

Grow with **Google**

Get Your Local Business on Google Search and Maps

grow.google/smallbusinesses

#GrowWithGoogle

Grow with 

- **El Paso Community College SBDC**
- **Community Action Agency of Oklahoma**
- **MSU SBDC – Wichita Falls TX**
- **Texas Tech University SBDC – Lubbock TX**
- **Texas Tech University SBDC – Abilene TX**
- **LiftFund**
- **Sul Ross State University SBDC**
- **SRSU International SBDC**
- **Choctaw Small Business Development**
- **Trinity Valley SBDC**
- **Royse City Chamber of Commerce**
- **UT Rio Grande Valley SBDC**
- **SCORE Austin**
- **SCORE San Antonio**
- **SCORE Rio Grande Valley**
- **SCORE Corpus Christi**
- **SCORE Houston**
- **Texas A & M Victoria SBDC**
- **WTAMU SBDC – Amarillo TX**
- **Texas State SBDC**
- **Jamestown Regional Entrepreneur Center**
- **Illinois SBDC Bradley University – Peoria IL**
- **BakerRipley**
- **UTPB SBDC – Midland/Odessa TX**
- **Tarleton SBDC – Stephenville TX**

Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with Google

Chief AI Officer

Founder, Smart Brand SystemŪ



Agenda

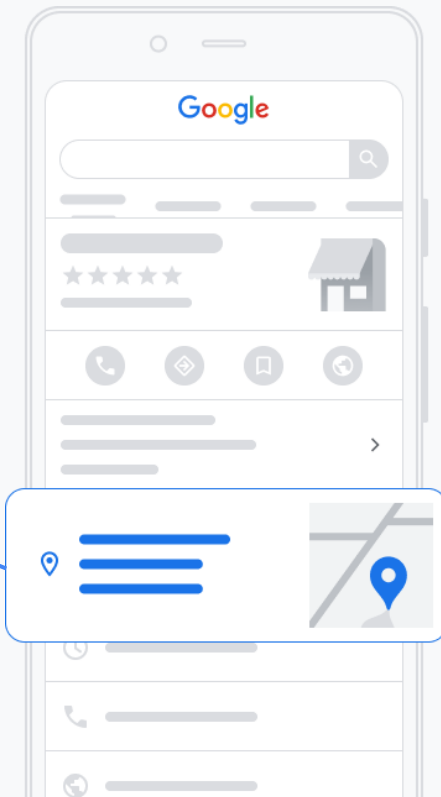
- What is a Google Business Profile?
- How to create a Business Profile
- How to manage business info
- Resources

What is a Google Business Profile?

Eligible business types

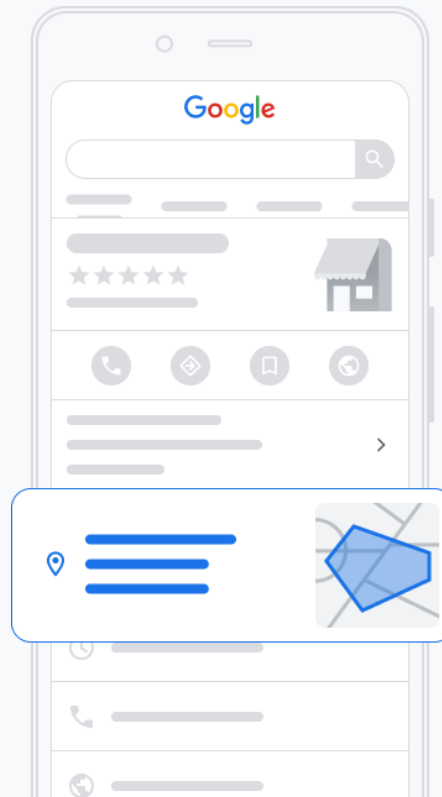
Brick & Mortar

A published address; customers **visit your location** during set hours of operation.

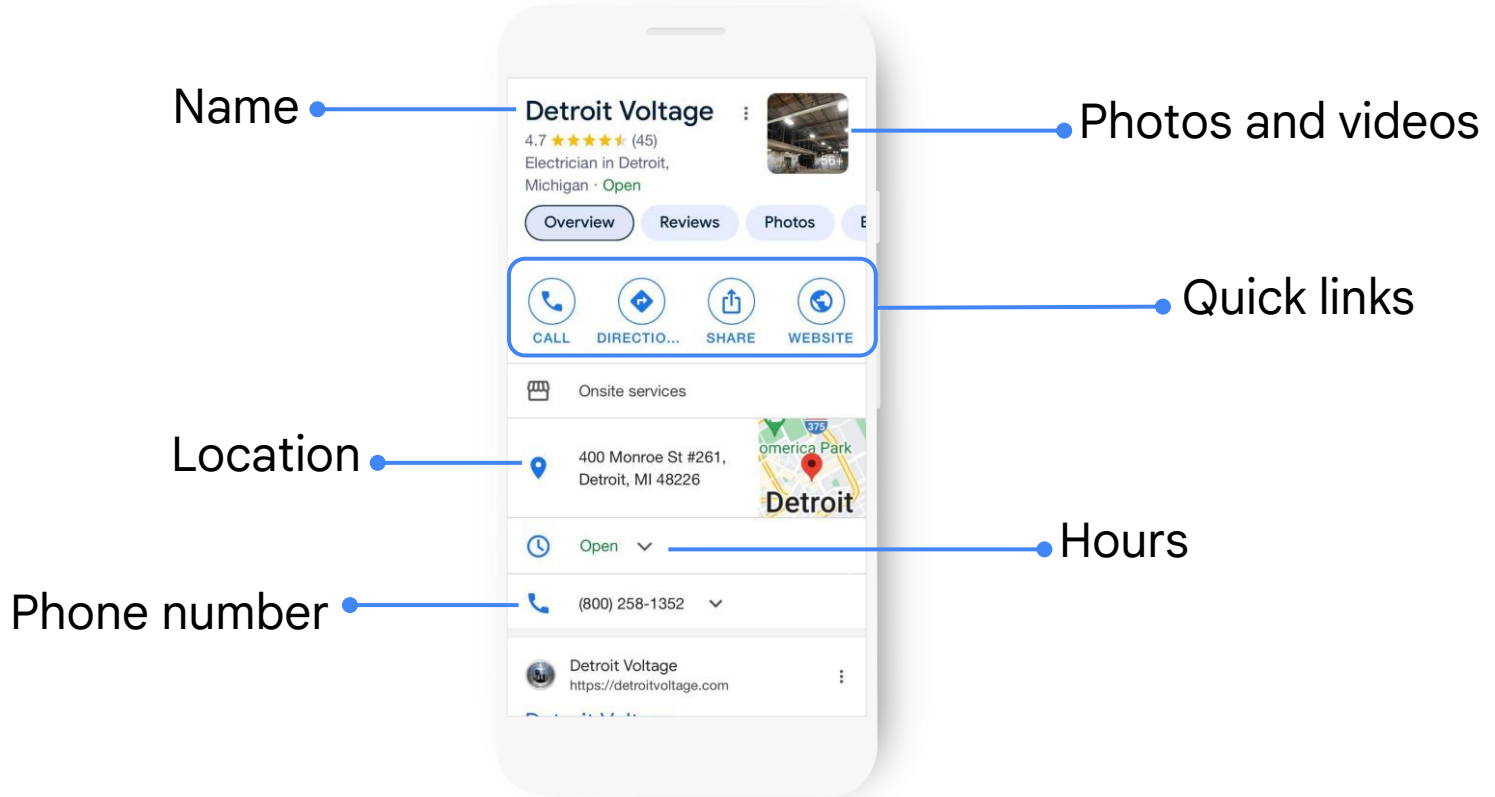


Service Area

No location open to the public; **you visit customers** at their location.

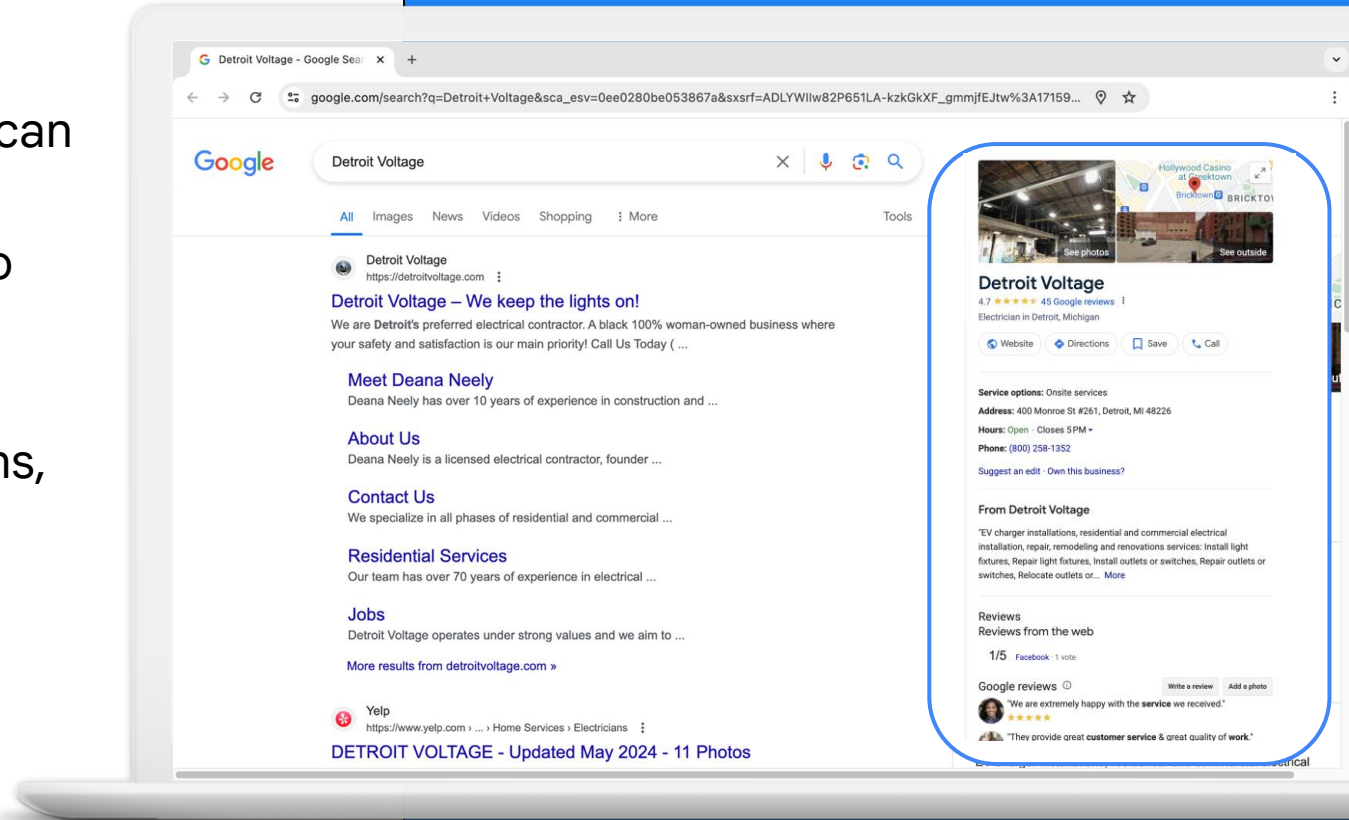


Anatomy of a Google Business Profile



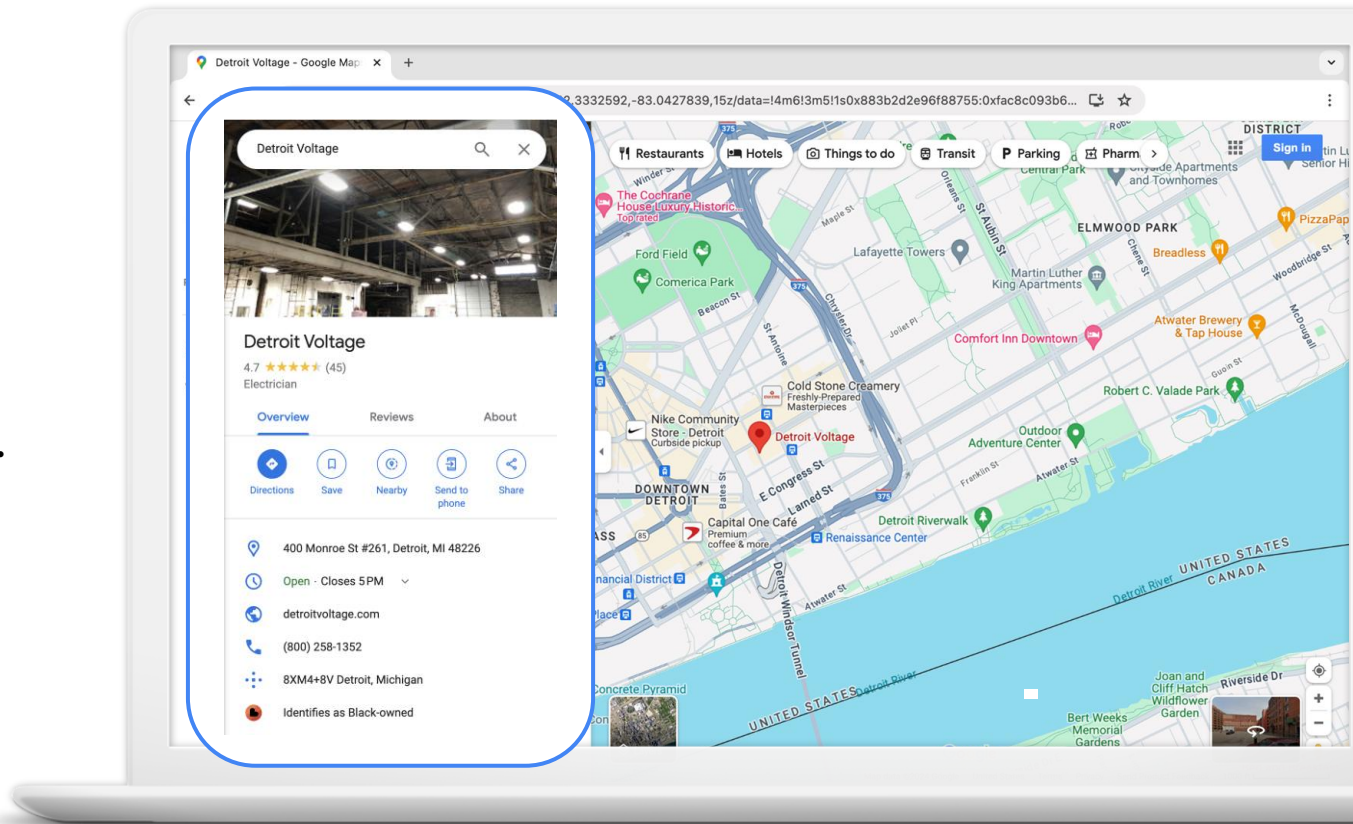
Business Profiles appear on Google Search...

