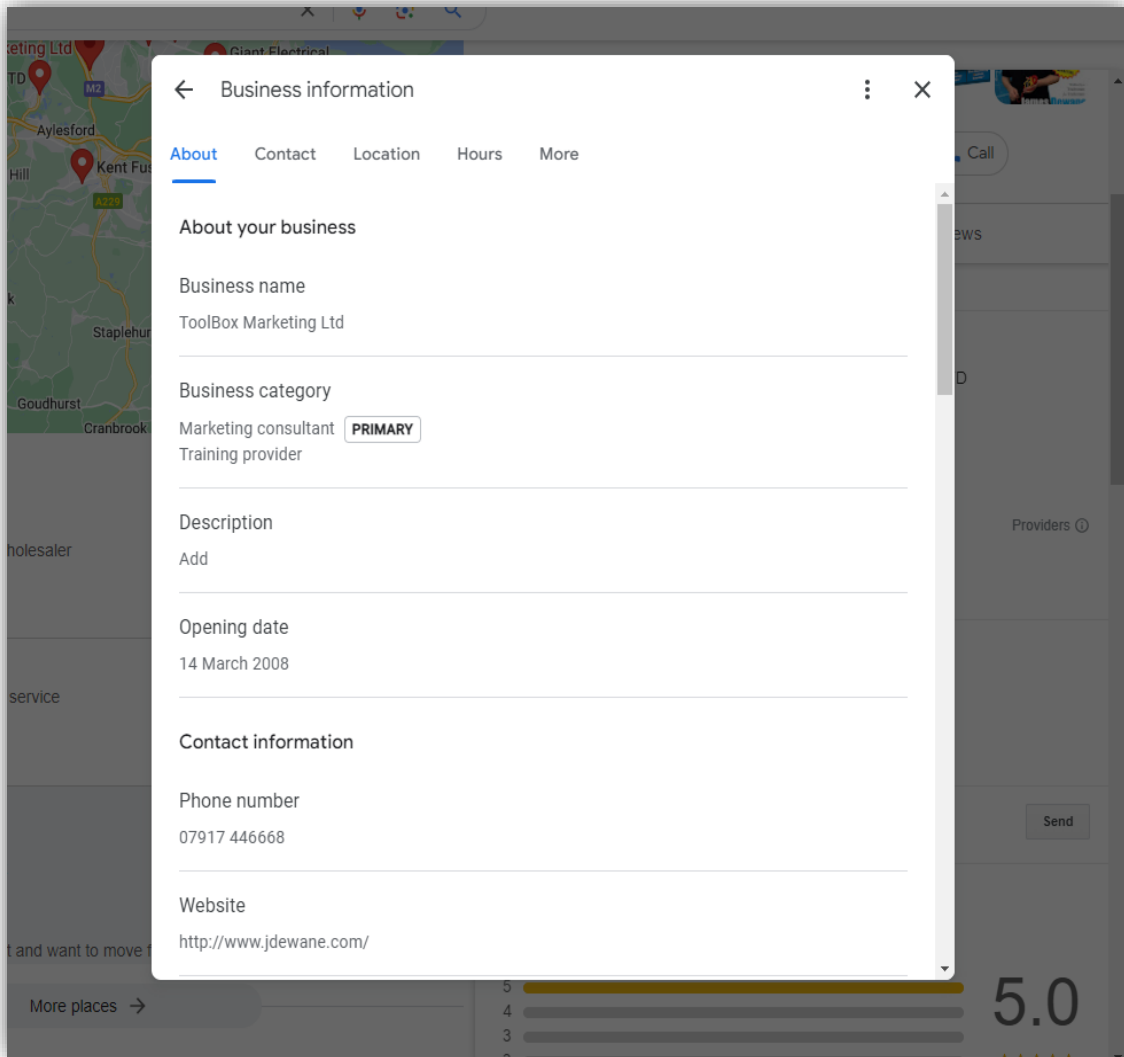
If your listing already exists but was not claimed, you should go to your listing and click the **“Own this business”** and then follow each of the steps...



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



It will take you to...

