

Grow with **Google**

Get Your Local Business on Google Search and Maps

grow.google/smallbusinesses

#GrowWithGoogle

- **Oklahoma SBDC**
- **SCORE Austin**
- **BakerRipley**
- **Texas A & M Victoria SBDC**
- **SCORE Houston**
- **Del Mar College SBDC – Corpus Christi TX**
- **El Paso Community College SBDC**
- **Artesia Chamber of Commerce – Artesia NM**
- **SCORE Rio Grande Valley - Harlingen TX**
- **SCORE San Antonio**
- **SCORE Corpus Christi**
- **Community Action Agency of Oklahoma**
- **Texas Tech University SBDC – Lubbock TX**
- **Texas State SBDC – Austin TX**
- **MSU SBDC – Wichita Falls TX**
- **UT Rio Grande Valley SBDC – Edinburg TX**
- **UT Permian Basin SBDC – Midland/Odessa TX**
- **Choctaw Small Business Development**
- **LiftFund**
- **Sul Ross State University SBDC – Alpine TX**
- **Texas Tech University SBDC – Abilene TX**

Presenter

Maria Elena Duron

U.S. Southwest Coach, Grow with
Google

Chief AI Officer

Founder, Smart Brand System™



Agenda

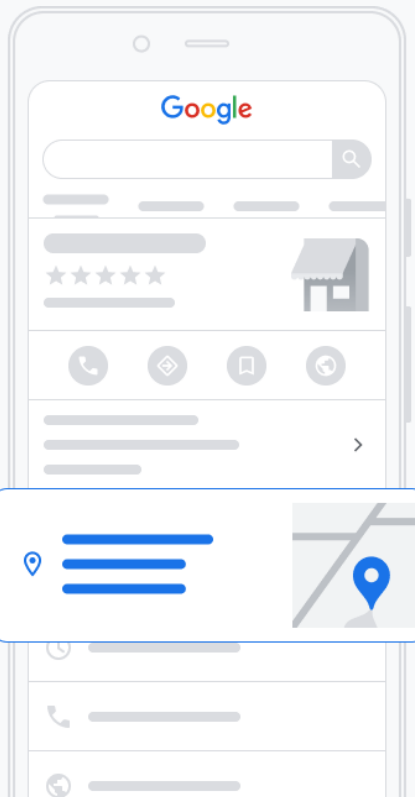
- What is a Google Business Profile?
- How to create a Business Profile
- How to manage business info
- Resources

What is a Google Business Profile?