Over 18 million American businesses use Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.



And Google Maps

Every month in 2023, Google helped drive more than 2 billion free direct connections for American businesses.



*Google 2023 Economic Impact Report

2026 Update: GBP is a Trust Signal

No longer “just a listing.”

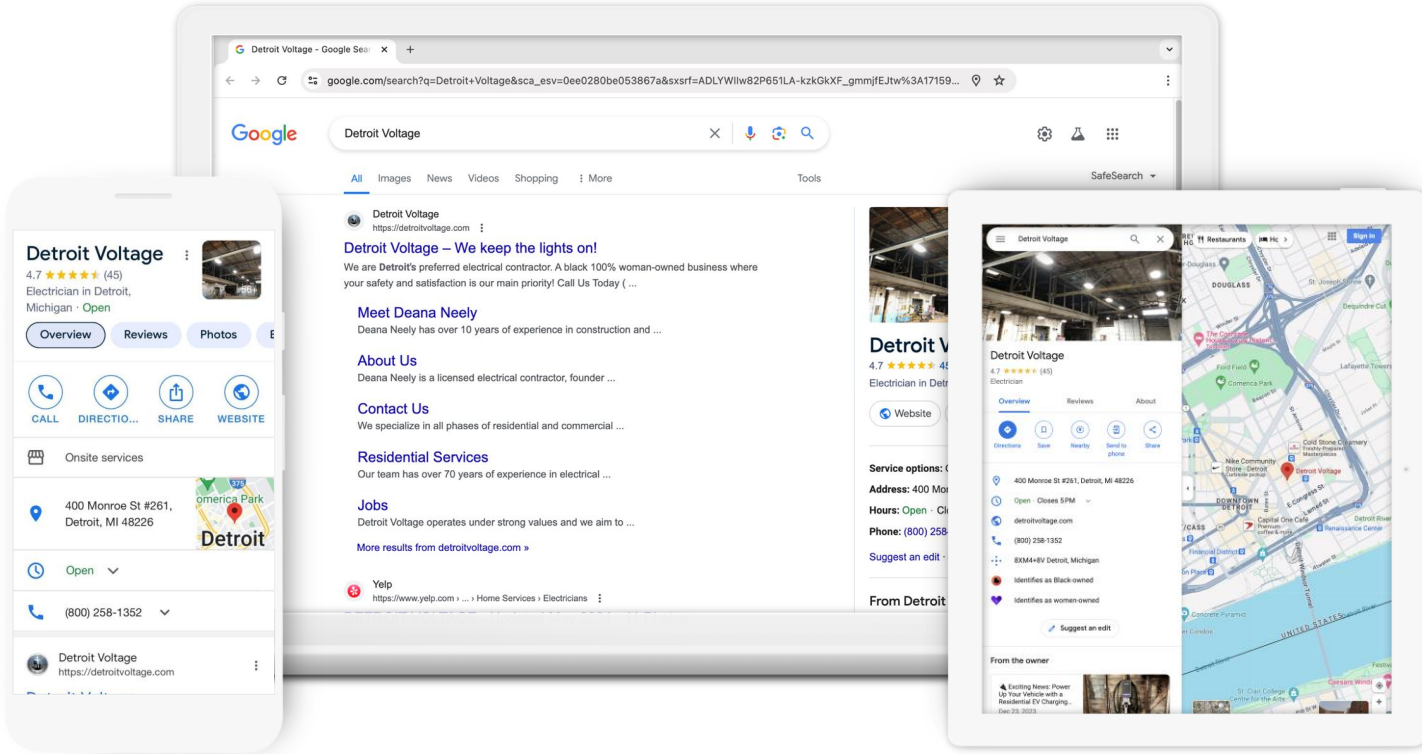
Google uses your profile to verify your business identity and reliability in real-time.

- ✓ Accurate hours and contact details
- ✓ High-quality, recent photos
- ✓ Fresh activity signals (Updates)



Across all devices

A Business Profile works on desktops, laptops, and mobile phones.

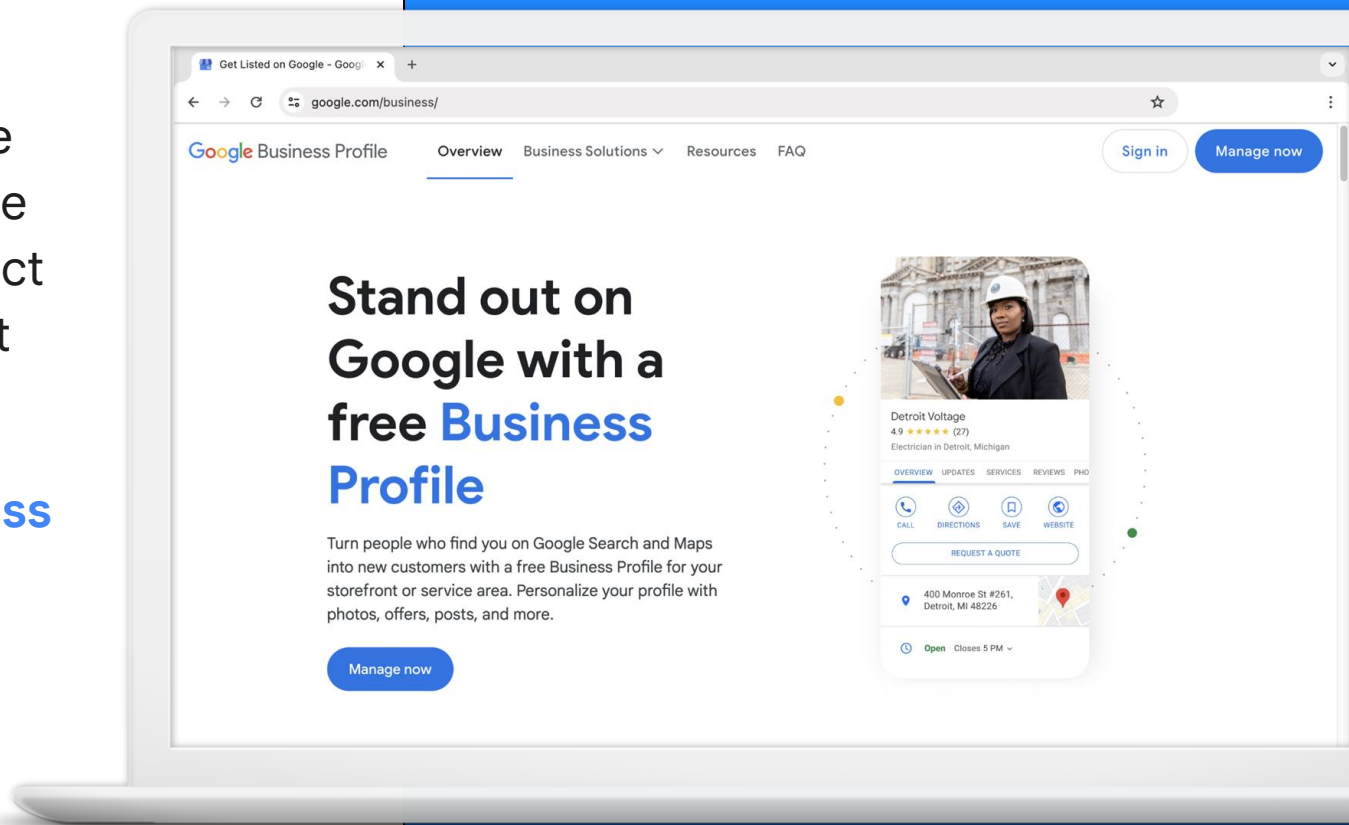


How to create a Business Profile

Create a Business Profile

Your Business Profile allows you to manage business info, connect with customers, post updates, and more.

google.com/business



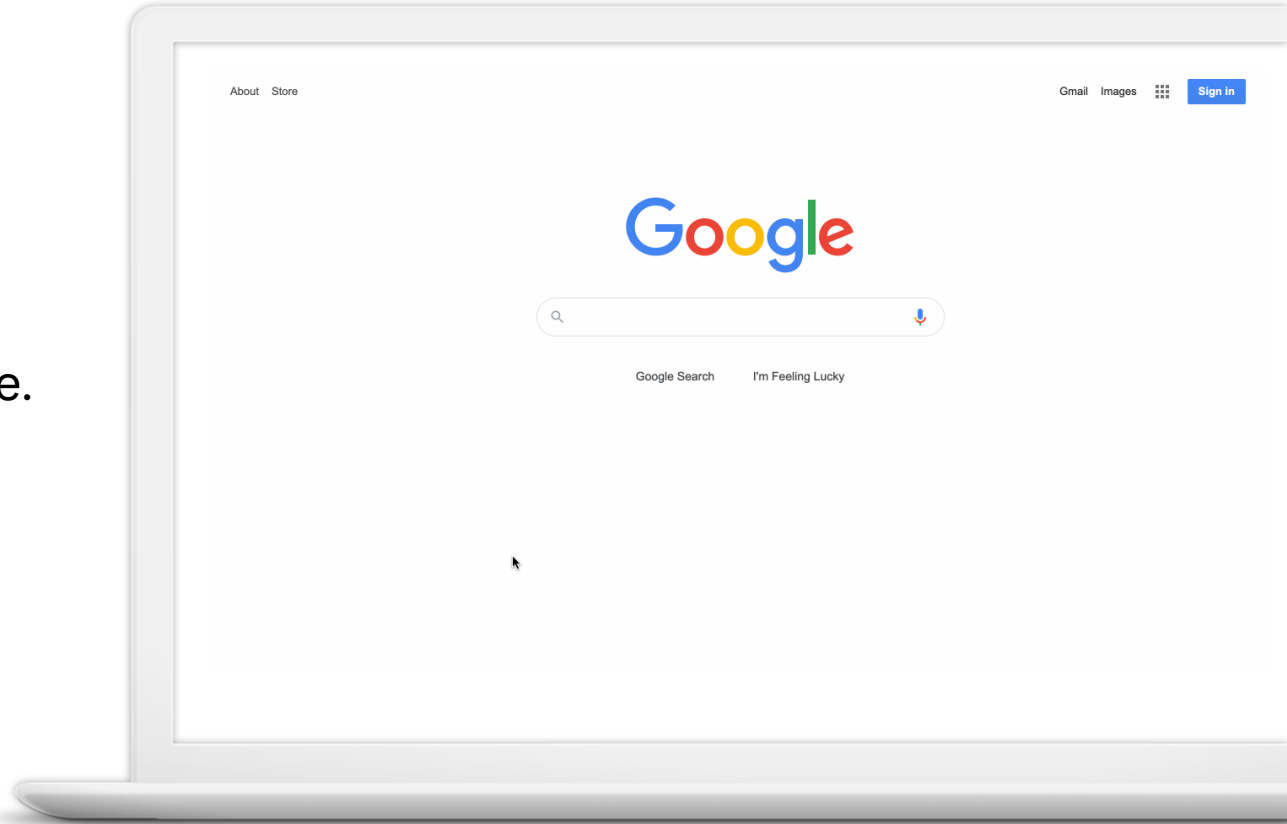
Step 1: Sign into your Google Account

Sign into your
Google Account.

Don't have a Google
Account? Sign up for free.