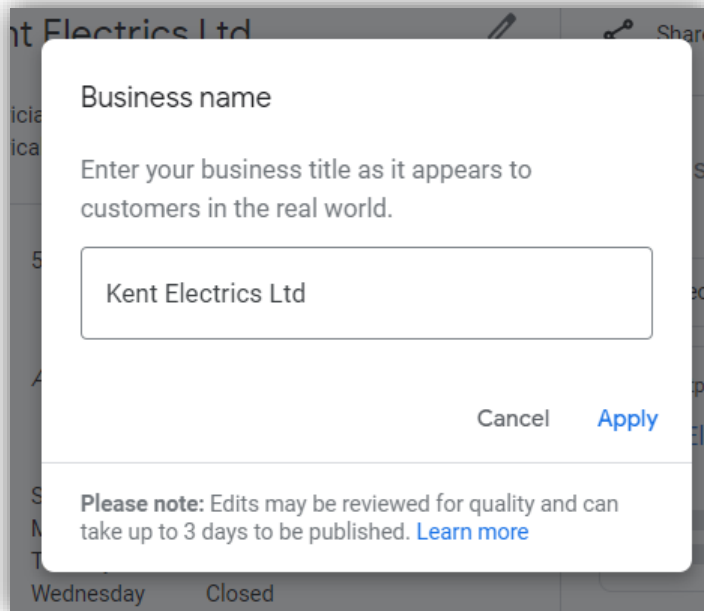


From this point forward whether you are updating or adding a new listing the steps will be the same.

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

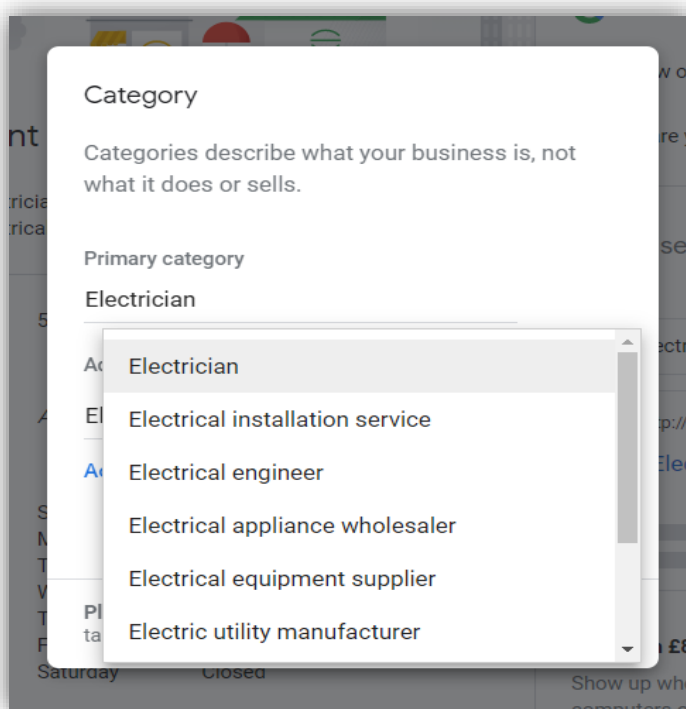
## 2. Add Your Business Name

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.