Eligible business types

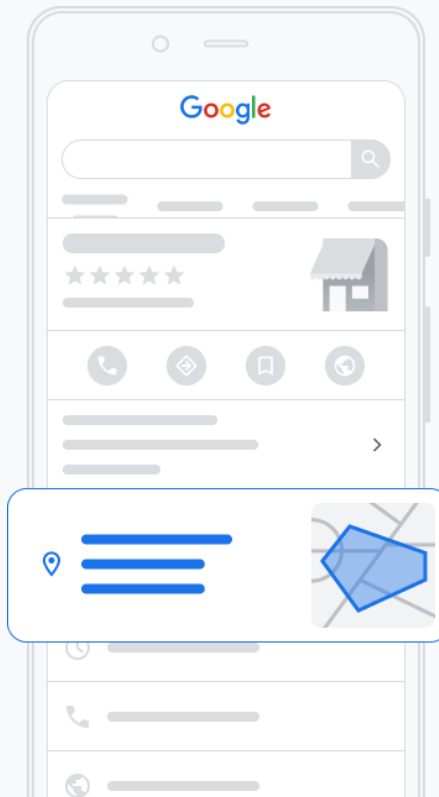
Brick & Mortar

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

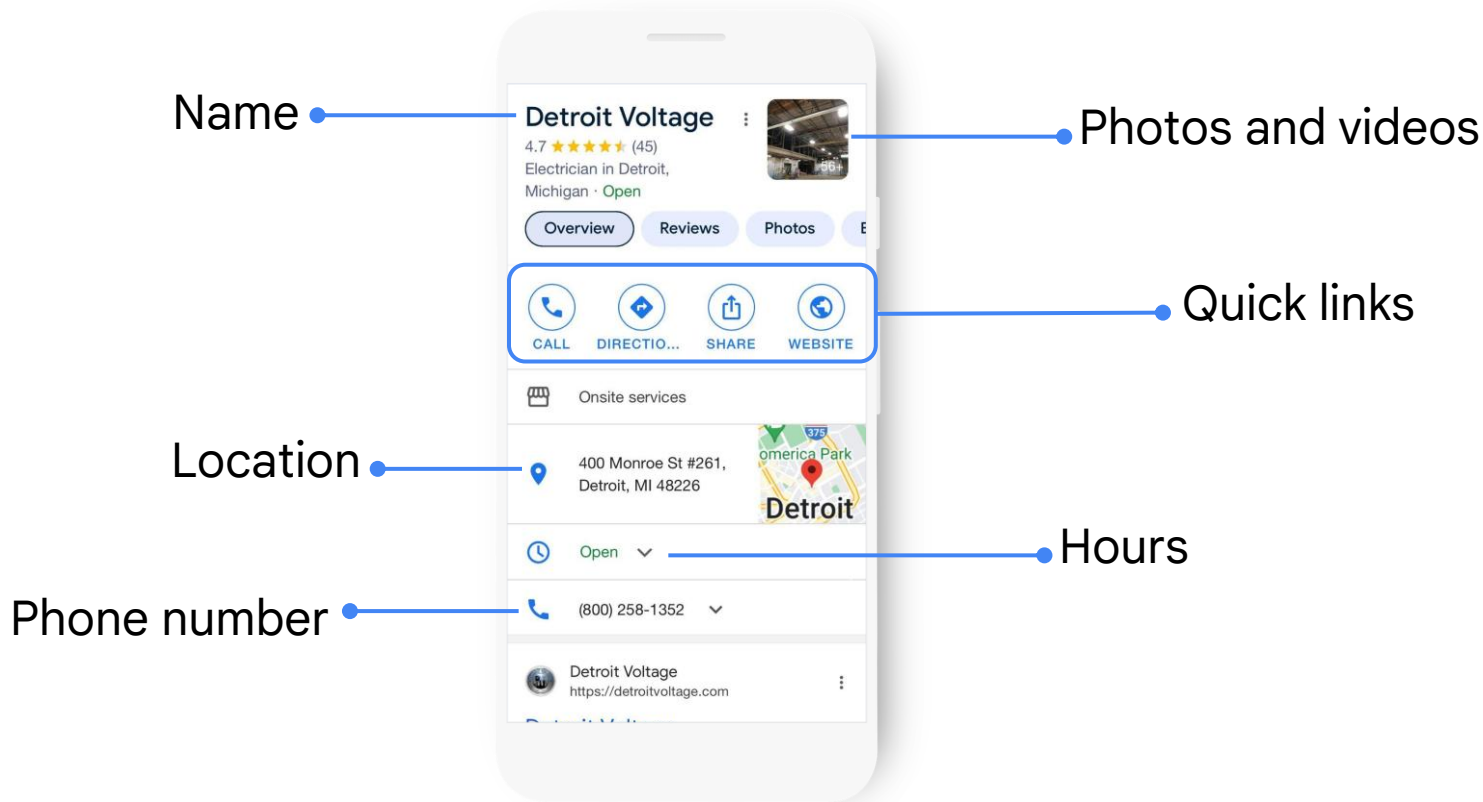


Service Area

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

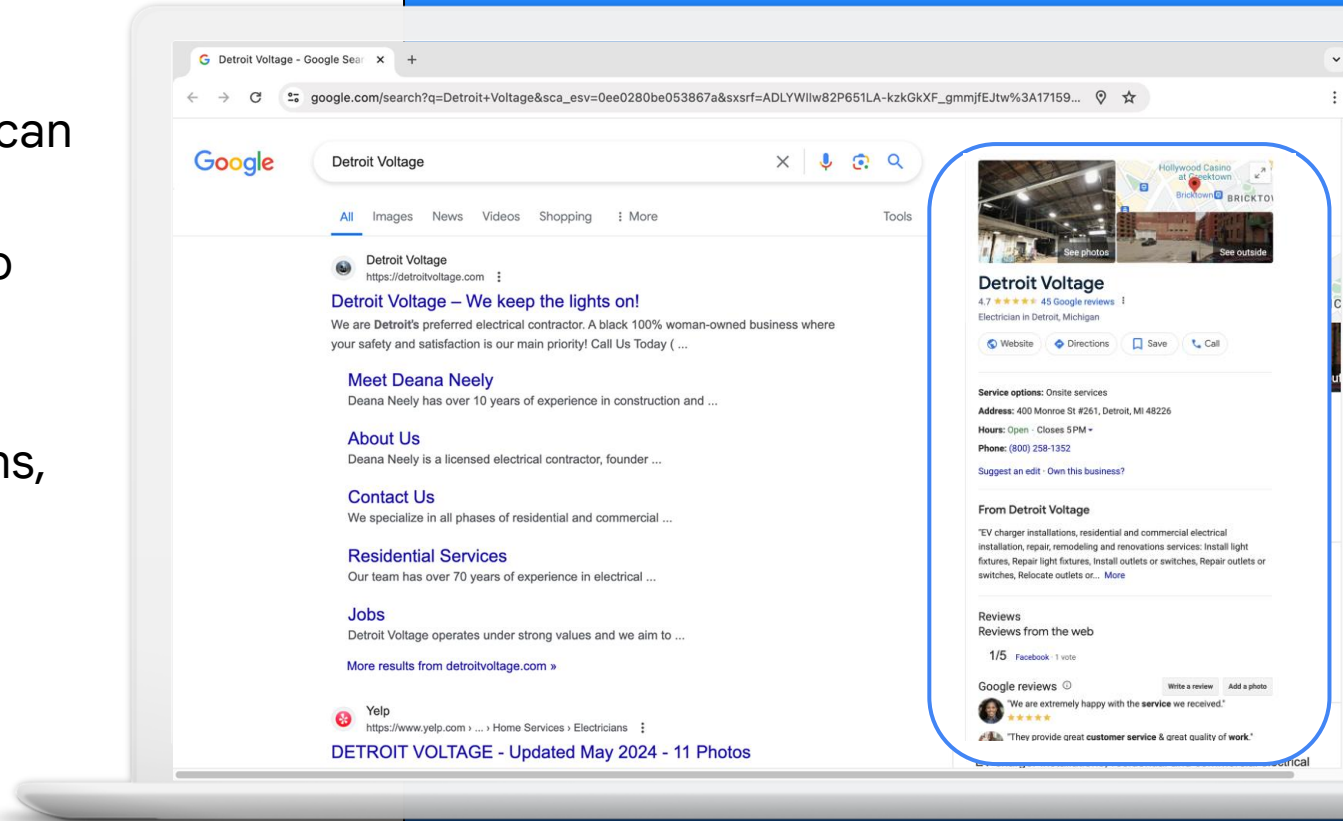


Anatomy of a Google Business Profile



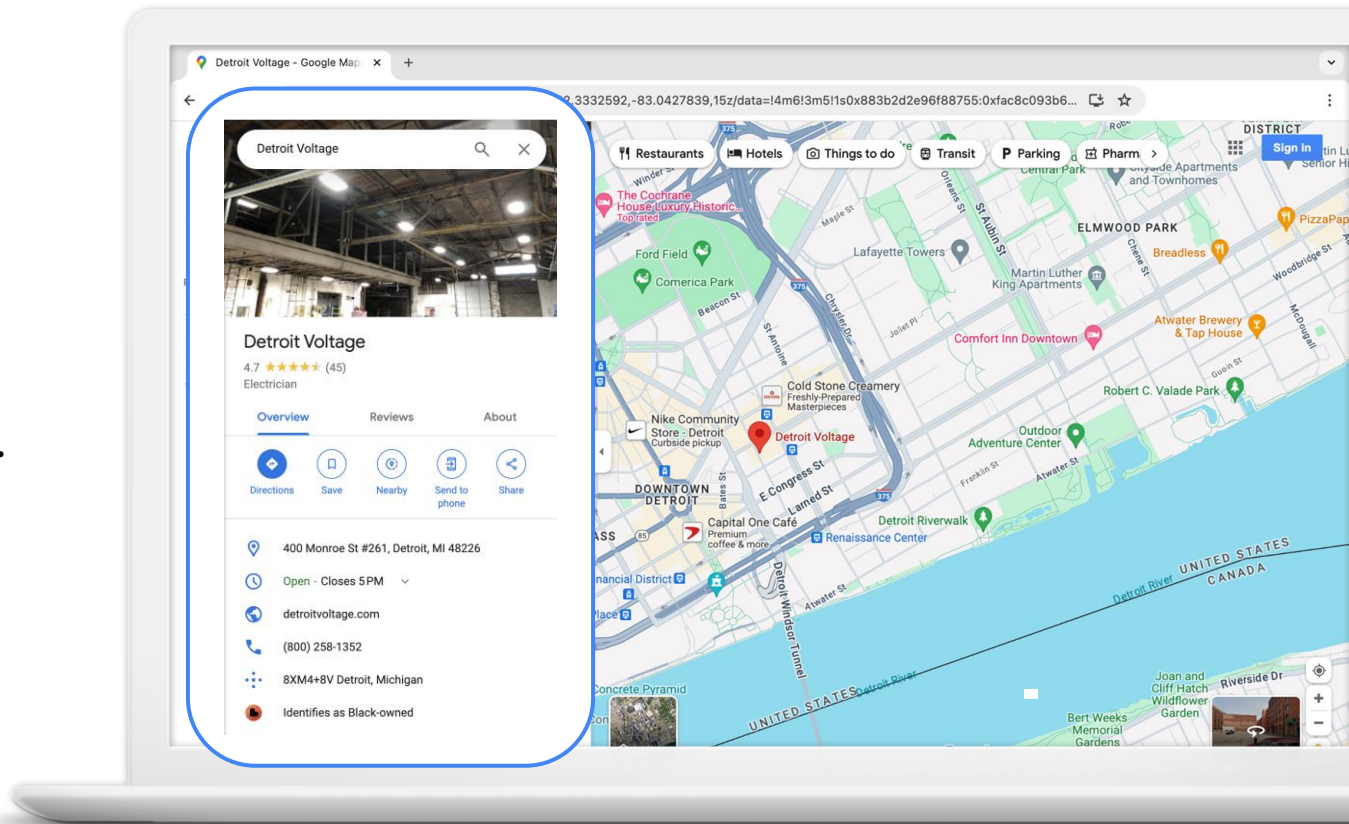
Business Profiles appear on Google Search...

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.



| 2026 Update: Google Business Profile is a Trust Signal

No longer “just a listing.”

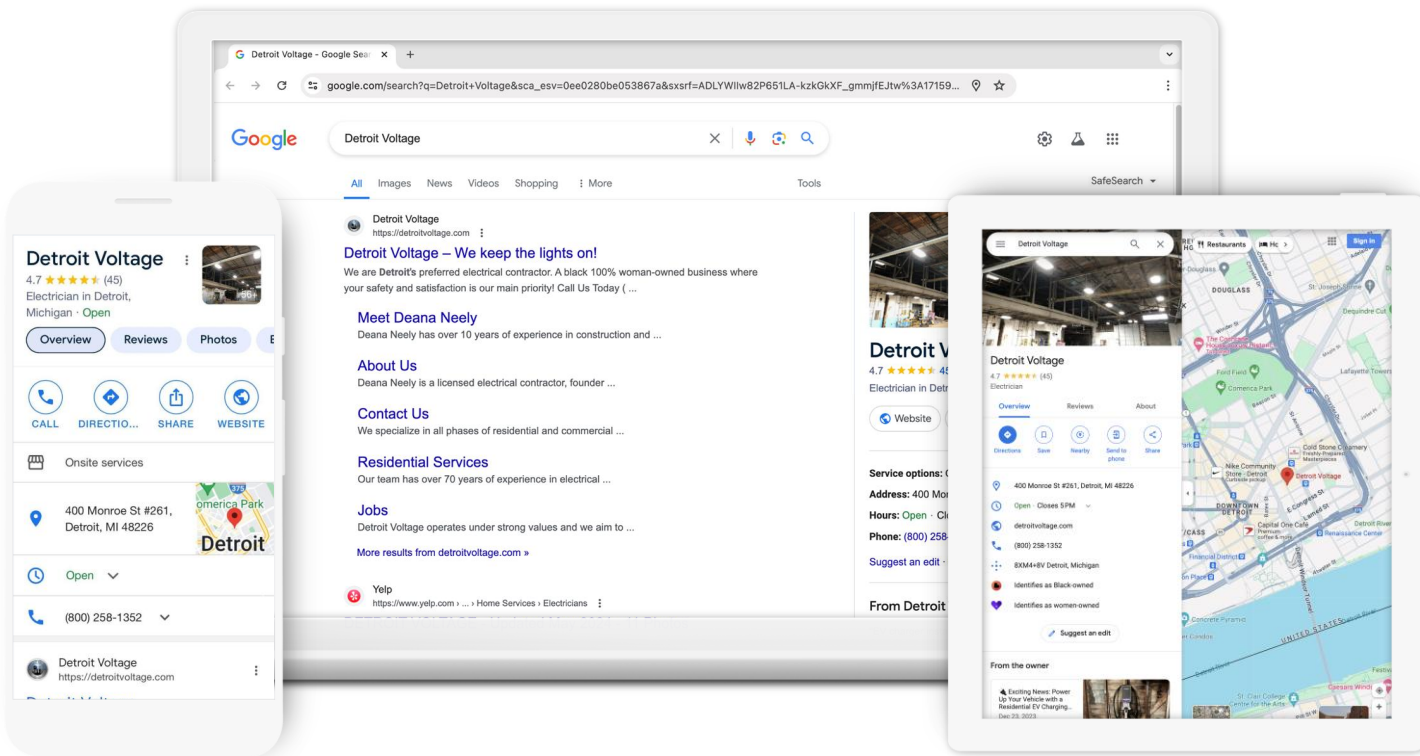
Google uses your profile to verify your business identity and reliability in real-time.

- ✓ 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.