Quick Tip:

Create a new Google account
accounts.google.com/signup



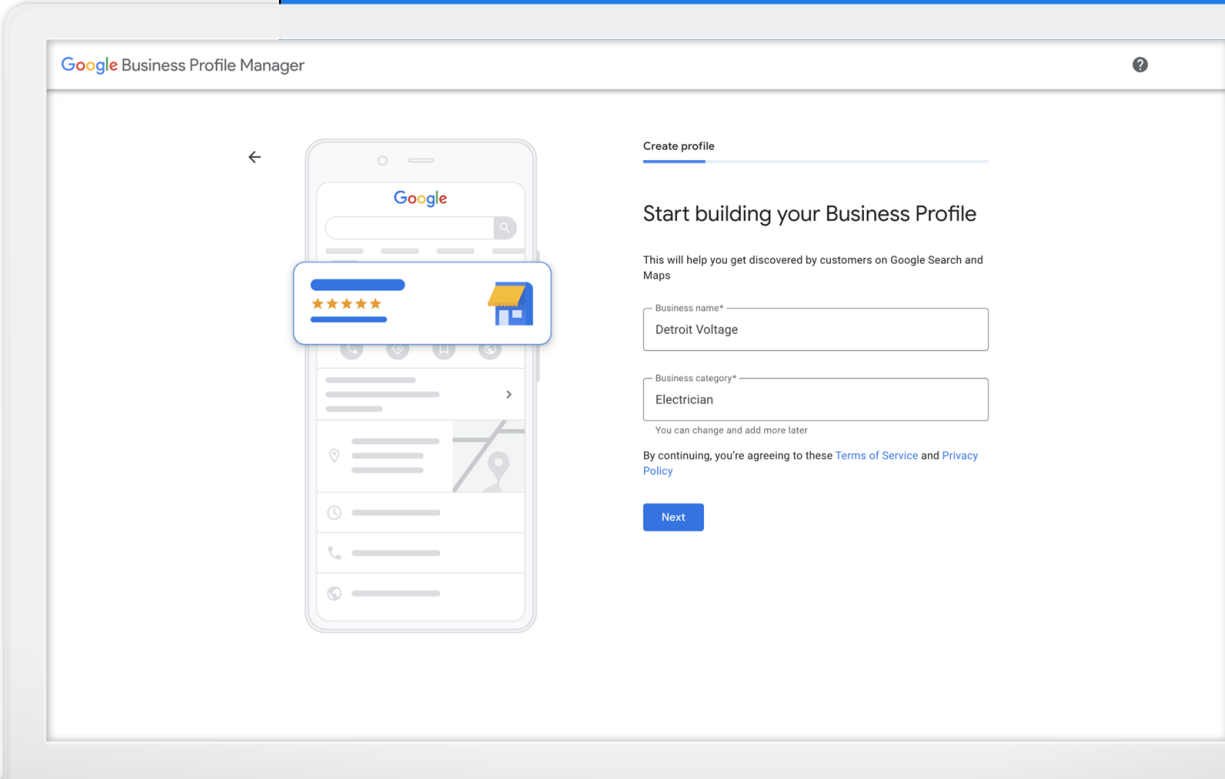
Step 2: Find or add your business

Type the business name as you want it to appear on Google.

It may appear in a drop-down list.

Enter a business category.

Select **Next**.



Google Business Profile Manager

Create profile

Start building your Business Profile

This will help you get discovered by customers on Google Search and Maps

Business name*
Detroit Voltage

Business category*
Electrician

You can change and add more later

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

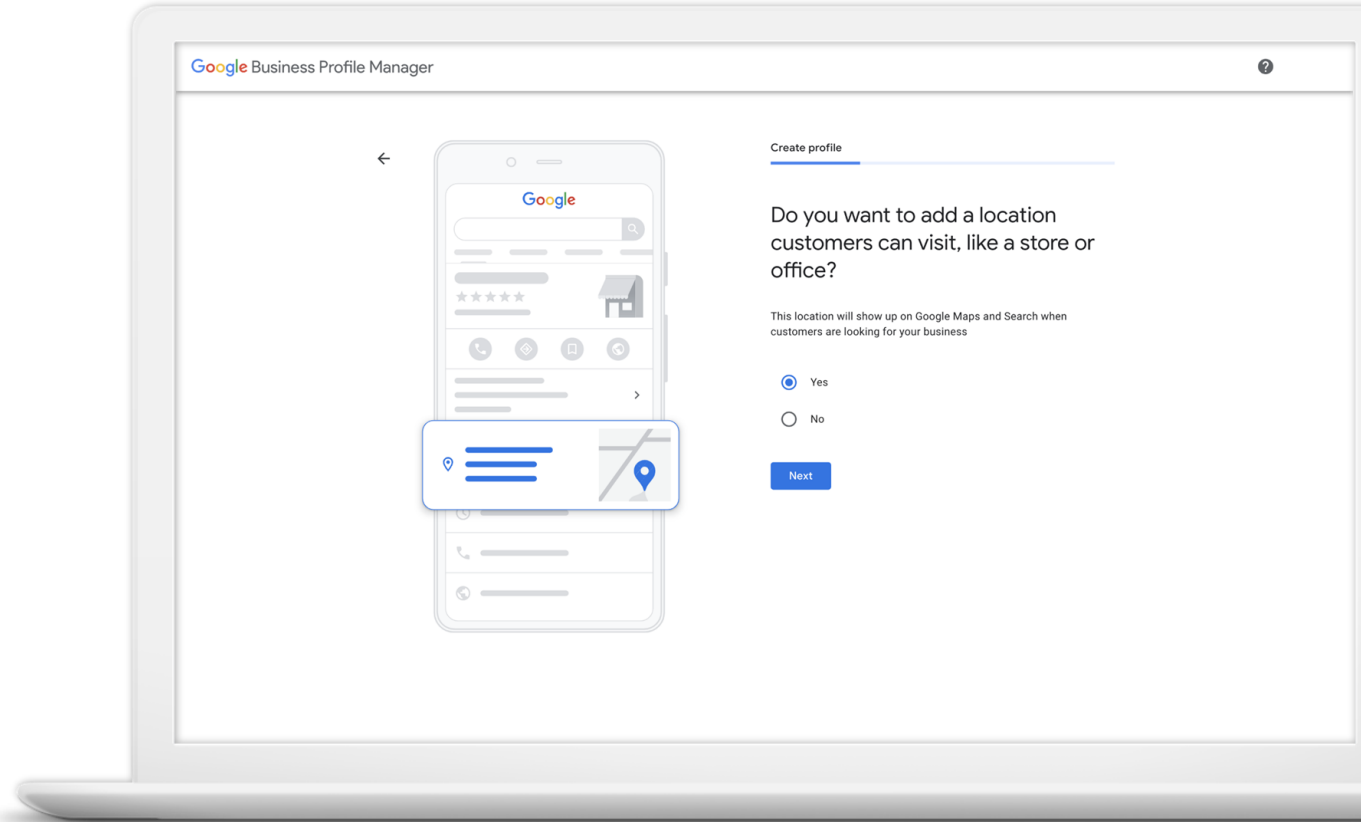
Next

Step 3: Do you have a location customers visit?

Check **Yes** to add a location.

Check **No** if the business delivers goods or services to customers at their location.

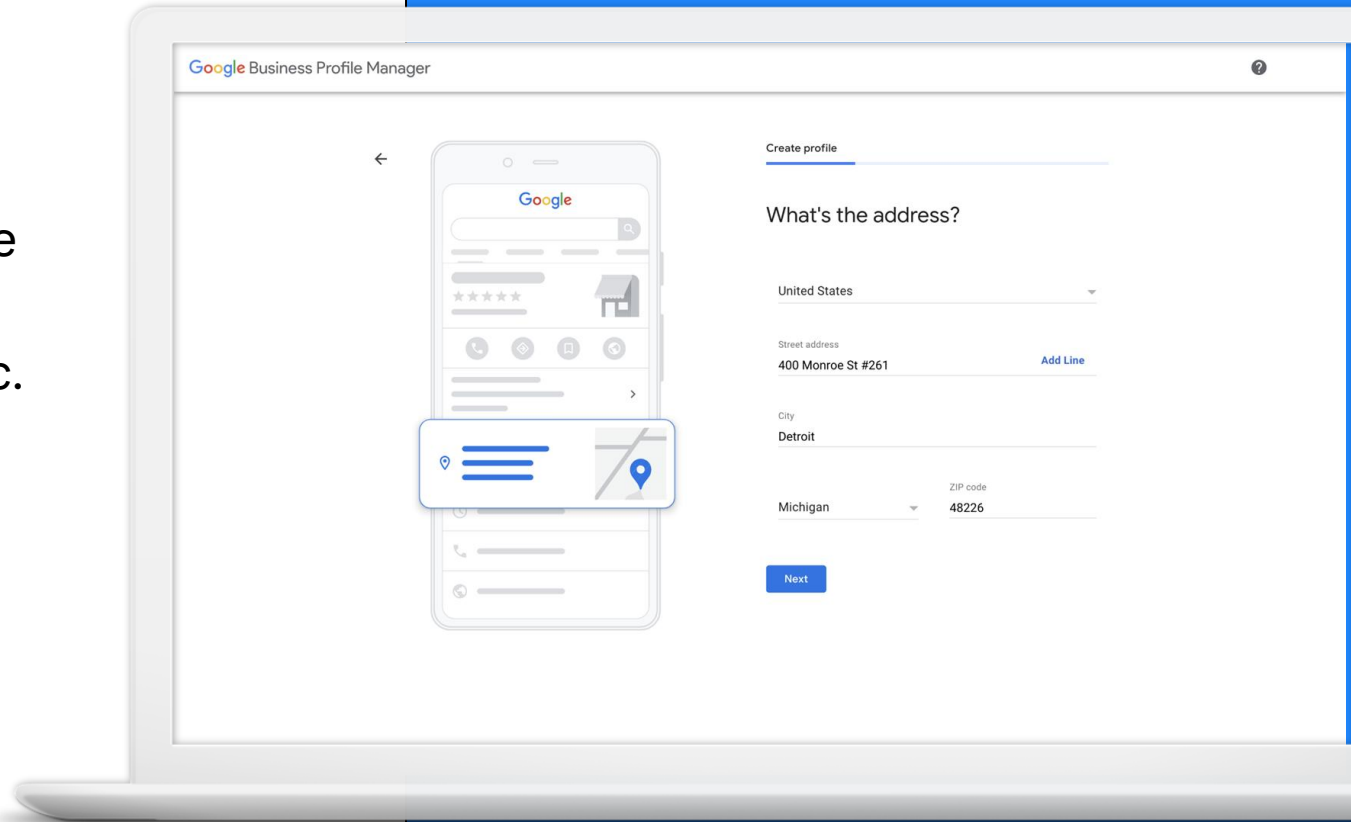
Click **Next**.



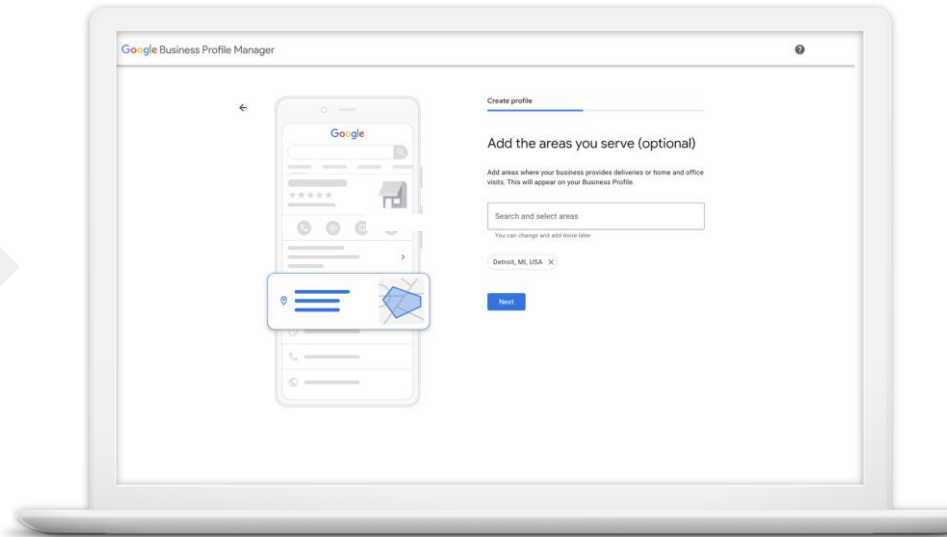
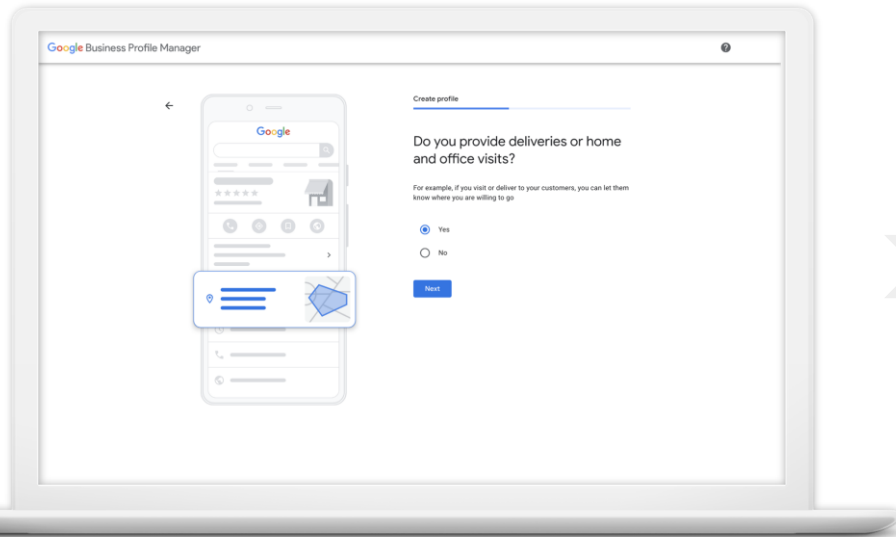
If yes, enter the address

Enter the complete and official street address. Include suite numbers, floors, building numbers, etc.

Click [Next](#).