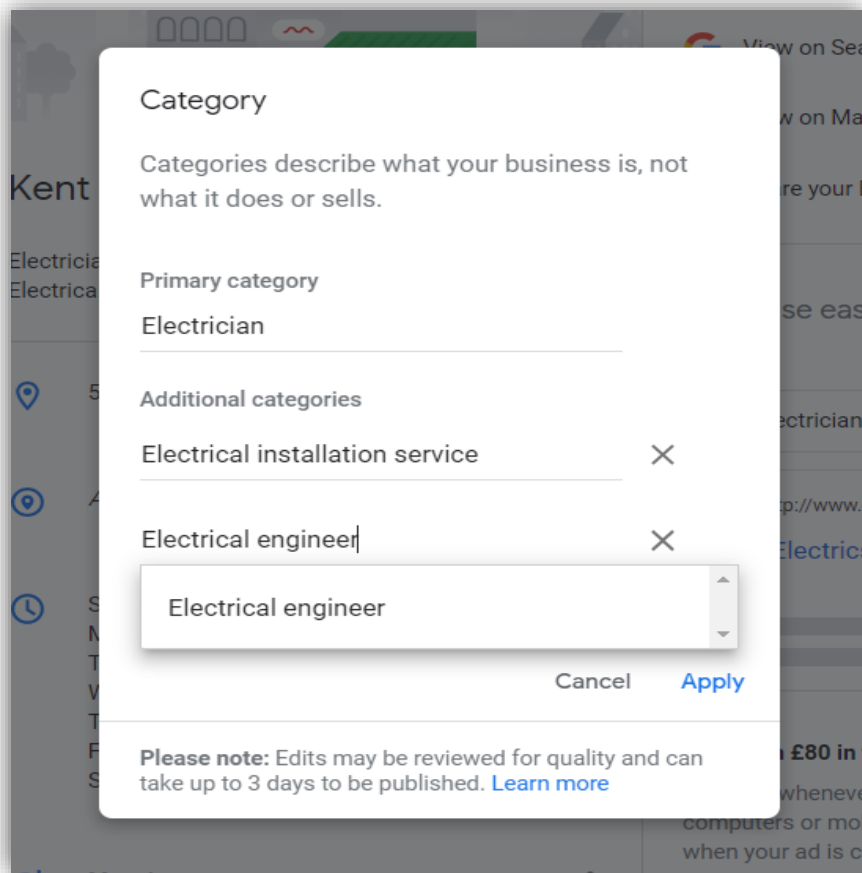


## 3. Select Your Category

Pick your Main Category, in our case ELECTRICIAN



Select additional appropriate sub-categories

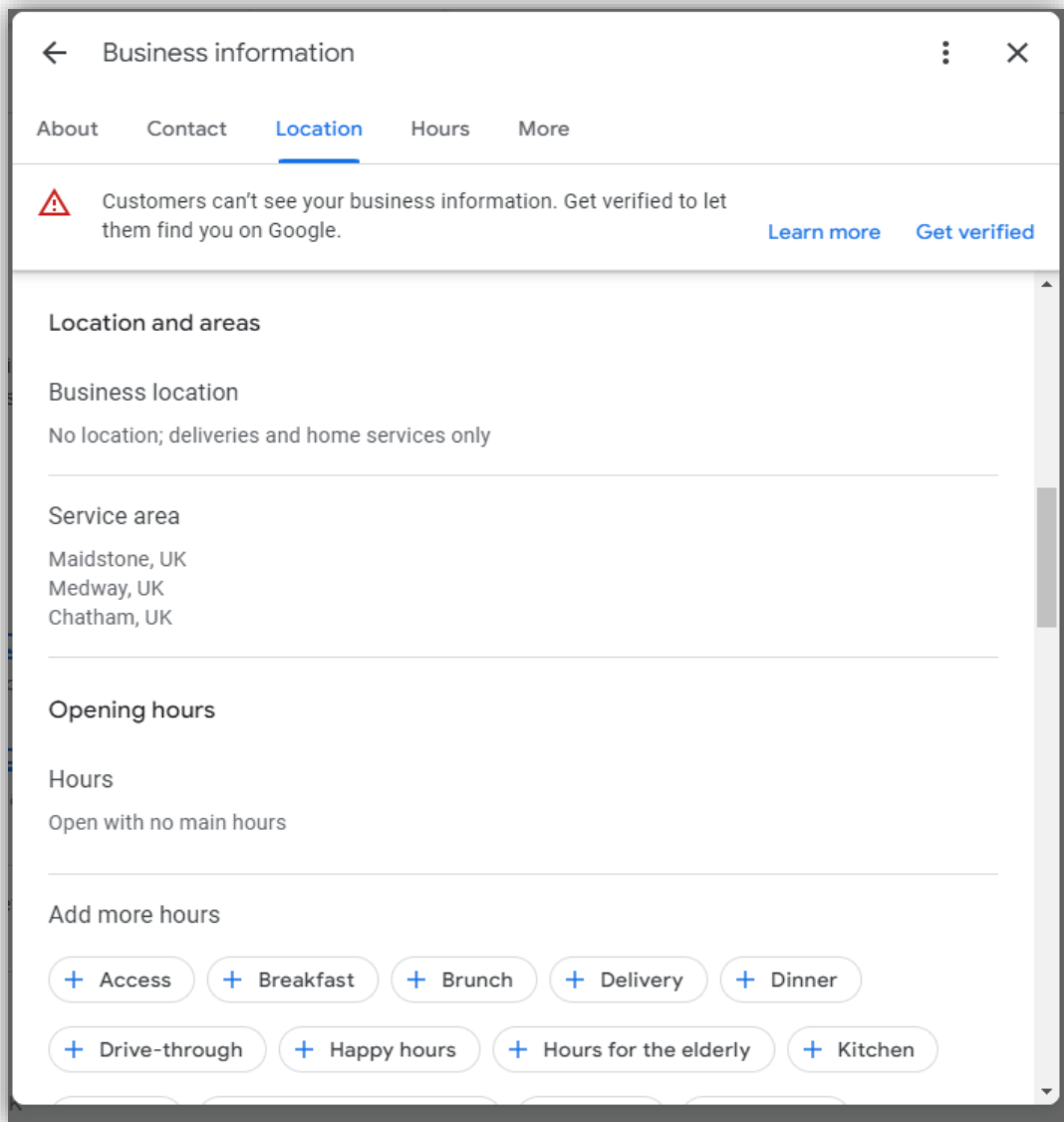