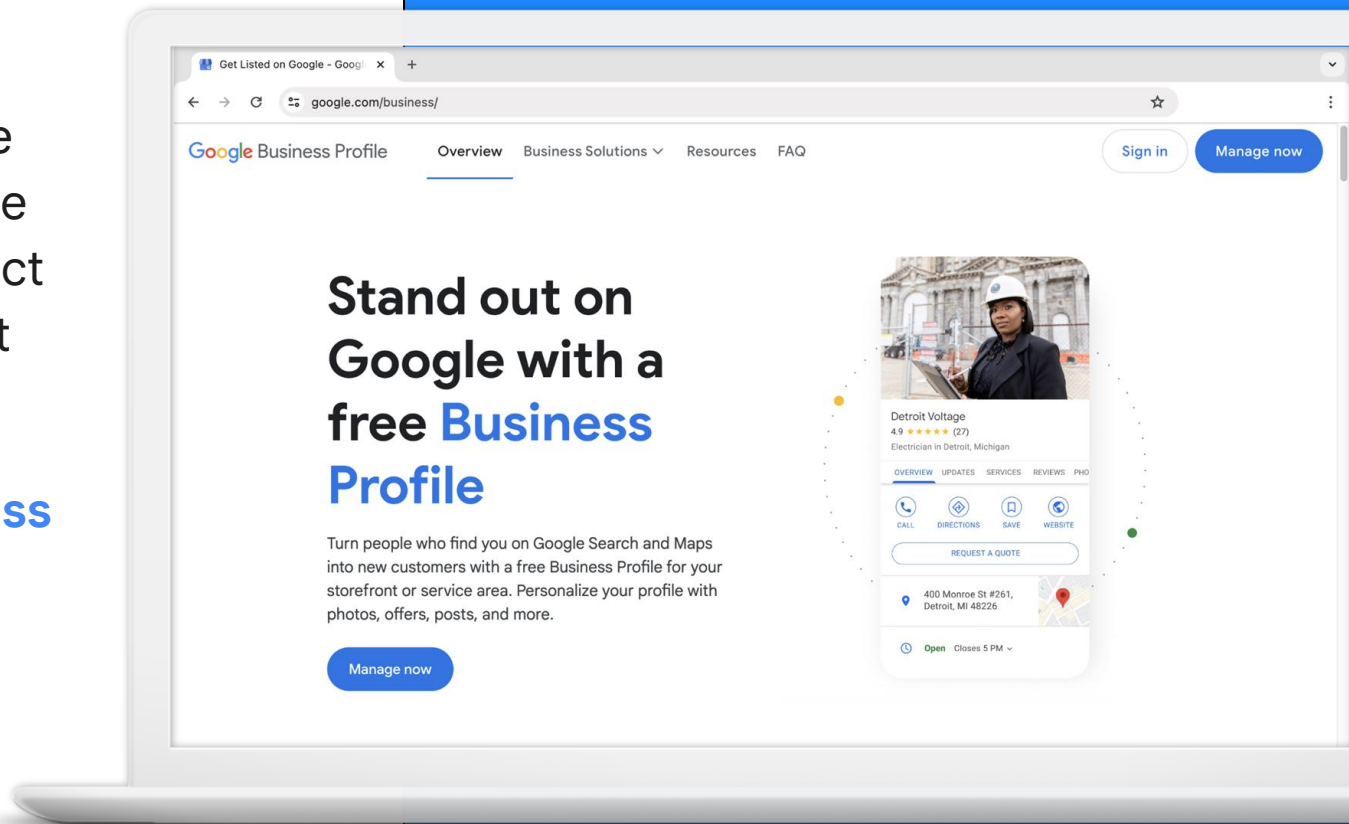


How to create a Business Profile

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

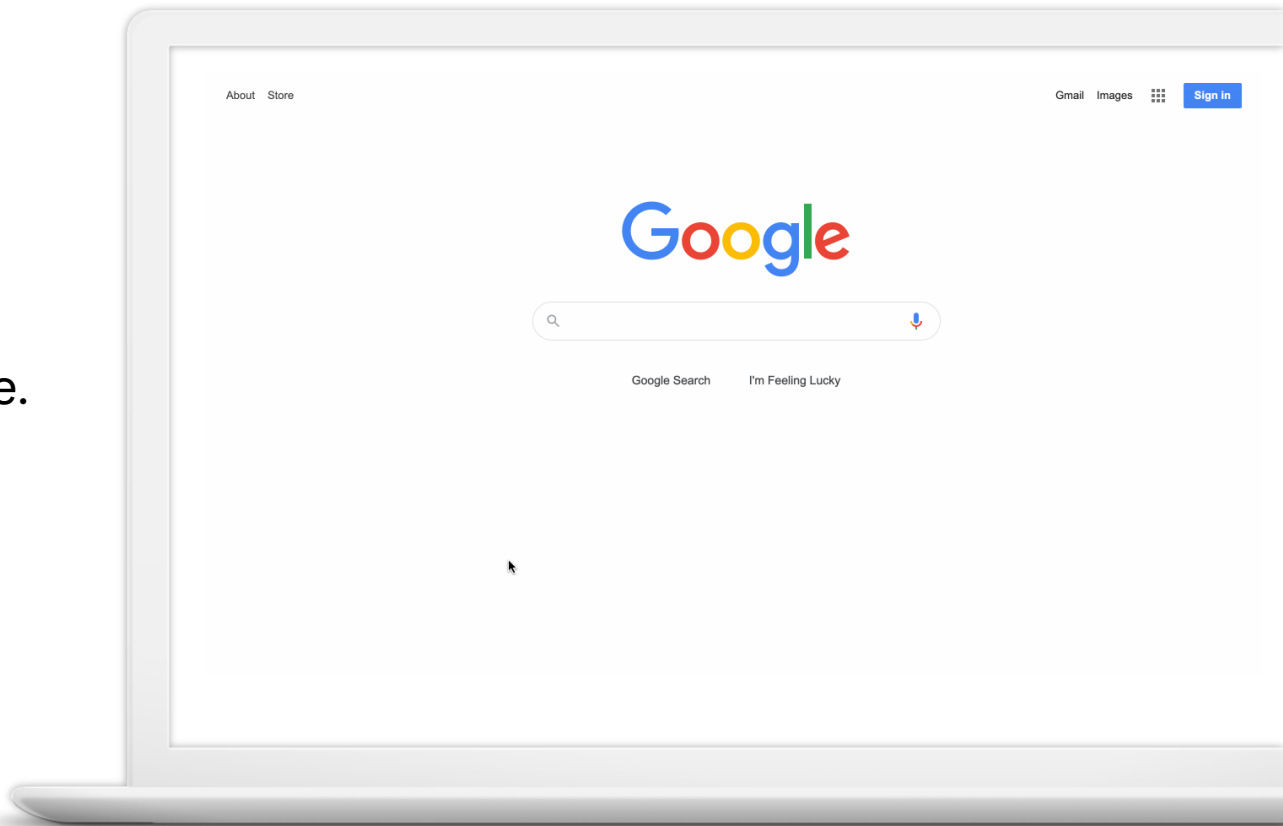
Sign into your
Google Account.

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

←

Google

★★★★★

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](#)

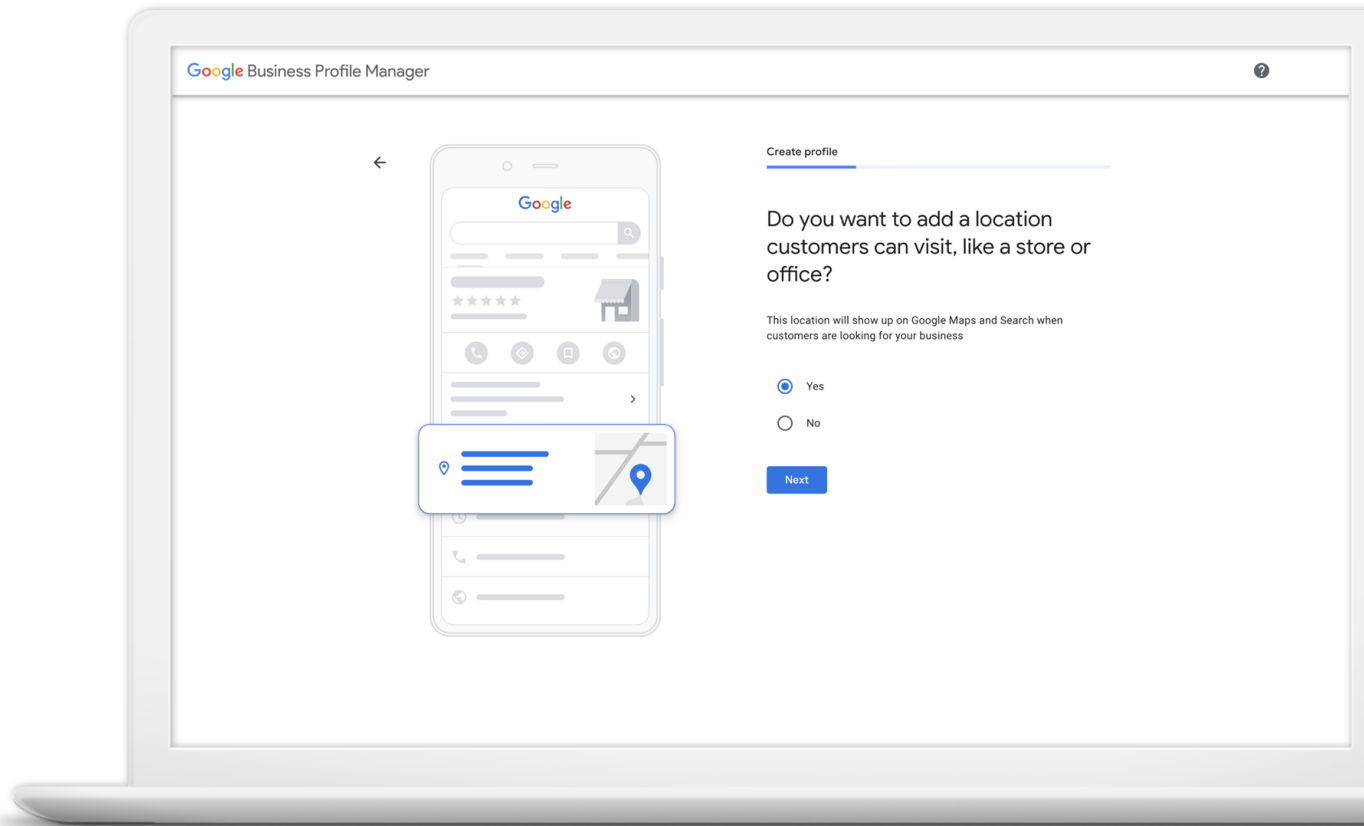
Next

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.

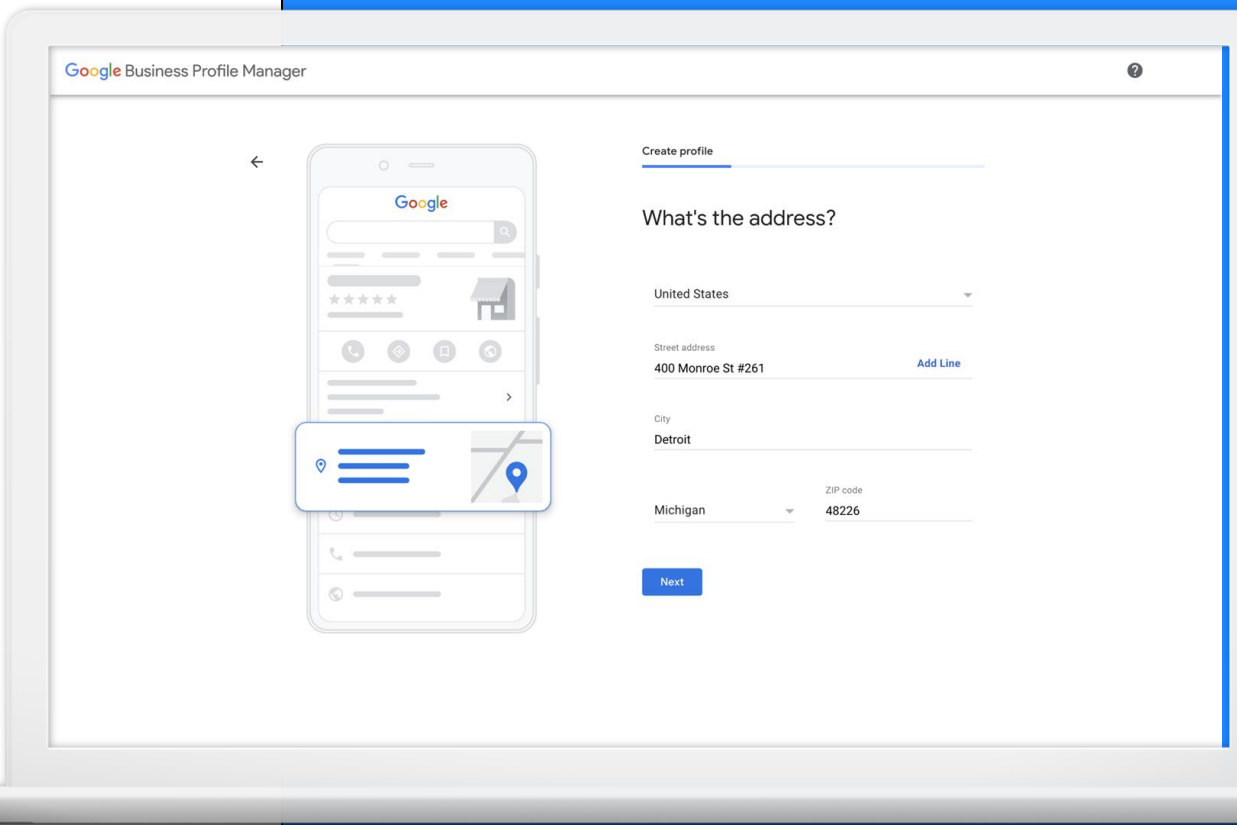
Click **Next**.



If yes, enter the address

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

Click [Next](#).