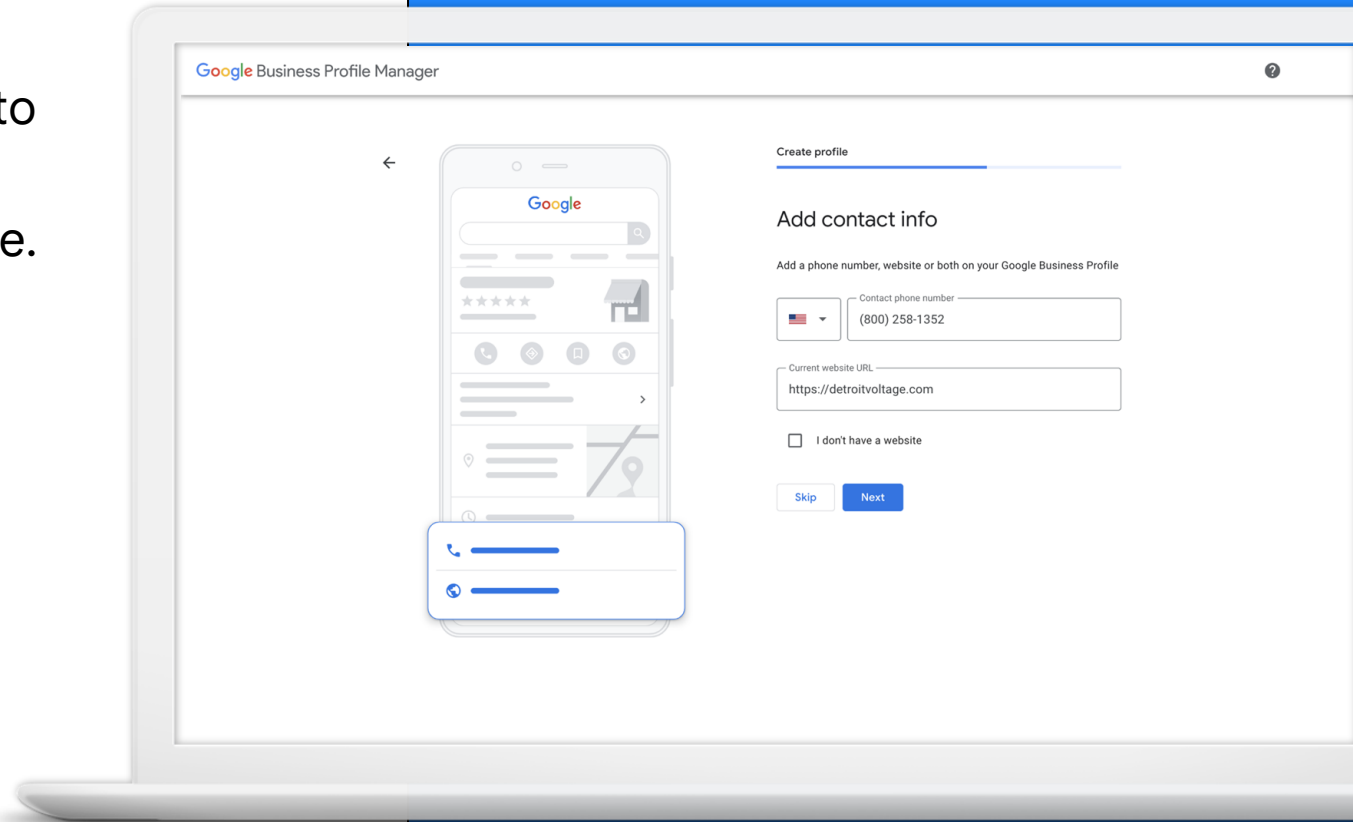
You can also add a service area



Step 4: Enter business contact info

You have the option to include a phone number and a website.

Click [Next](#).

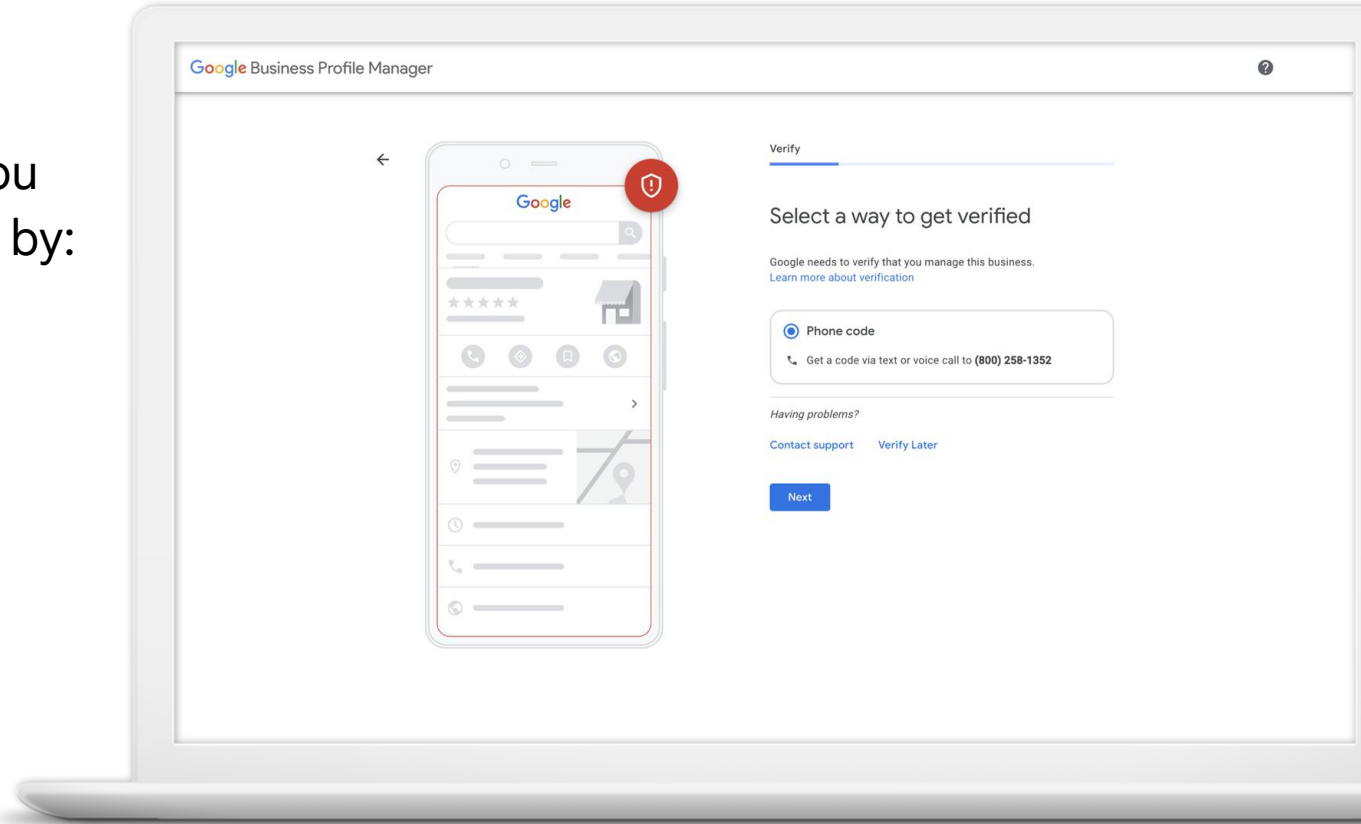


The screenshot shows the 'Google Business Profile Manager' interface. On the left, a smartphone displays a business listing with a star rating and icons for phone, location, and website. A blue callout box highlights the phone and website icons. On the right, the 'Create profile' progress bar is partially filled. The 'Add contact info' section includes a dropdown for country (USA) and a text field for 'Contact phone number' containing '(800) 258-1352'. Below that is a text field for 'Current website URL' containing 'https://detroitvoltage.com'. There is an unchecked checkbox for 'I don't have a website'. At the bottom are 'Skip' and 'Next' buttons.

Step 5: Choose verification method

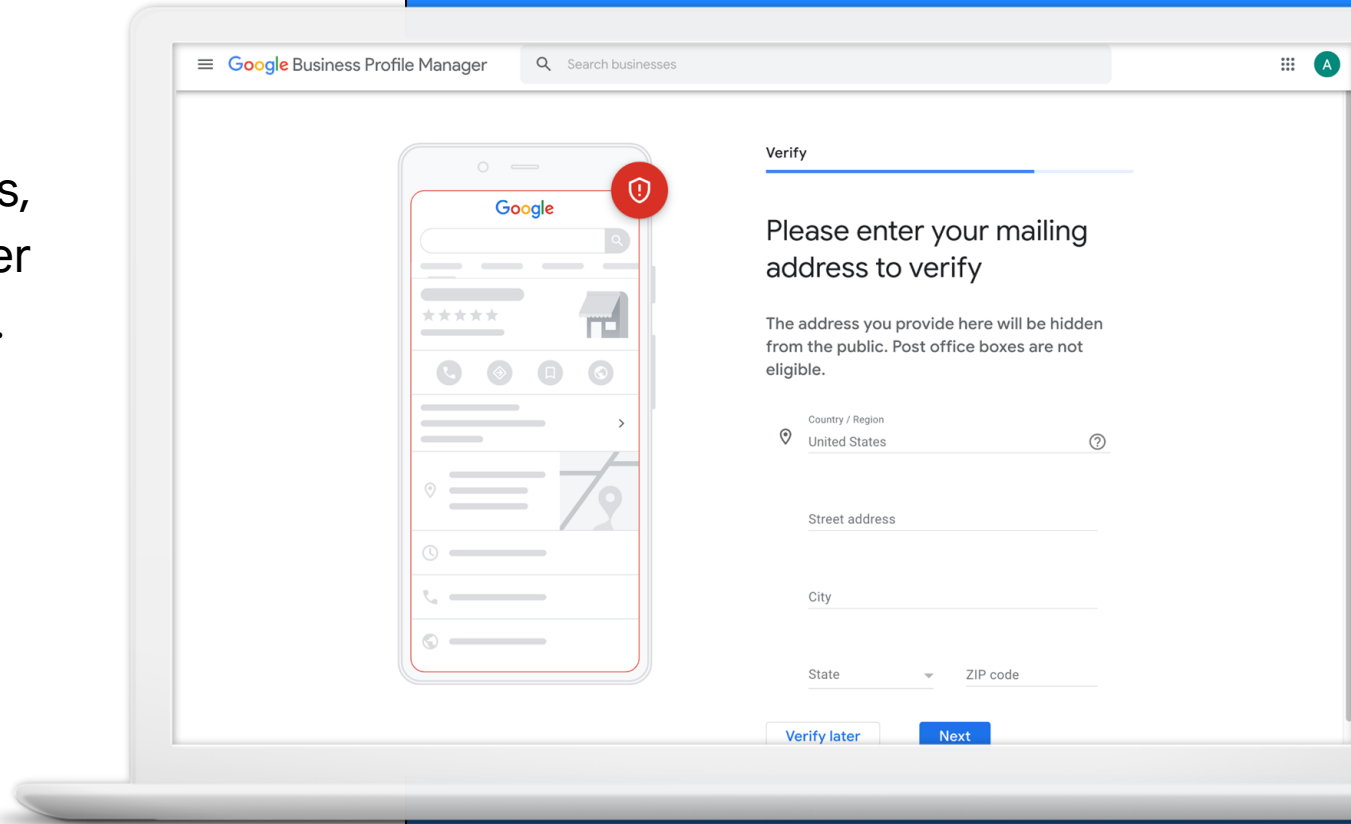
Depending on your business situation, you may be able to verify by:

- Phone
- Text
- Email
- Video
- Postcard



Step 5: Choose verification method

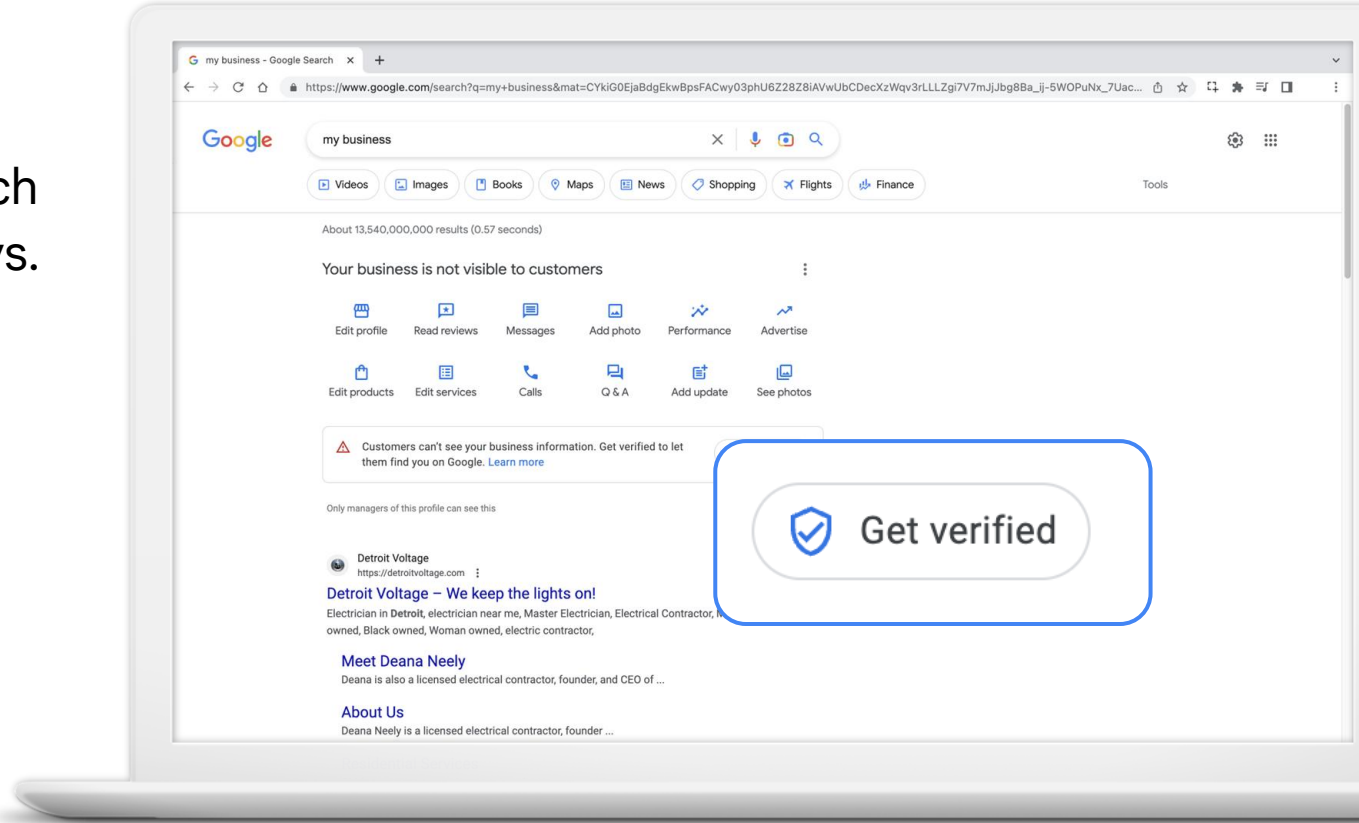
If you operate a service-area business, you may need to enter your mailing address.