#### 4. Add Location

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...



### 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.

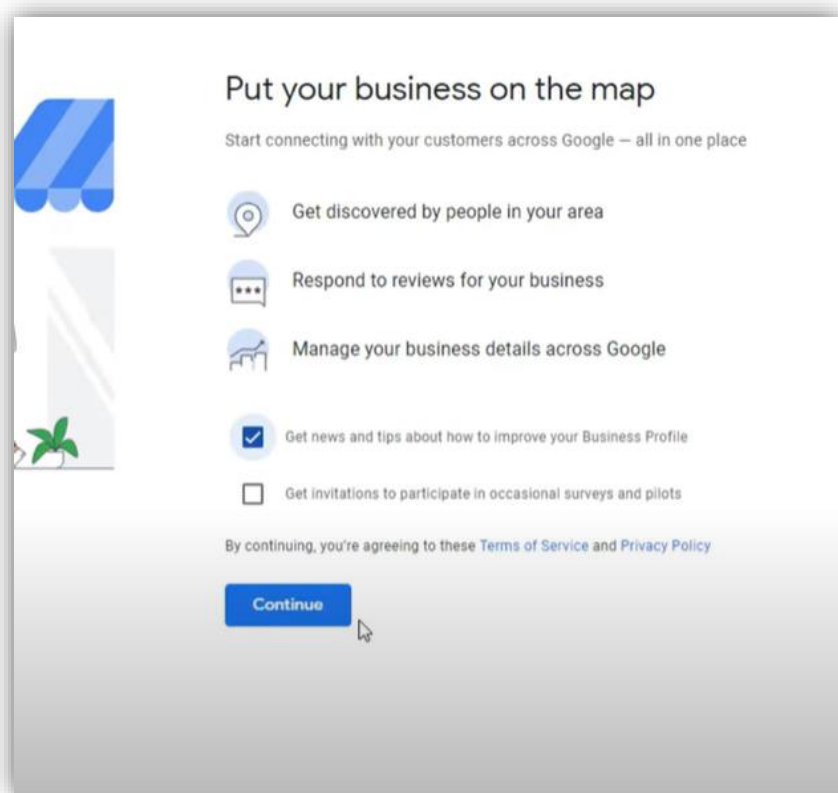
## 8. Web Site

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.