The screenshot shows the 'Google Business Profile Manager' interface. On the left, there is a mobile phone icon displaying a Google search result for a business. On the right, the 'Create profile' form is visible. The form includes a dropdown for 'United States', a text field for 'Street address' with the value '400 Monroe St #261' and an 'Add Line' link, a text field for 'City' with the value 'Detroit', a dropdown for 'Michigan', and a text field for 'ZIP code' with the value '48226'. A blue 'Next' button is located at the bottom of the form.

Google Business Profile Manager

Create profile

What's the address?

United States

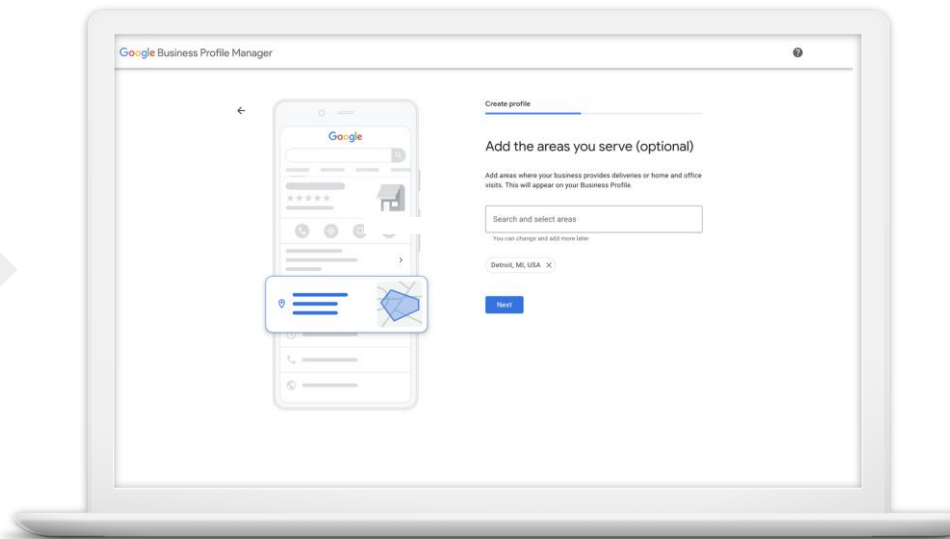
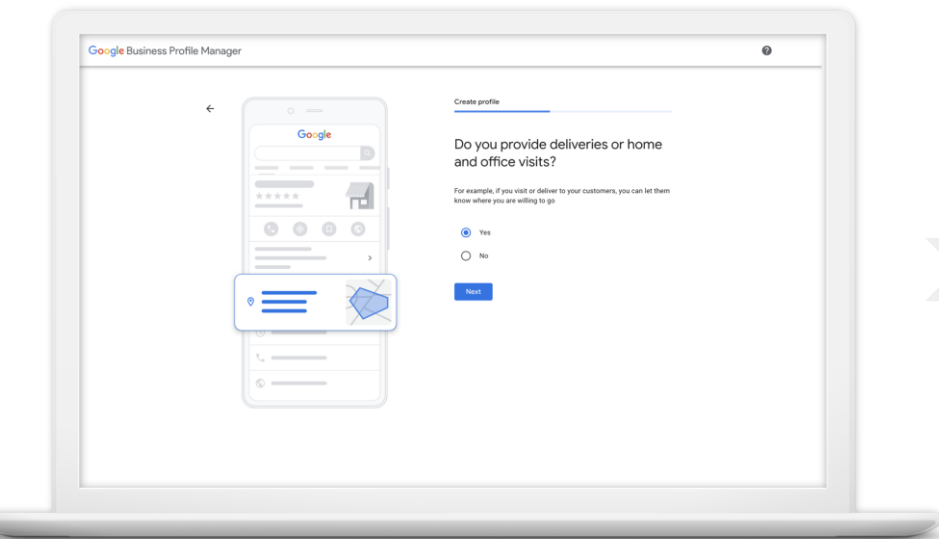
Street address
400 Monroe St #261 [Add Line](#)

City
Detroit

Michigan ZIP code
48226

[Next](#)

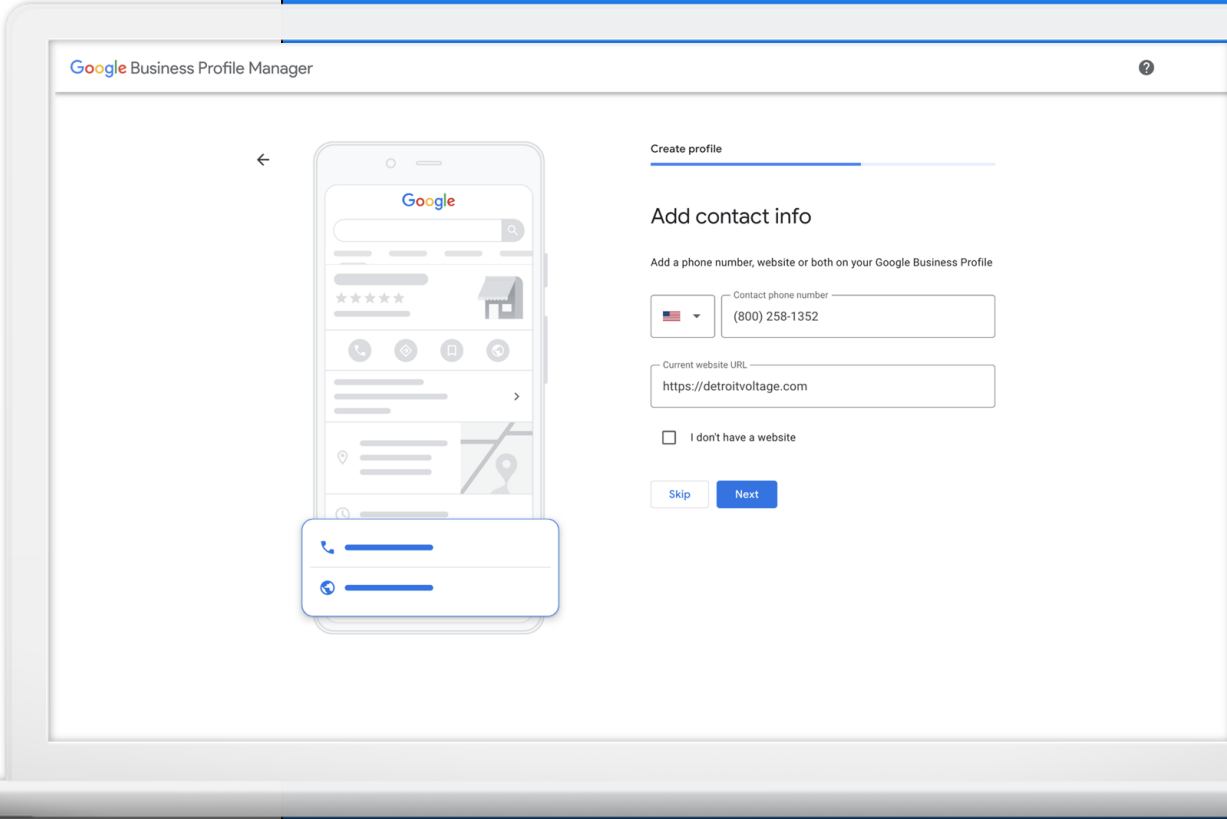
You can also add a service area



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 profile with a Google logo, a search bar, a 5-star rating, and various icons. A small overlay on the phone shows a phone icon and a website icon. On the right, the 'Create profile' progress bar is partially filled. The 'Add contact info' section prompts the user to 'Add a phone number, website or both on your Google Business Profile'. It includes a dropdown for the country (USA) and a text field for the 'Contact phone number' containing '(800) 258-1352'. Below this is a text field for the '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.