Waiting for verification

Google reviews info before verifying, which can take up to 14 days.

In the meantime, add more business info.



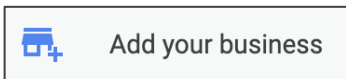
Three more ways to add your business

Visit maps.google.com.

OPTION

1

Search for your address. Click



OPTION

2

Click the three-line icon in the left menu.

Click [Add your business](#).

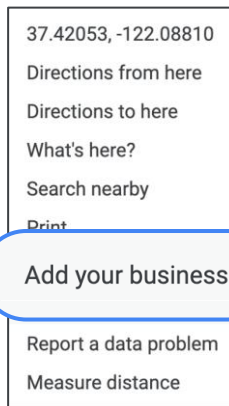


OPTION

3

Right-click on the map.

Click [Add your business](#).



Follow the prompts to create and verify your Business Profile.



How to manage business info

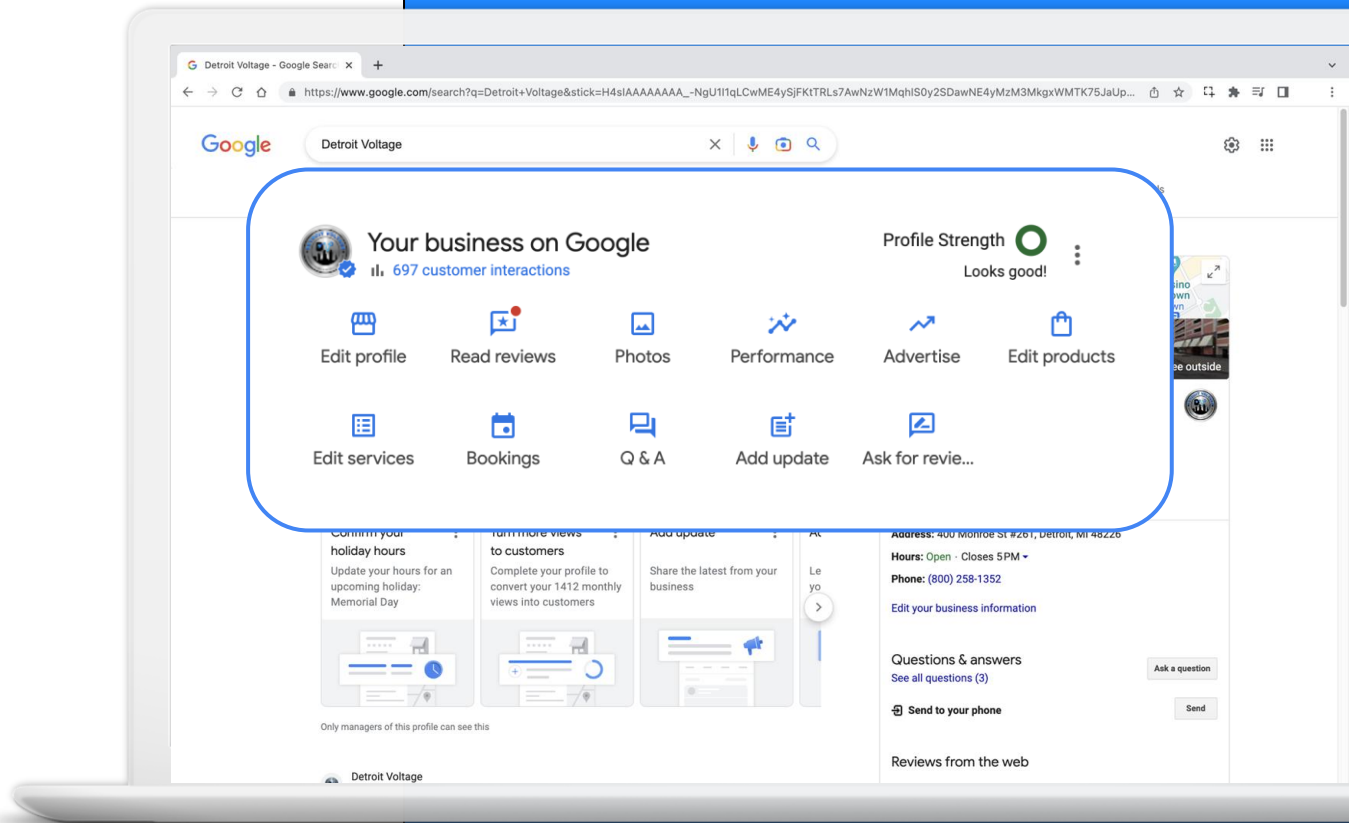
Manage info directly from Google's search results

Make edits directly on a search results page.

You must be signed into an account that manages the Business Profile.

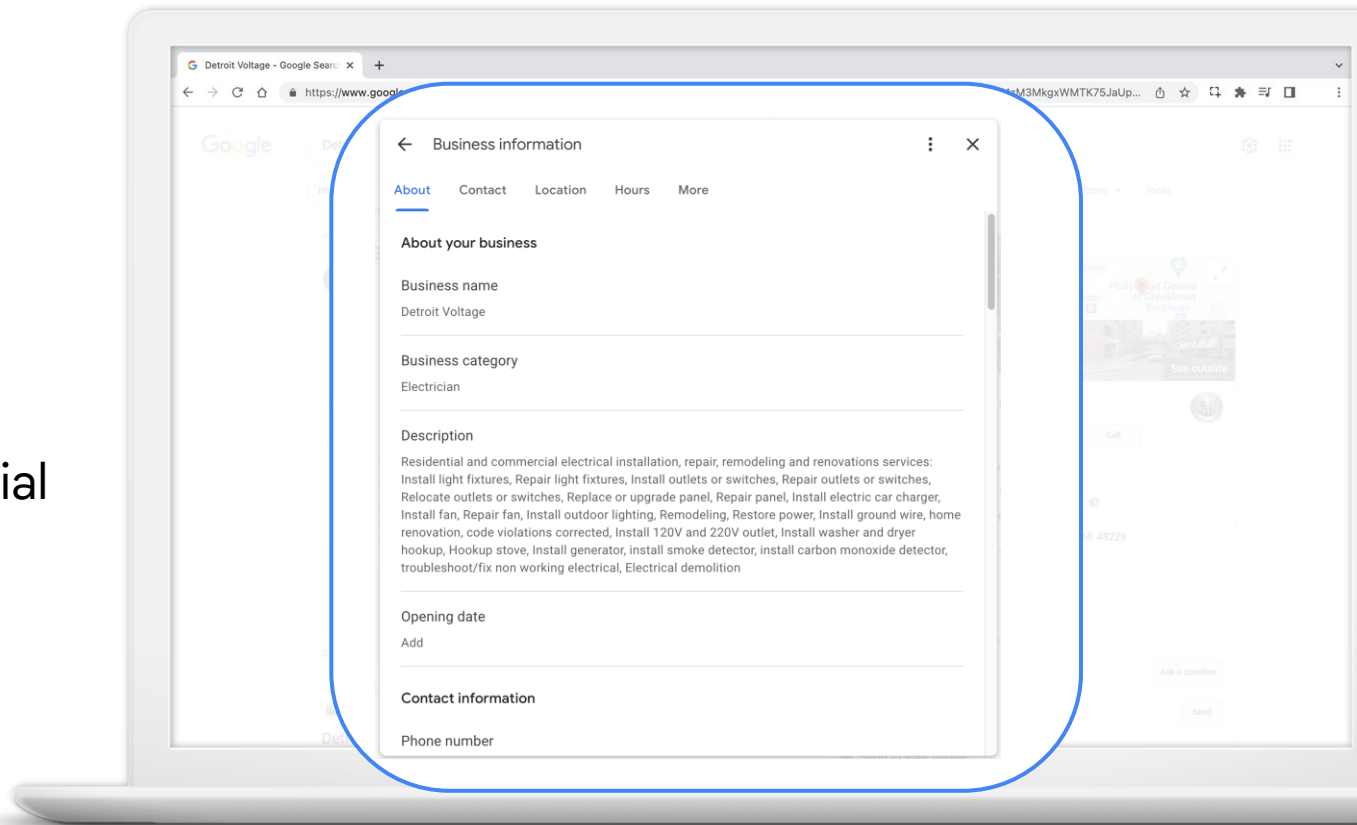
Quick Tip:

Search for your business at [google.com](https://www.google.com)



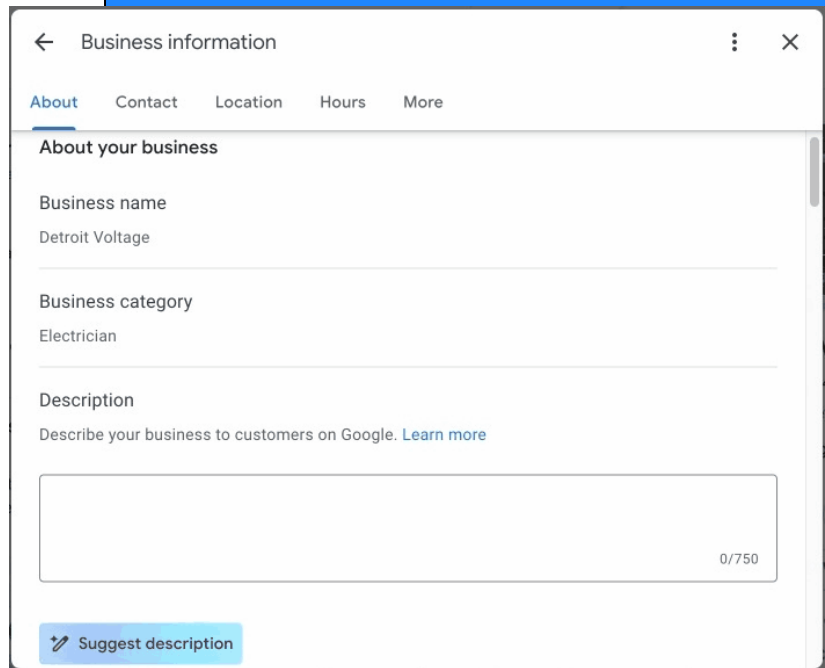
Click 'Edit Profile' to manage:

- Business name
- Category
- Description
- Phone numbers
- Website and social media profiles
- And more



Use AI to write a business description

- This AI tool uses business info to write a description.
- Help the tool by writing a draft or entering details about your business.
- Review for accuracy.



The screenshot shows a web interface titled "Business information" with a back arrow and a close button. Below the title are tabs for "About", "Contact", "Location", "Hours", and "More". The "About" tab is selected and shows the following fields:

- About your business**
- Business name**: Detroit Voltage
- Business category**: Electrician
- Description**: Describe your business to customers on Google. [Learn more](#)

Below the description field is a large text input area with a character count of "0/750". At the bottom of the form is a blue button with a pencil icon and the text "Suggest description".




AI Can Help Write, But You Review



Speed up, don't phase out.

Google's AI-powered tools help you draft descriptions and organize info faster than ever.

Crucial Review Checklist:

-  Accuracy of services listed
-  Tone of voice and brand consistency
-  Precise location and map details

Pro Tip: Stand out with attributes

Click [More](#) to choose attributes that can help your business stand out in search.