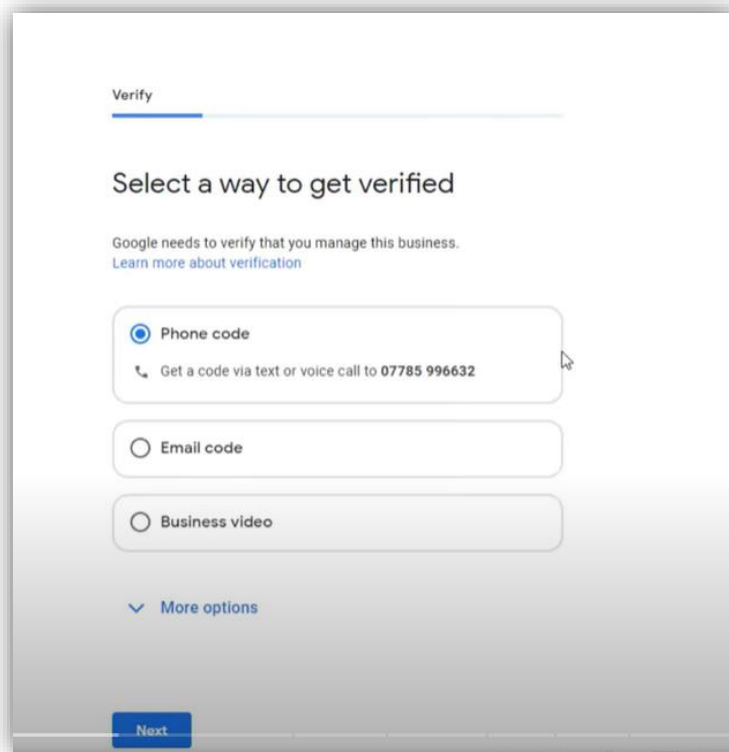
**10. Click Continue** Once you have moved through all of the set-up questions you will be asked to agree to Google's conditions... Click Continue





## 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...



Verify

Select a way to get verified

Google needs to verify that you manage this business.  
[Learn more about verification](#)

Phone code  
Get a code via text or voice call to 07785 996632

Email code

Business video

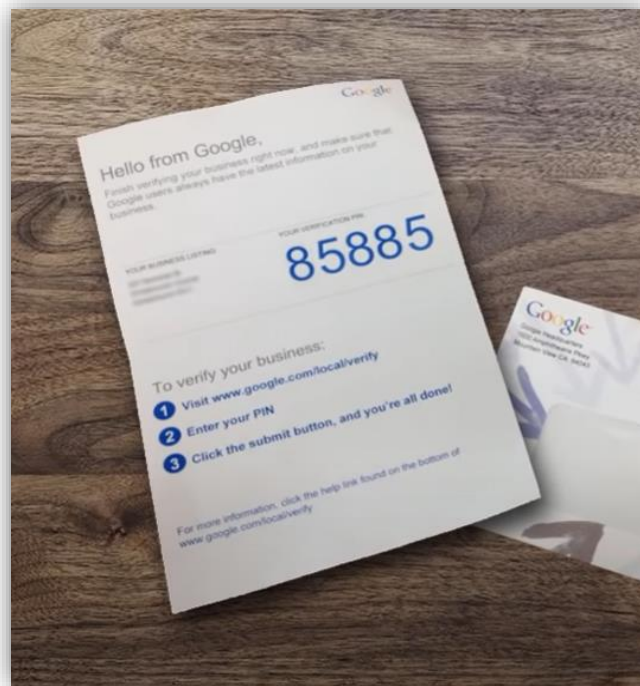
[More options](#)

Next

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.

### **Day 4 Action Step:**

Return to Today's Task Post in the Group and post that you have completed this task.

Explain to the group whether you had to start from scratch, or you were tweaking an existing listing.

And also, state what has been the hardest / most difficult part of this challenge So far.



**Website:** [www.jdewane.com](http://www.jdewane.com)

**Email:** [james@jdewane.com](mailto:james@jdewane.com)

**Facebook:**  
[www.facebook.com/jamestoolbox/](http://www.facebook.com/jamestoolbox/)

**J JAMES DEWANE**  
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