Google Business Profile Manager

Create profile

Add contact info

Add a phone number, website or both on your Google Business Profile

Contact phone number
(800) 258-1352

Current website URL
https://detroitvoltage.com

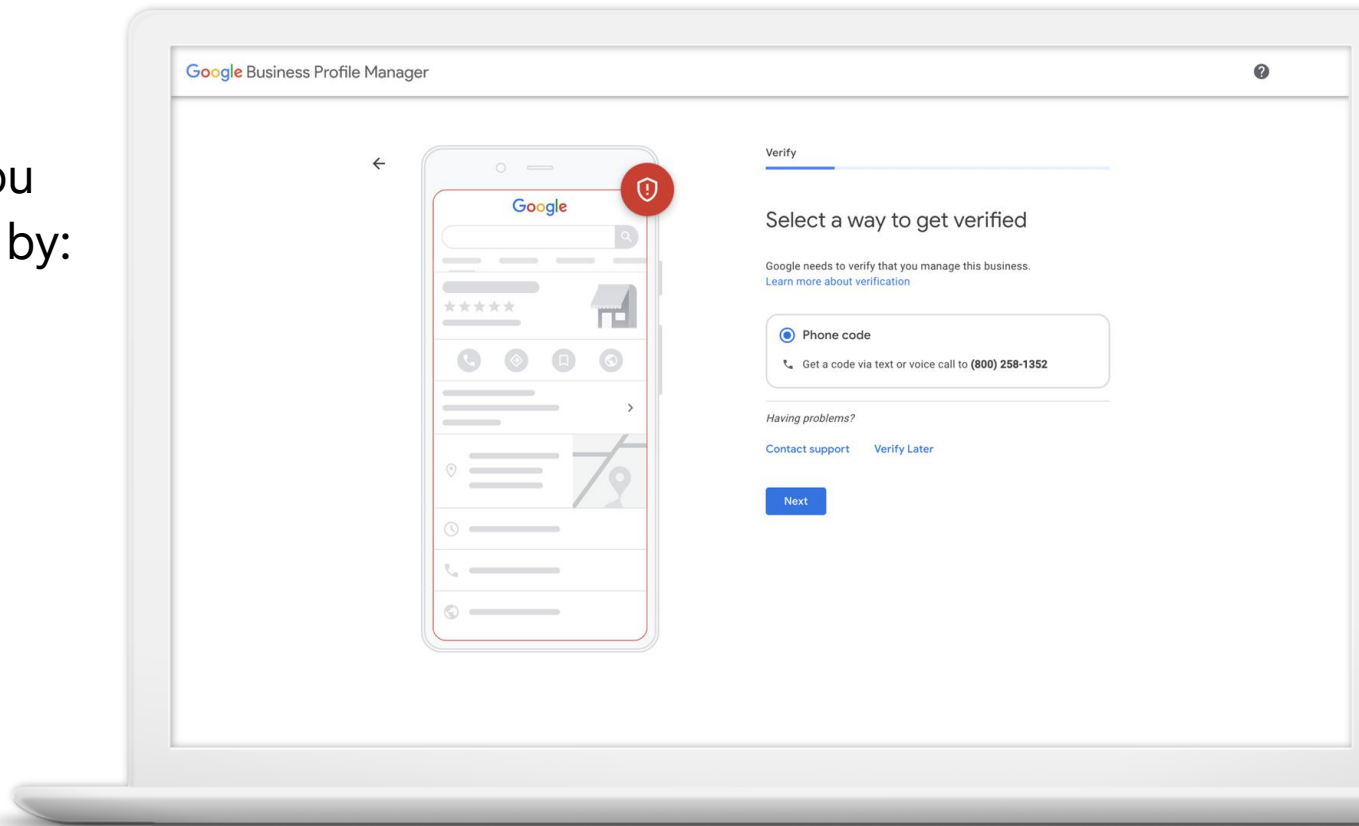
☐ I don't have a website

Skip Next

Step 5: Choose verification method

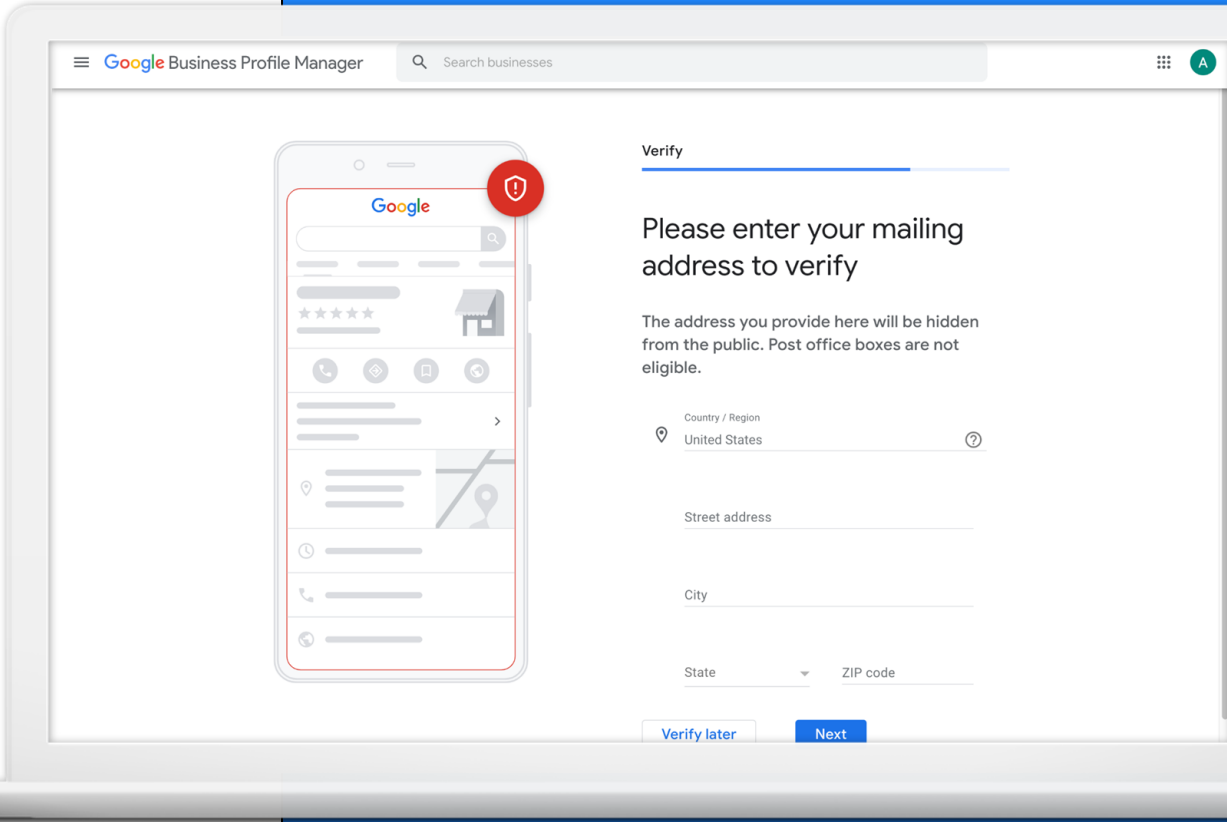
Depending on your business situation, you may be able to verify by:

- 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.

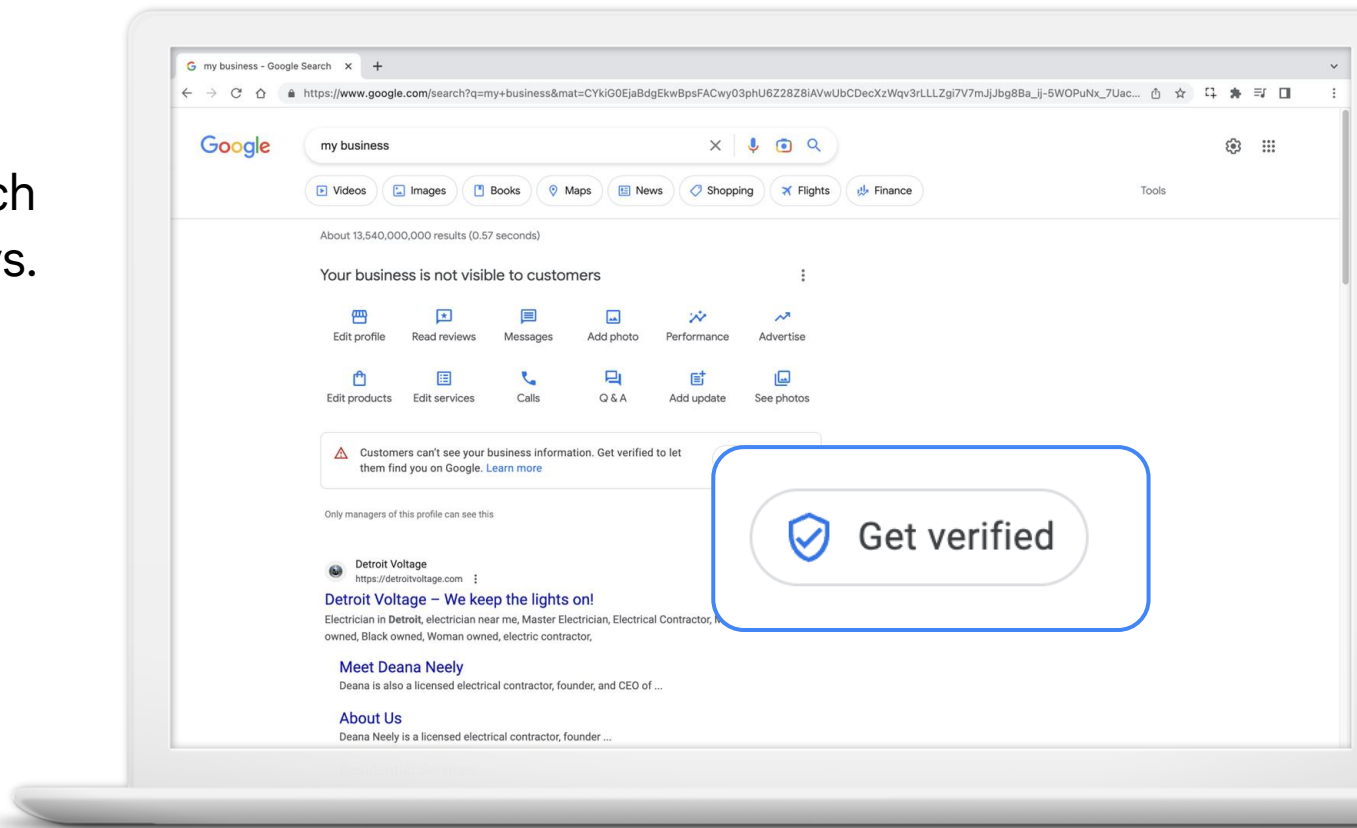


The screenshot shows the Google Business Profile Manager interface. On the left, a smartphone displays a business profile with a red shield icon in the top right corner. The main content area is titled "Verify" and includes a progress bar. Below the title, it says "Please enter your mailing address to verify" and "The address you provide here will be hidden from the public. Post office boxes are not eligible." The form fields are: "Country / Region" (United States), "Street address", "City", "State" (dropdown), and "ZIP code" (dropdown). At the bottom, there are "Verify later" and "Next" buttons.

Waiting for verification

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

In the meantime, add more business info.



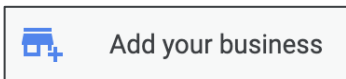
Three more ways to add your business

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](#).

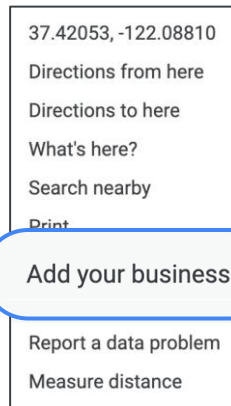


OPTION

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

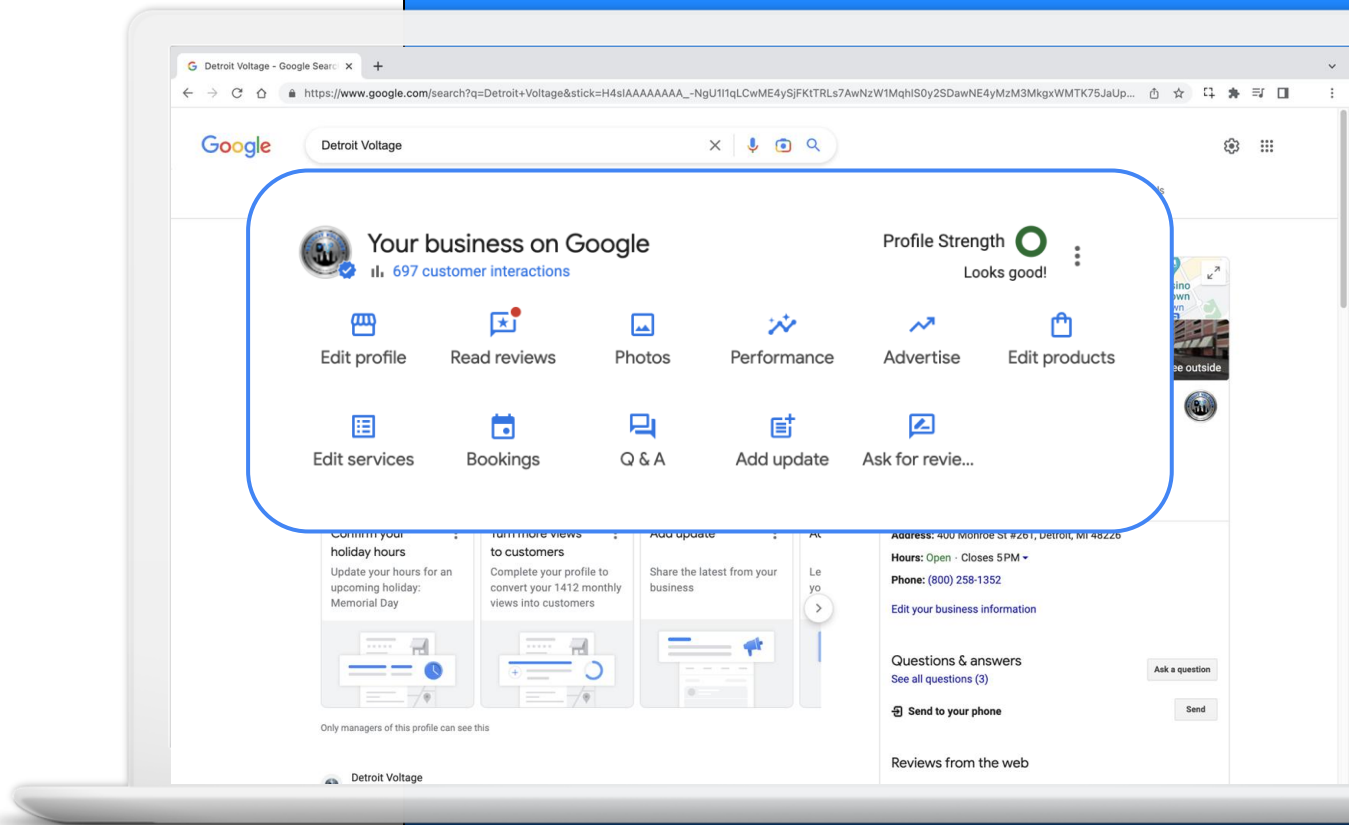
Manage info directly from Google's search results

Make edits directly on a search results page.