Asian-owned



Indigenous-owned



Veteran-owned



Black-owned



Latino-owned



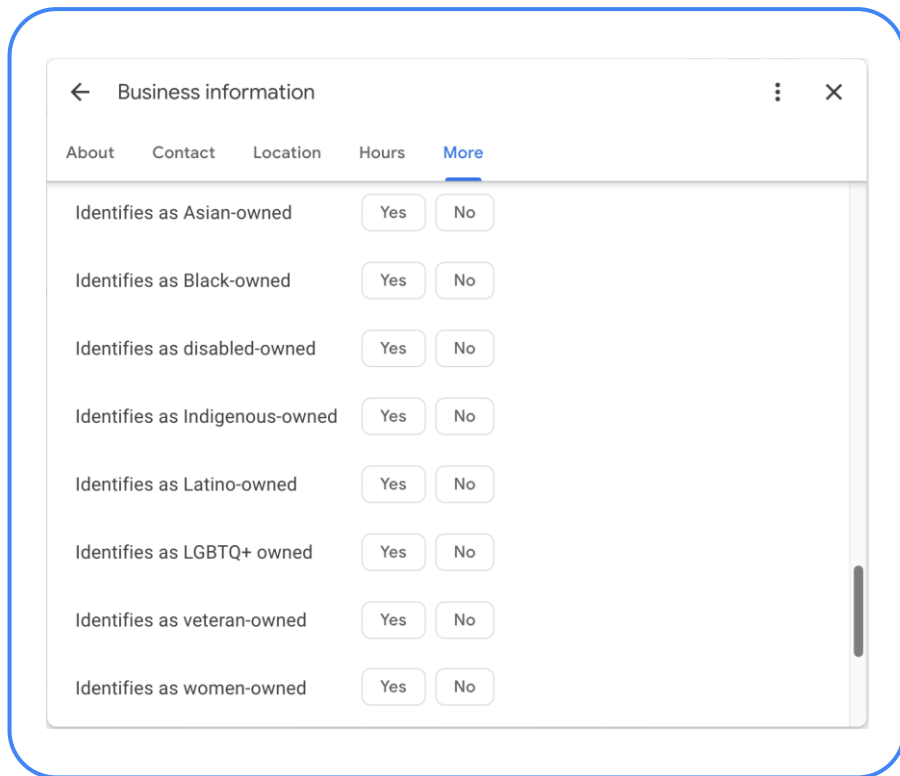
Women-owned



Disabled-owned



LGBTQ+ owned



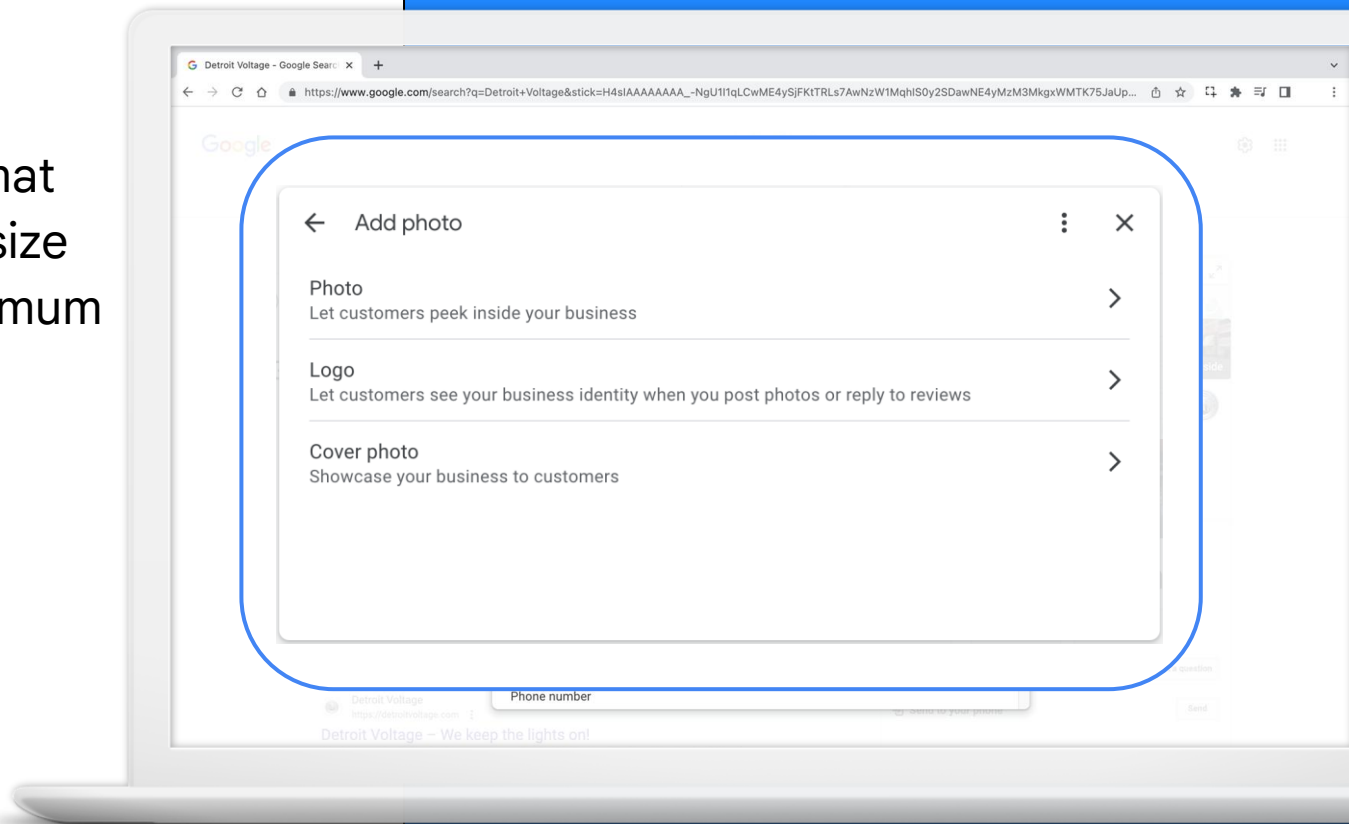
How to add photos and videos

Photos:

- JPG or PNG format
- 10KB - 5MB file size
- 250x250 px minimum

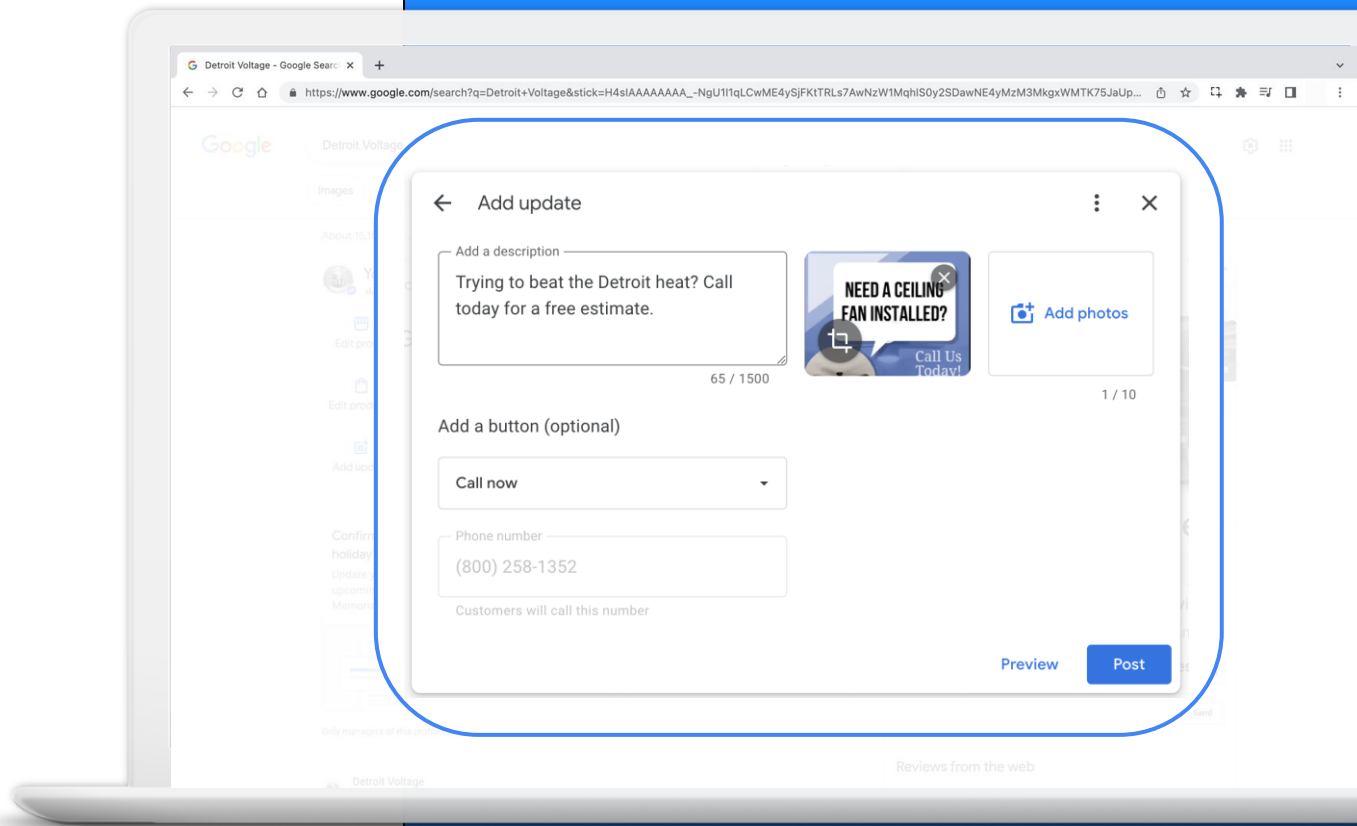
Videos:

- 30 seconds max
- 75MB max
- 720p minimum



Create posts to share timely info

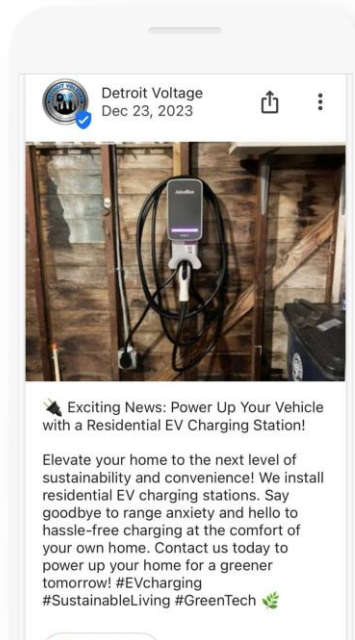
Click **Add update** to create a post.



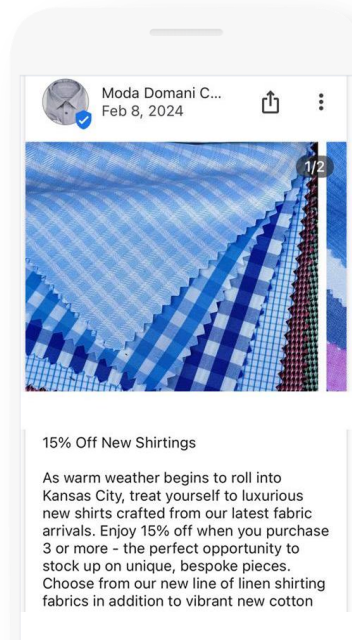
Post examples



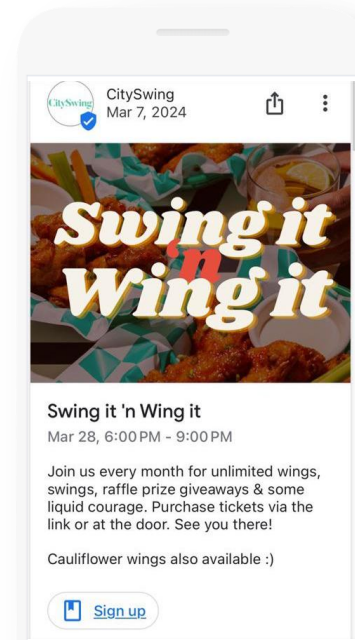
Update



Offer



Event



Posts Matter More Than You Think



Updates & Offers

Keep your customers informed about current sales or seasonal reminders.

Events

Highlight workshops, grand openings, or local community events.

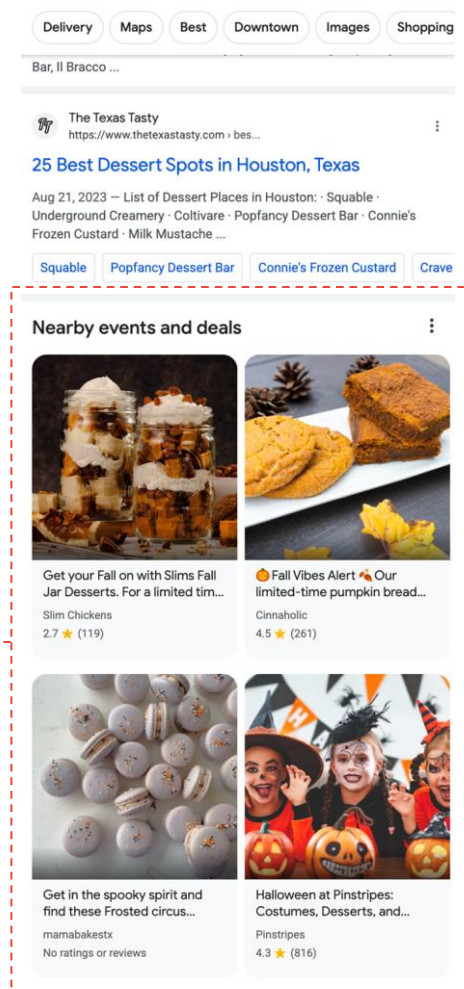
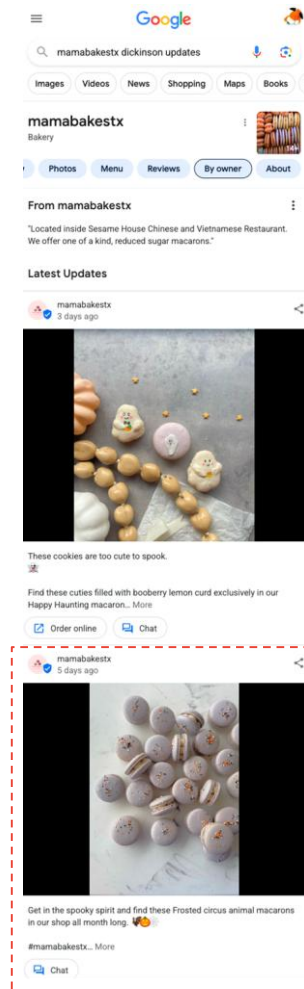


FAQ Answers

Answer common questions directly in your weekly posts to reduce friction.