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

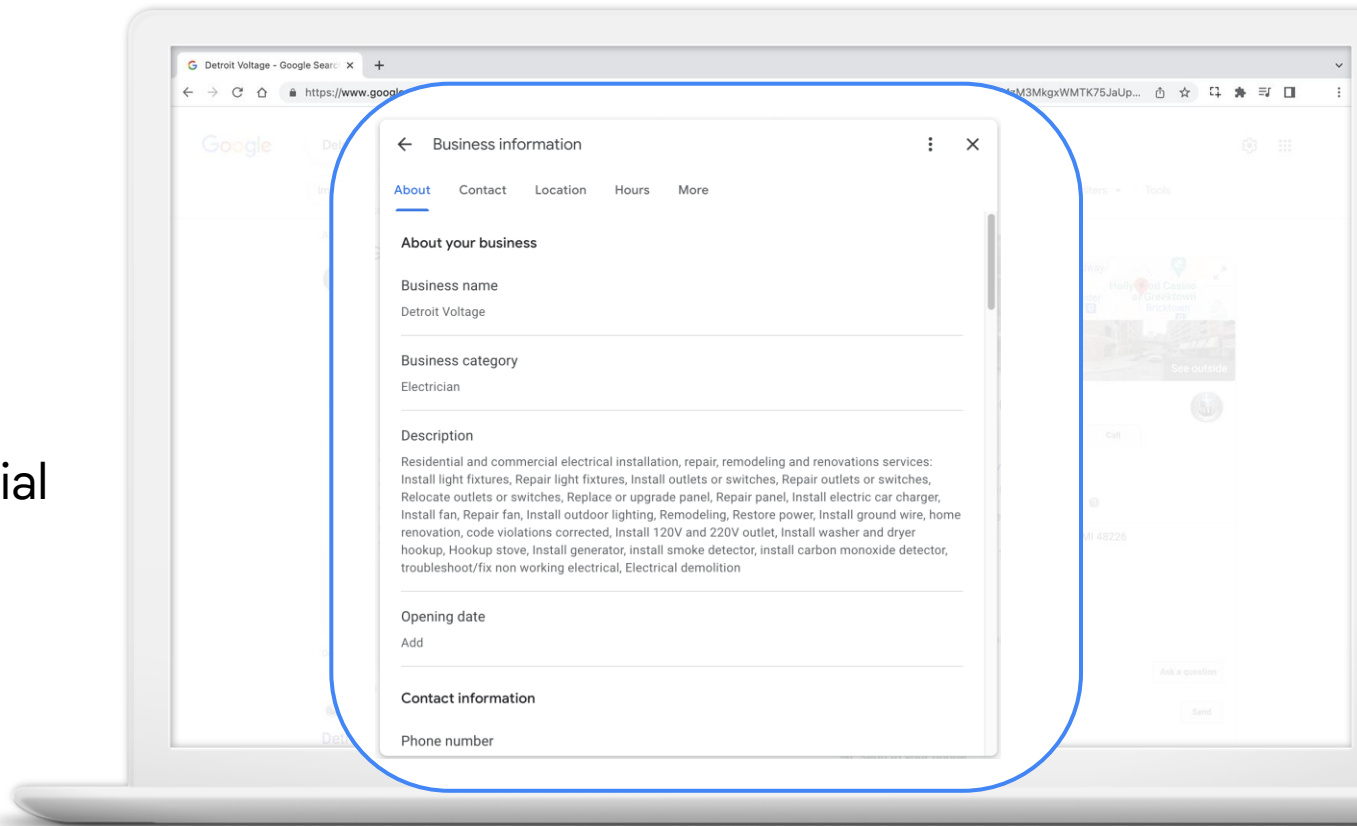
Quick Tip:

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



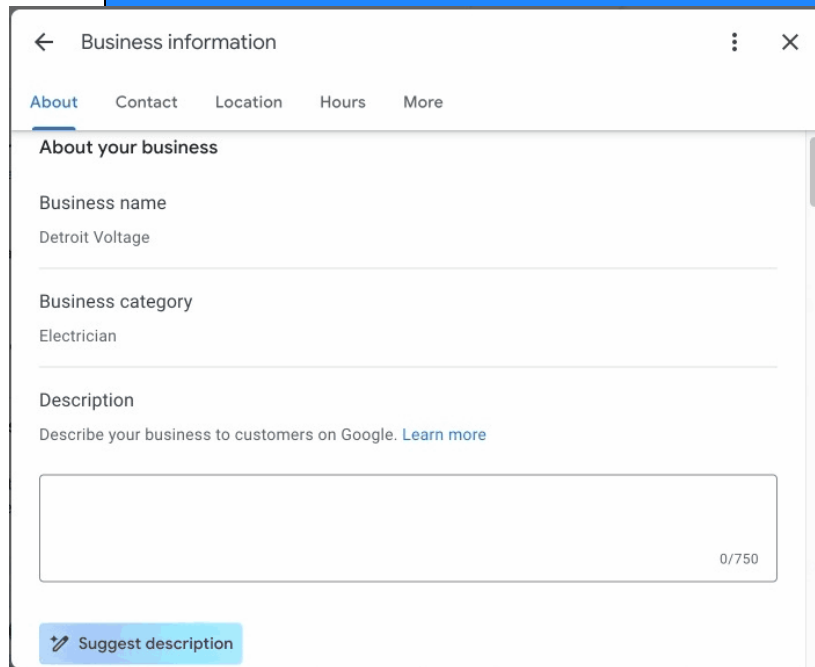
Click 'Edit Profile' to manage:

- 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, showing the "About your business" section. This section contains three input fields: "Business name" with the text "Detroit Voltage", "Business category" with the text "Electrician", and "Description". The "Description" field is a large text area with a character count "0/750" at the bottom right. Below the text area is a blue button with a pencil icon and the text "Suggest description".

Business information

About Contact Location Hours More

About your business

Business name
Detroit Voltage

Business category
Electrician

Description
Describe your business to customers on Google. [Learn more](#)

0/750

 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

Business information

About Contact Location Hours **More**

Identifies as Asian-owned	Yes	No
Identifies as Black-owned	Yes	No
Identifies as disabled-owned	Yes	No
Identifies as Indigenous-owned	Yes	No
Identifies as Latino-owned	Yes	No
Identifies as LGBTQ+ owned	Yes	No
Identifies as veteran-owned	Yes	No
Identifies as women-owned	Yes	No

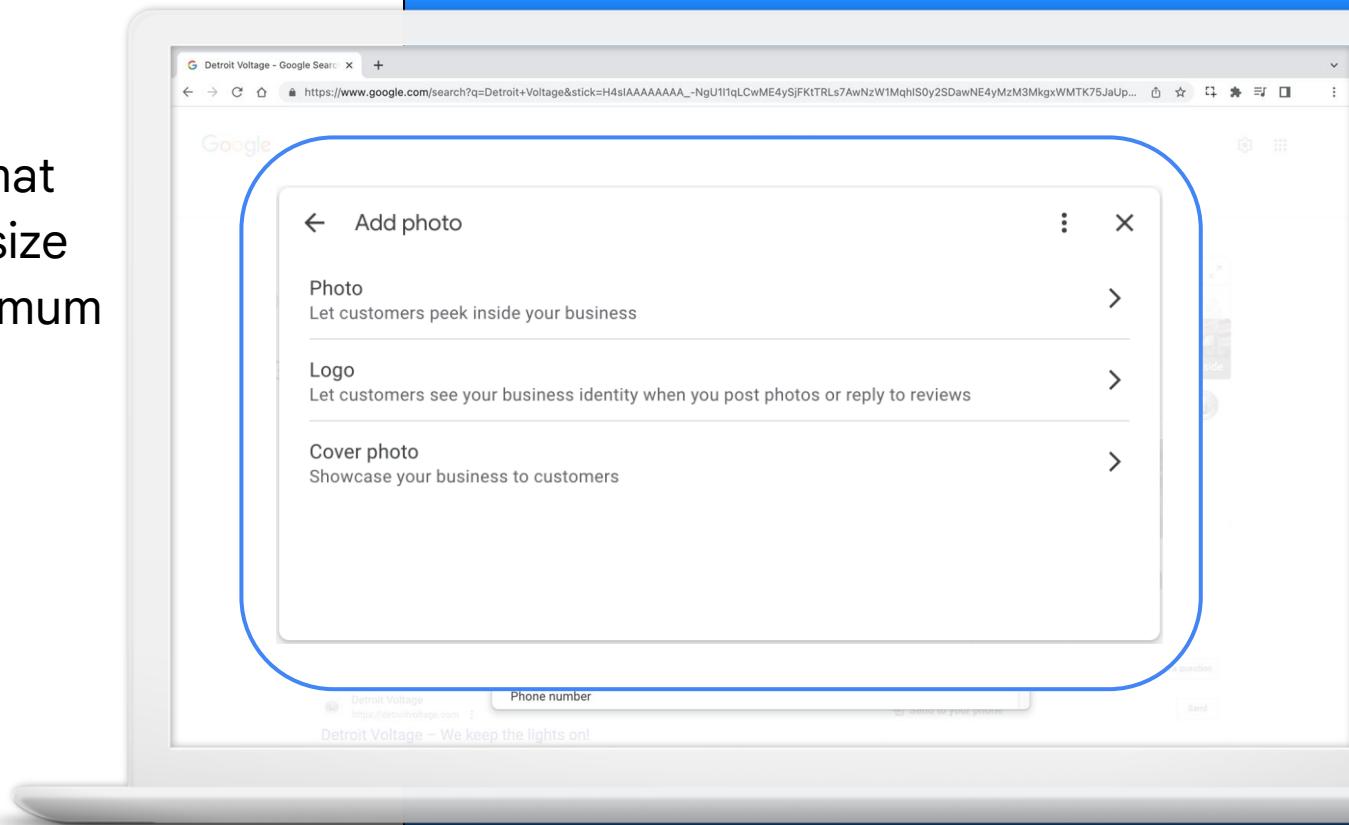
How to add photos and videos

Photos:

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

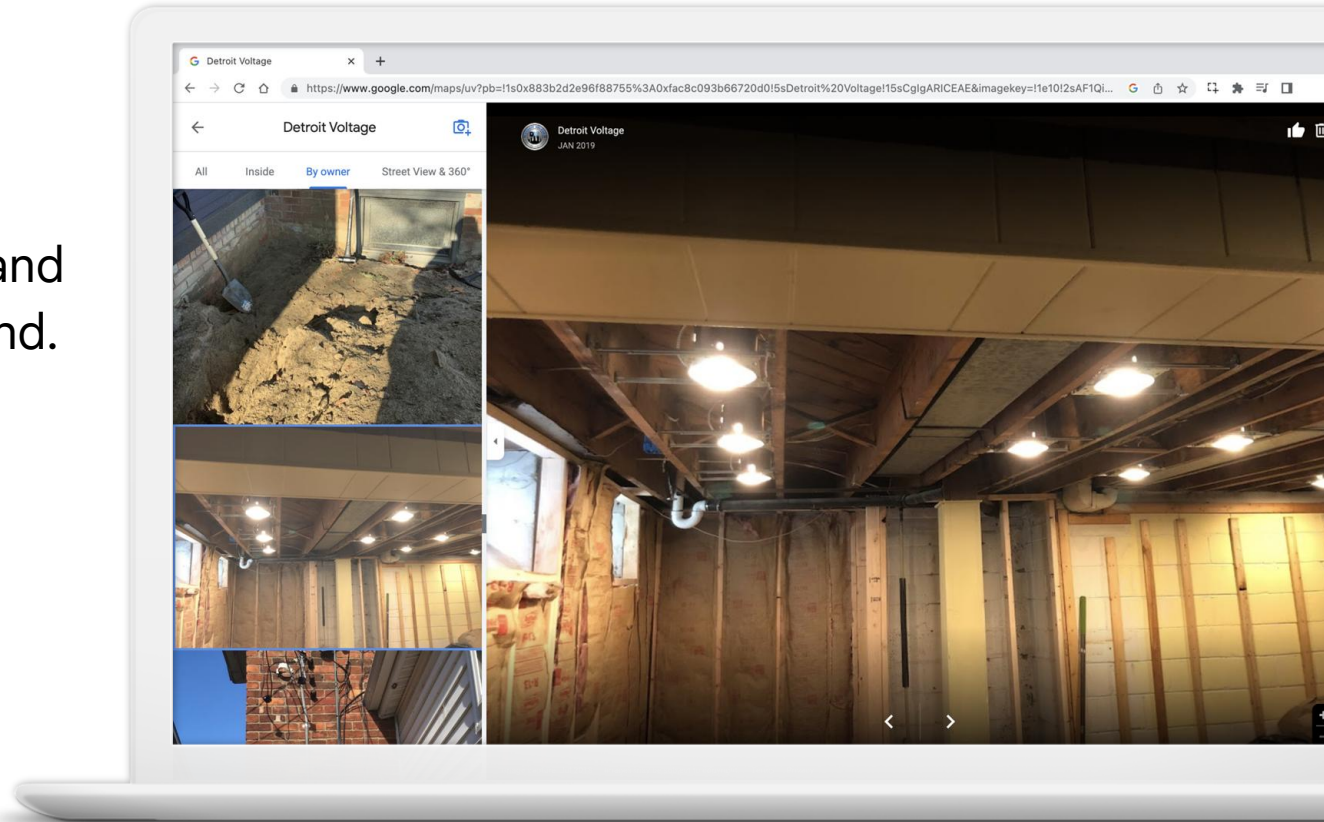
Videos:

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



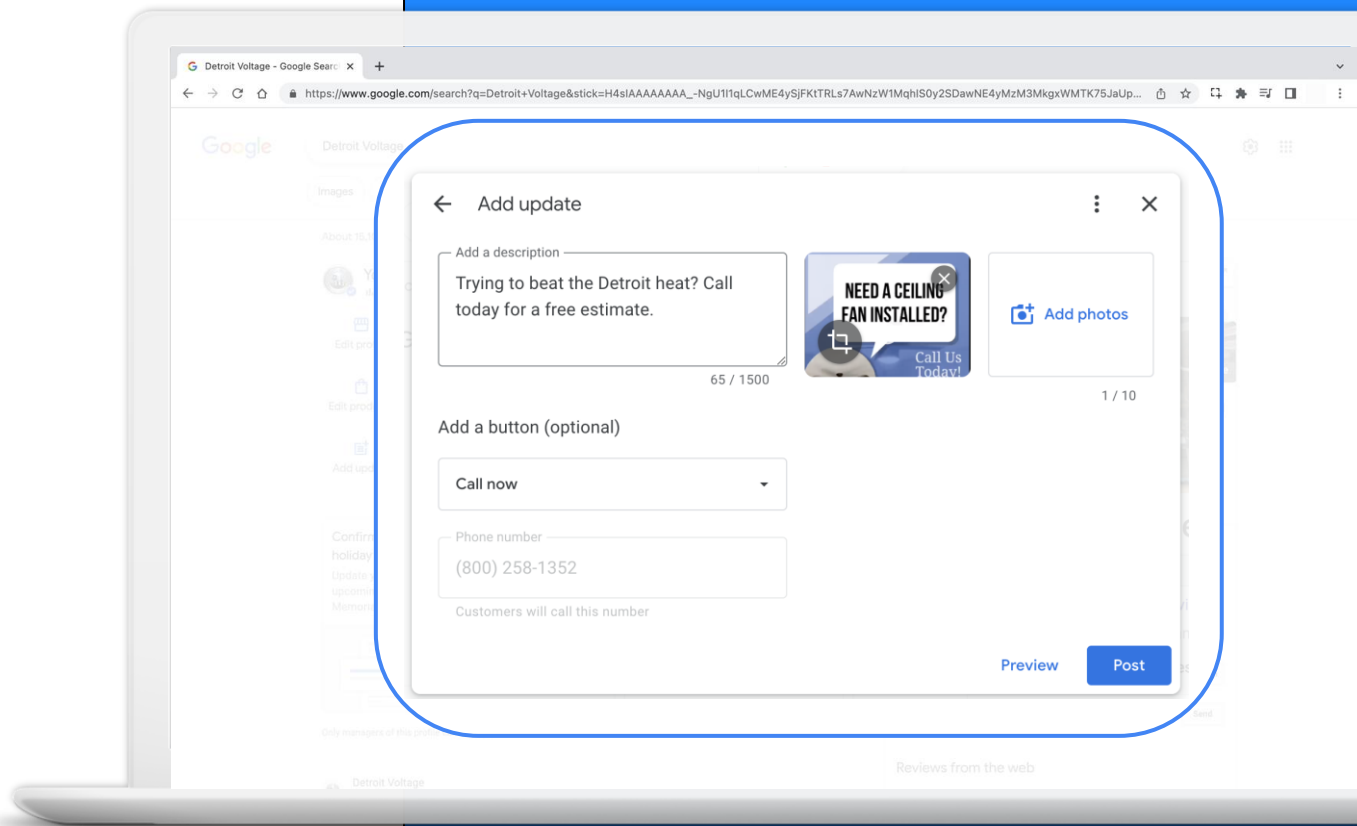
Tips for great photos

- Use focused, well-lit images.
- Highlight features and showcase your brand.
- Include a logo and cover photo.
- Avoid “phone stuffing.”



Create posts to share timely info

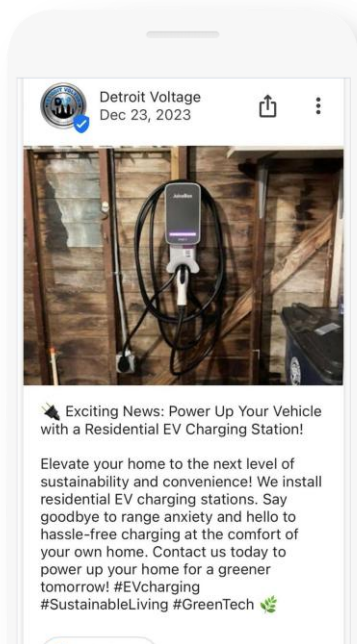
Click **Add update** to create a post.