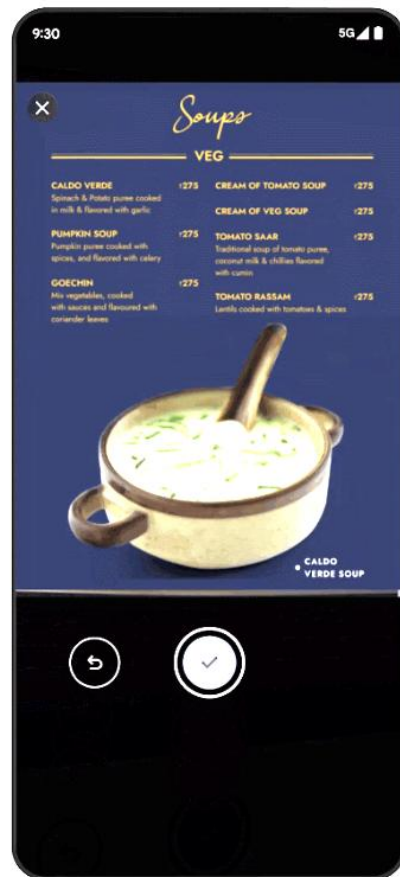
Posts may appear in ‘Nearby events and deals’

- Posts about local events and deals may appear in a “Nearby events and deals” module.
- The module is available for mobile devices.



Bonus for restaurants

Create a digital menu in less than 30 seconds with Google AI.



BONUS UPDATE

AI Menus for Restaurants

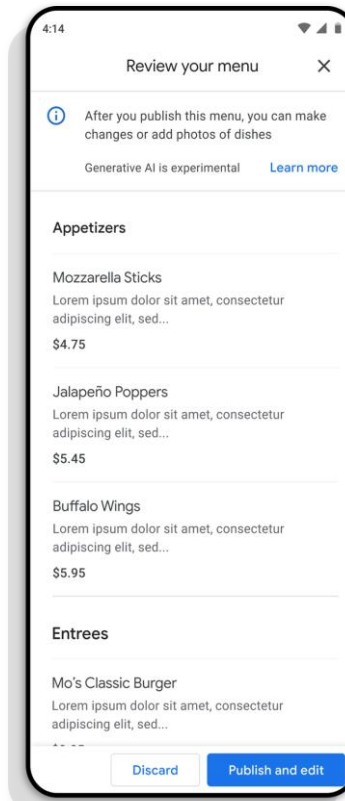
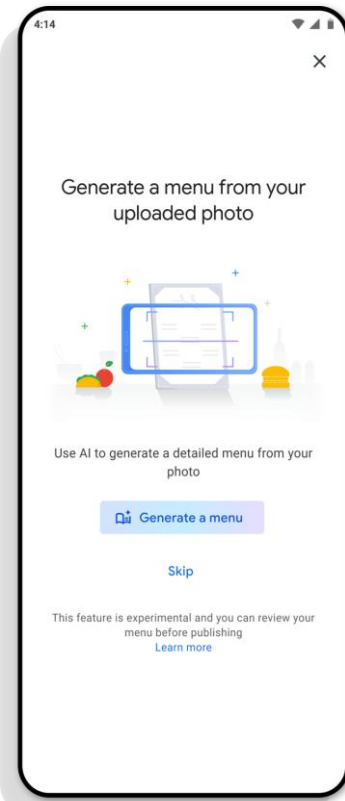
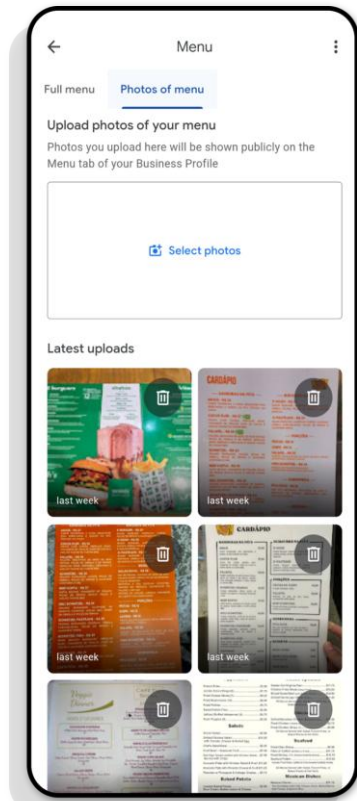
AI can now turn physical menu photos into structured digital formats automatically.

Always Verify:

- 📍 Item names & prices
- 📁 Correct categories
- ✍️ Appetizing descriptions

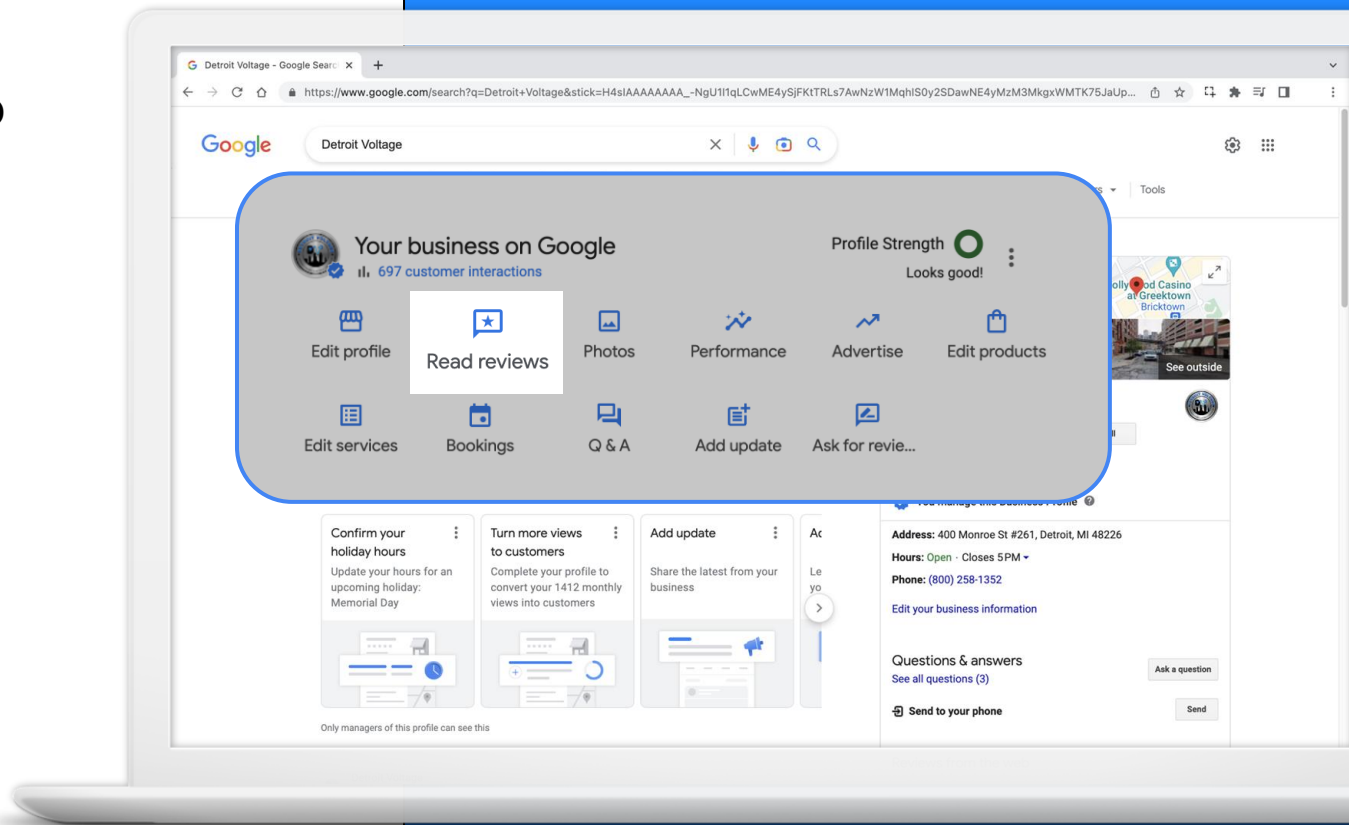


Use AI to create a menu



Read and respond to customer reviews

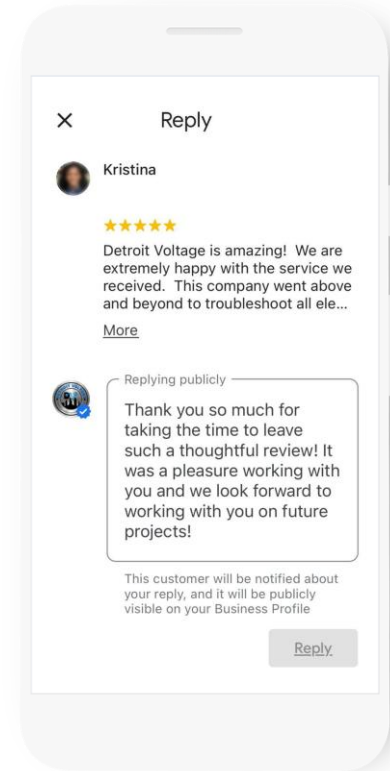
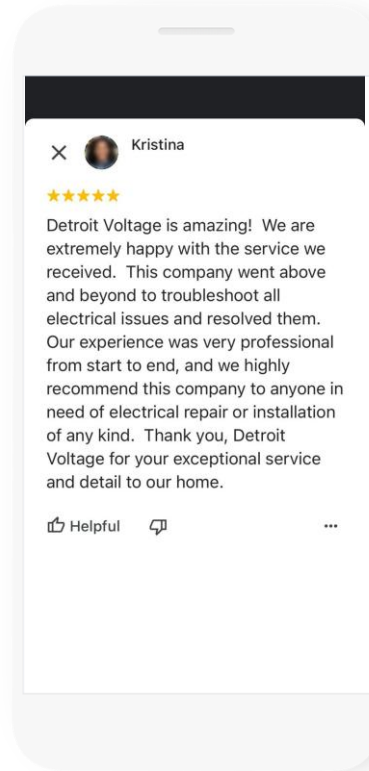
Click [Read reviews](#) to publicly respond.



Tips for managing reviews

Once your Business Profile is verified you can respond to customer **reviews**.

- Be professional and polite.
- Respond promptly.
- Don't use responses to advertise.
- Thank happy customers.
- Address issues constructively and resolve issues privately, if possible.



Reviews Are Reputation Data



Social Proof

Your response matters.

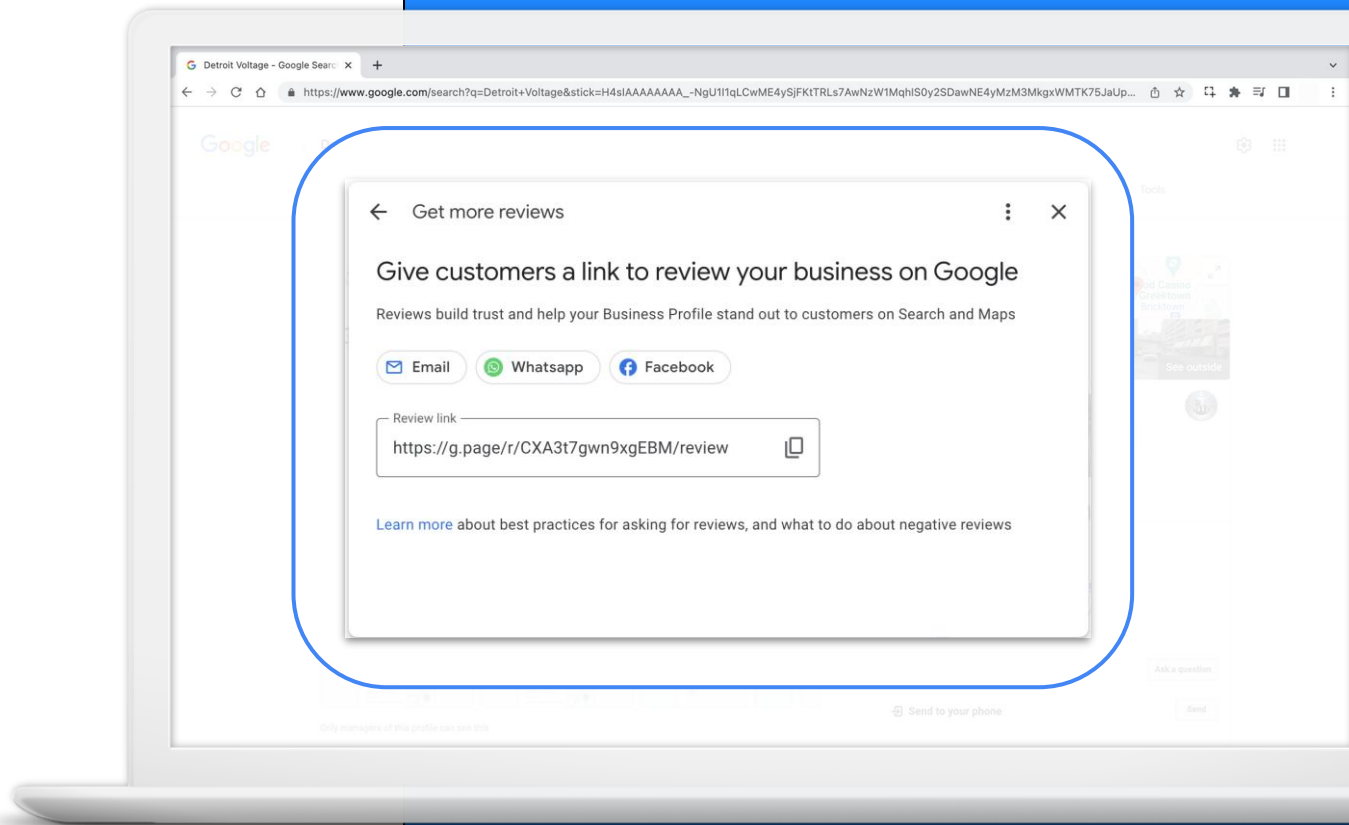
Future customers are reading your replies just as much as the review itself. A strong response shows professionalism, care, and consistency.

"A response to a negative review is your second chance to win a customer."

How to ask for reviews

Click [Ask for reviews](#)

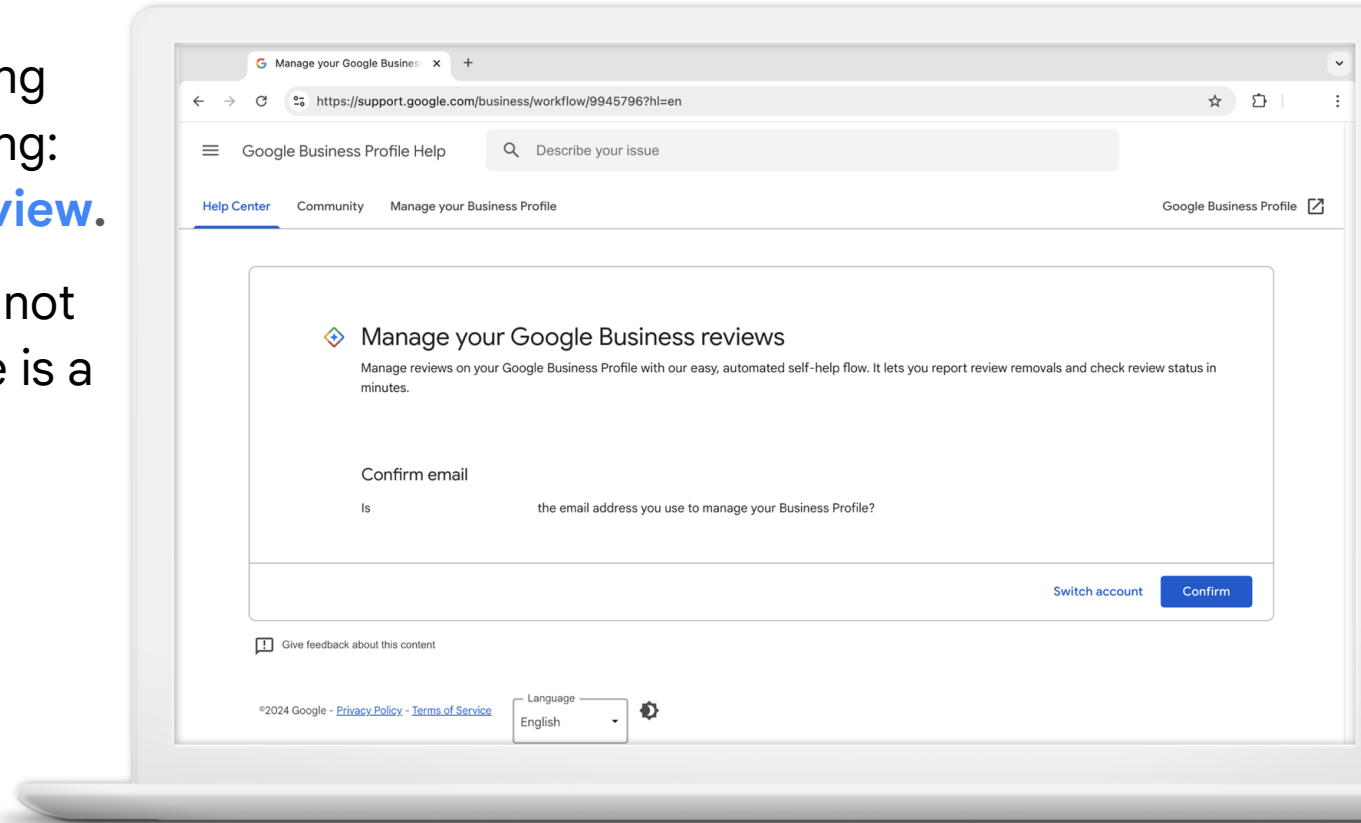
- Share via email
- Share via social
- Share via link



How to report a review violation

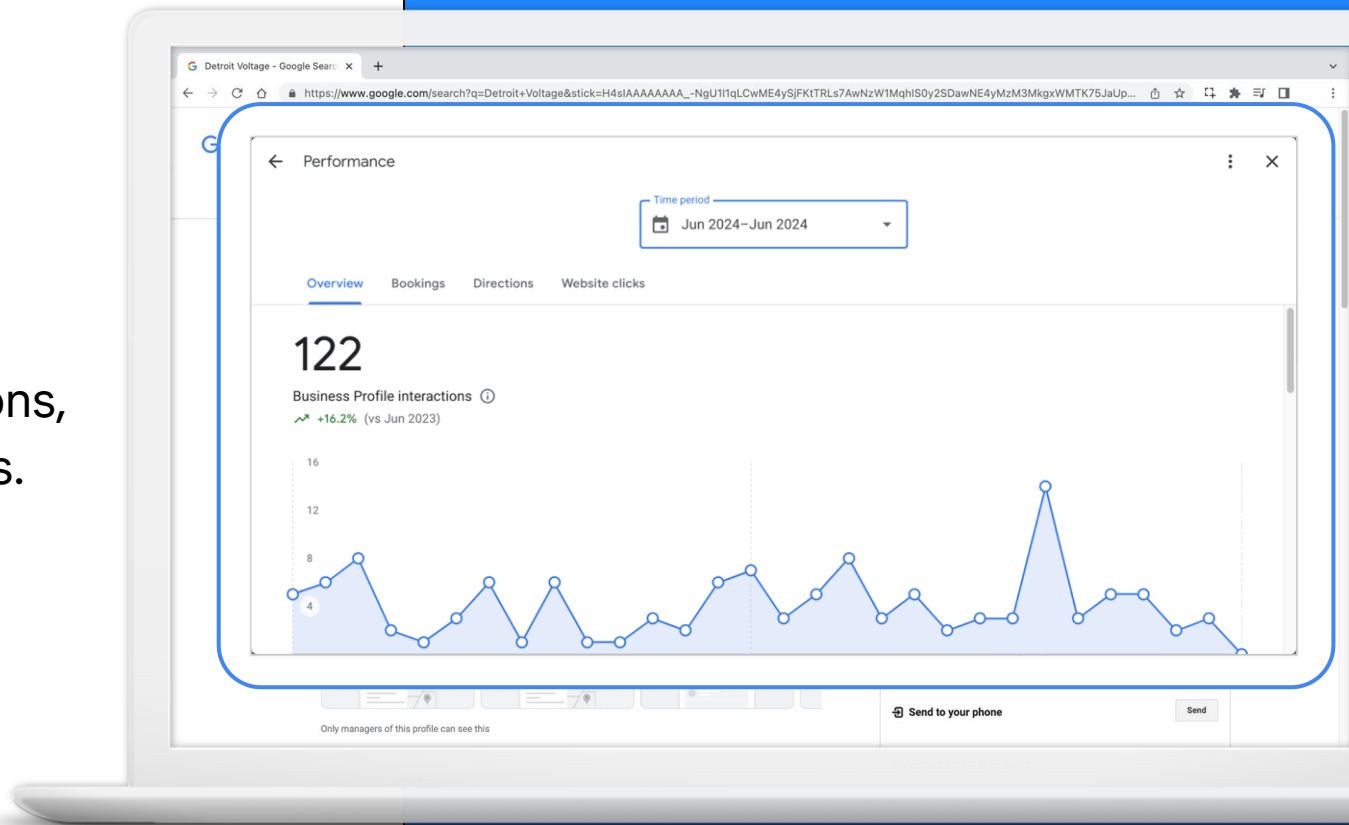
Flag reviews by clicking the alert icon or visiting: g.co/grow/reportreview.

Negative reviews are not removed unless there is a policy violation.

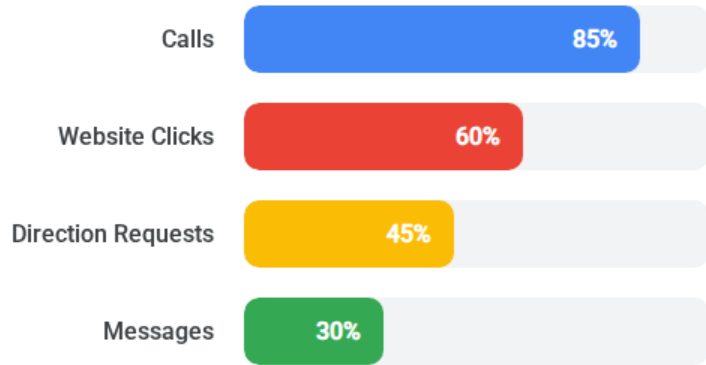


Performance reports show interactions

- See how people interact with your Business Profile.
- See reports for bookings, directions, and website clicks.






Stop Guessing. Watch Actions.



Learn what customers do.

Performance data tells you where people are taking action.

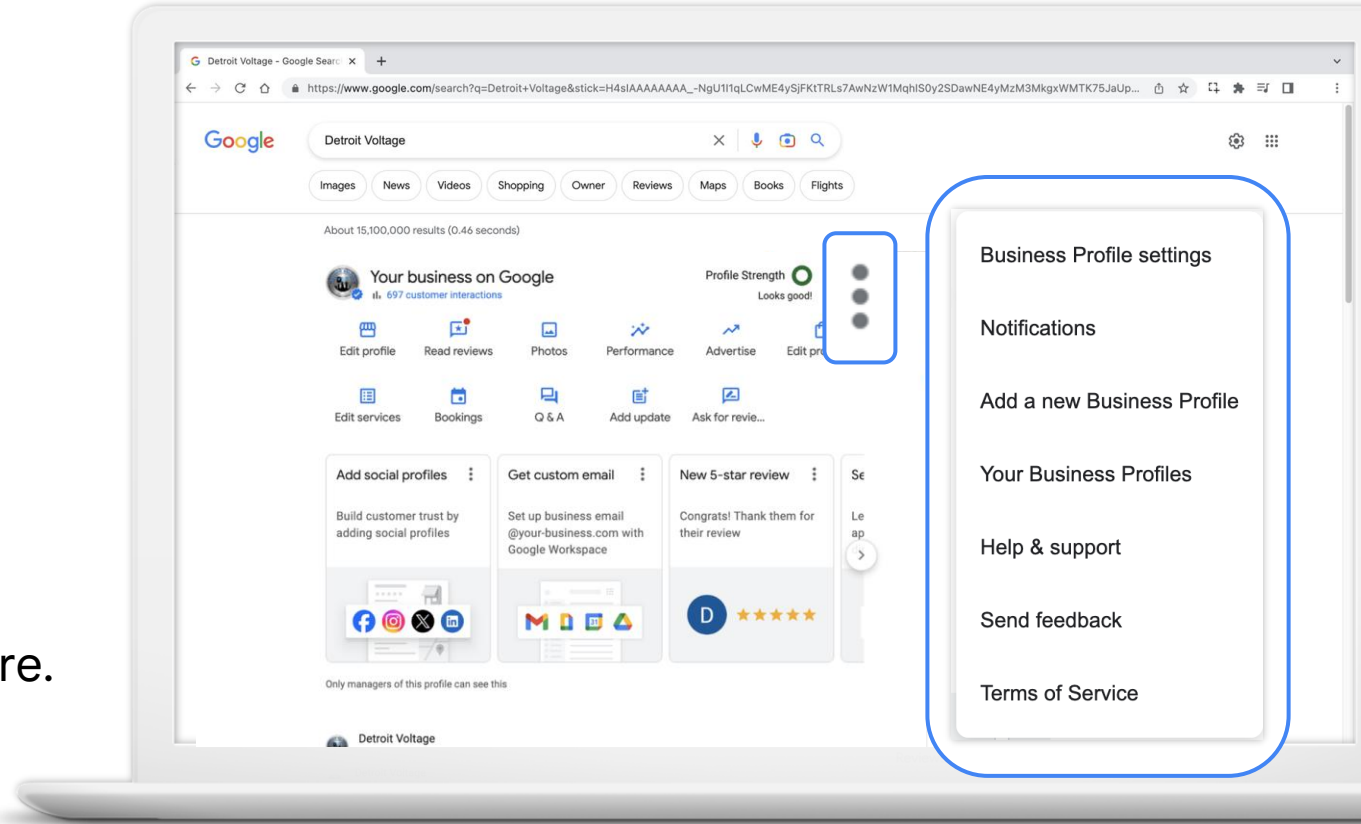
Ask yourself:

-  What are they responding to?
-  What are they ignoring?
-  Where is the real conversion?

Do not just manage the profile. Learn from it.

Click the three-dot icon to access more features

- Add managers.
- Set notification preferences.
- Add a new Business Profile.
- Access the Help Center, contact support, and more.



Next steps

- 1 Claim or complete your Business Profile.
- 2 Verify your profile through phone, text, email, video or postcard.
- 3 While waiting for verification, explore your Business Profile and update info.

Once your Business Profile is created

1

Make a habit of reviewing and updating your business info.

2

Add business [info](#), [photos](#) and [videos](#), share [posts](#), and more.

3

Explore [Performance](#) reports to learn how customers find you.

The Win Is a Weekly Habit

1

Weekly

Check & Respond to reviews
Add a fresh post
Add/Refresh a photo

2

Monthly

Review performance data
Check hours/links
Clean outdated details



Visibility

Consistency leads to ranking.

| What I Would Do Tomorrow

- ✓ **Set Your Schedule:** Pick 15 minutes every Friday for GBP.
- ✓ **Review Your Visuals:** Replace any photo older than 6 months.
- ✓ **Respond to One Old Review:** It shows Google you are active NOW.

Google teaches. Then you interpret. That's the rhythm.



Resources

Grow with Google

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- **Community Action Agency of Oklahoma**
- **MSU SBDC – Wichita Falls TX**
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For small businesses

No-cost access to the
AI Professional Certificate
plus three months of
Google Workspace
Business Standard

grow.google/business



Fundamentals

Brainstorming and Planning

Research and Insights

Writing and Communication

Content Creation

Data Analysis

App Building



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- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



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Questions?



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