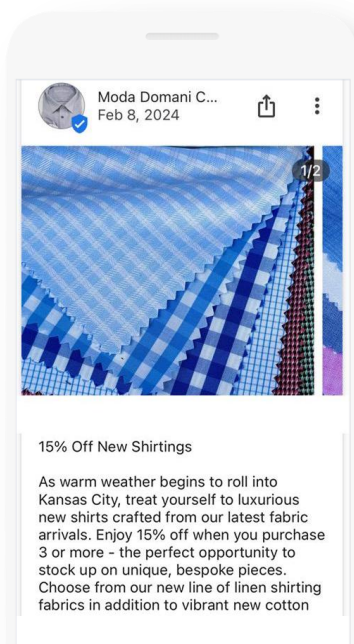
Post examples



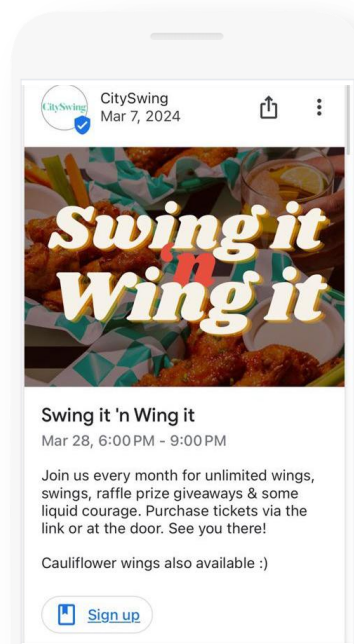
Update



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

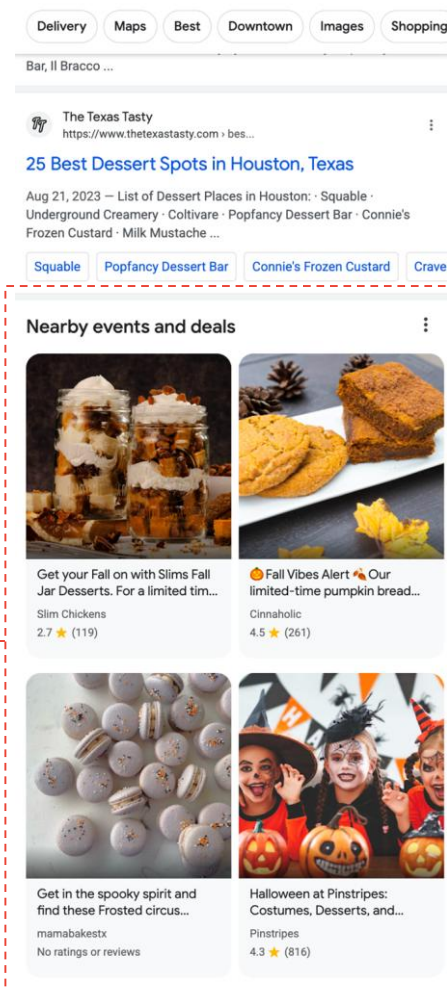
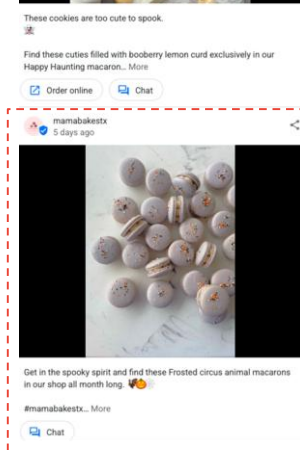
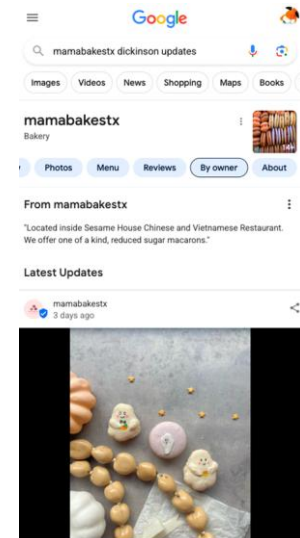
Answer common questions directly in your weekly posts to reduce friction.

One simple post each week is better than long stretches



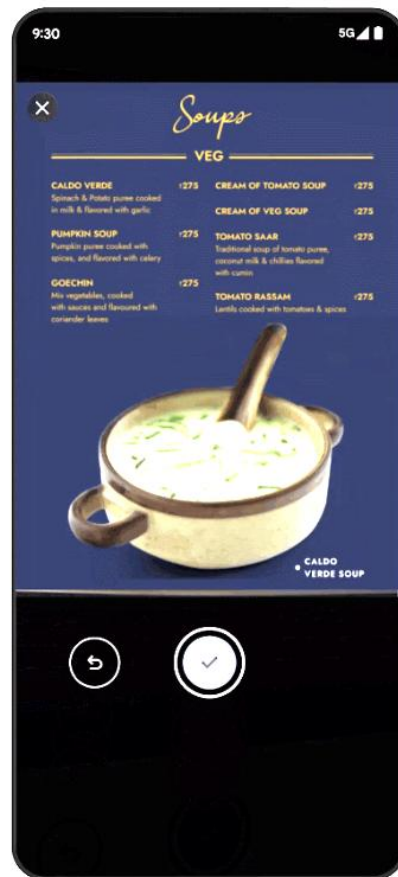
Posts may appear in ‘Nearby events and deals’

- 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.



AI Menus for Restaurants

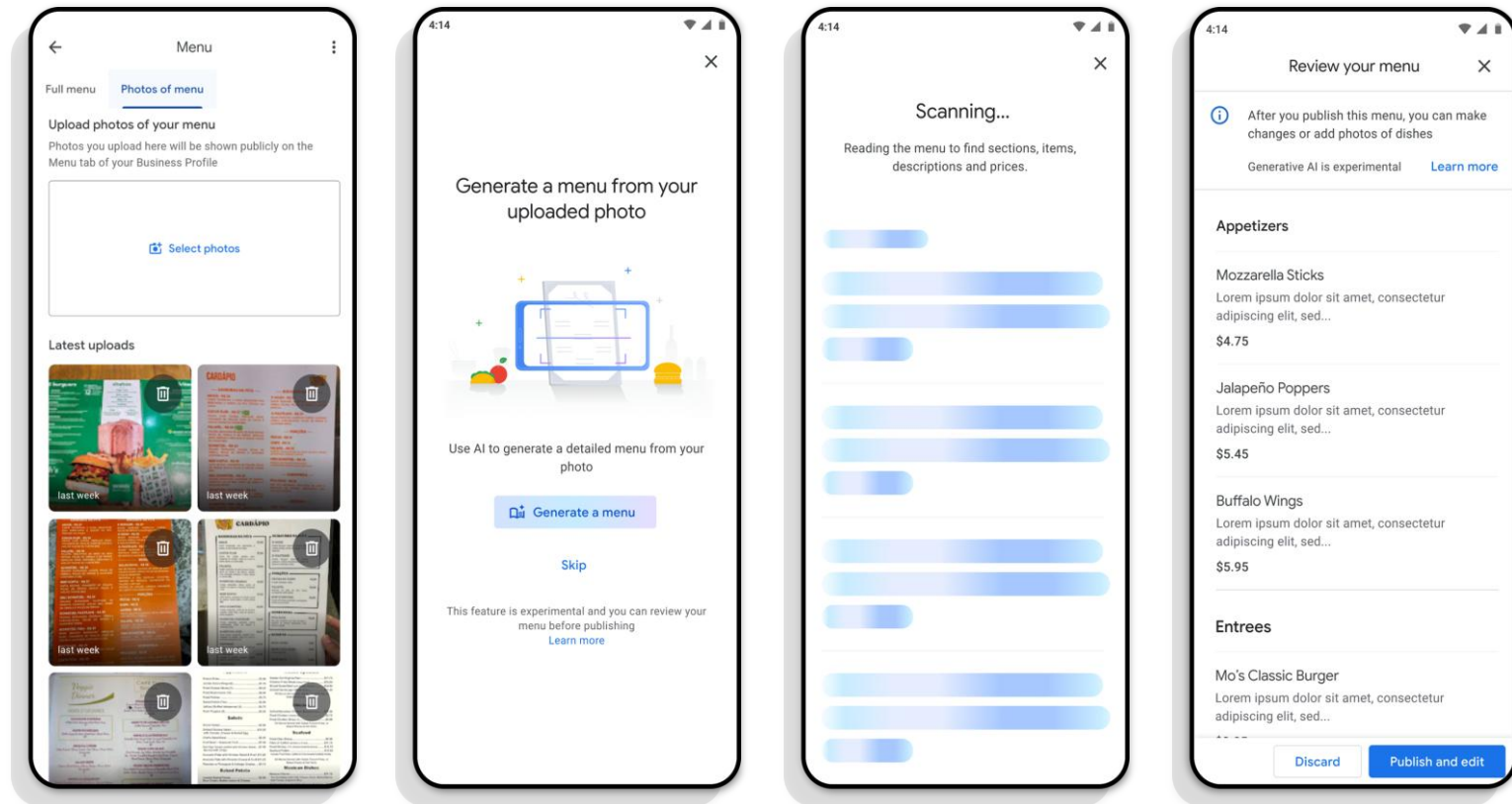
AI can now turn physical menu photos into structured digital formats automatically.

Always Verify:

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

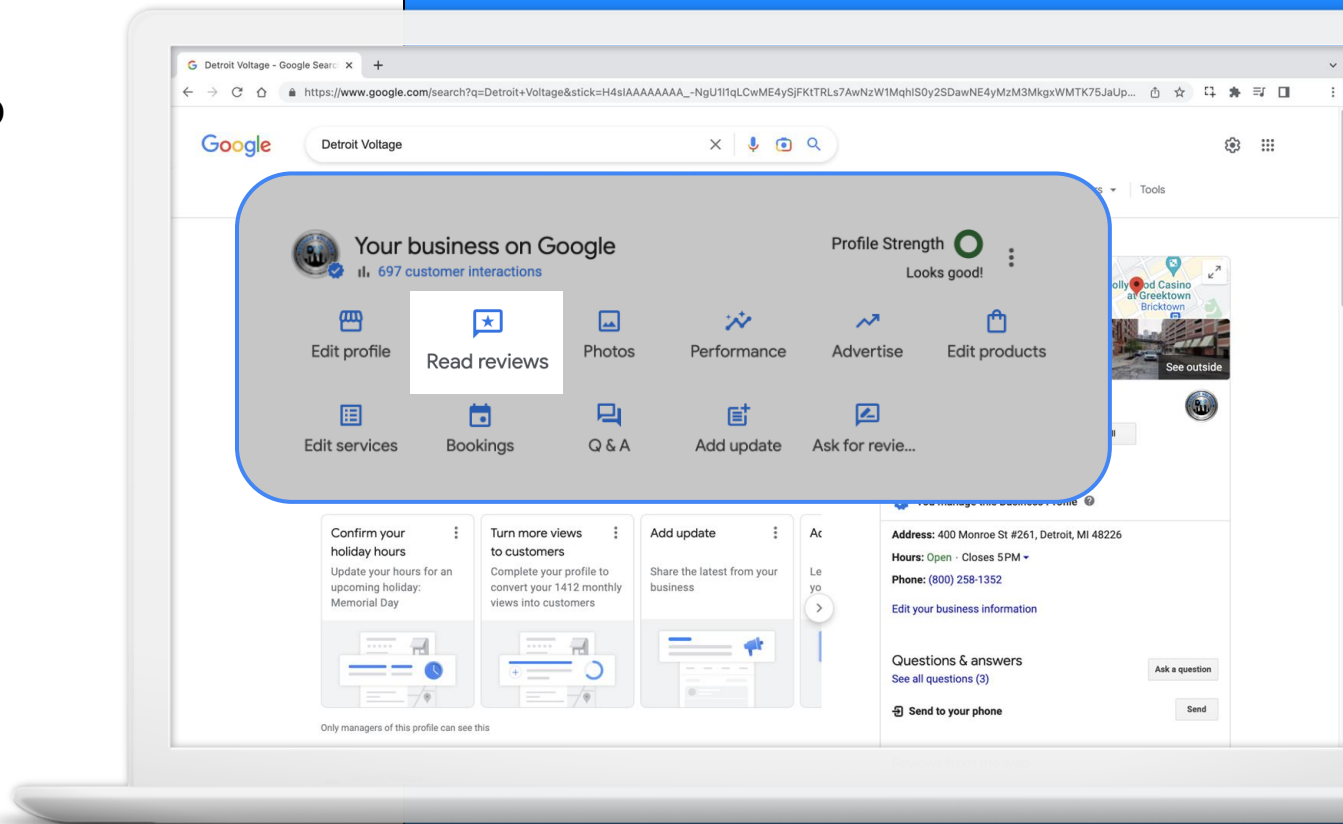


Use AI to create a menu



Read and respond to customer reviews

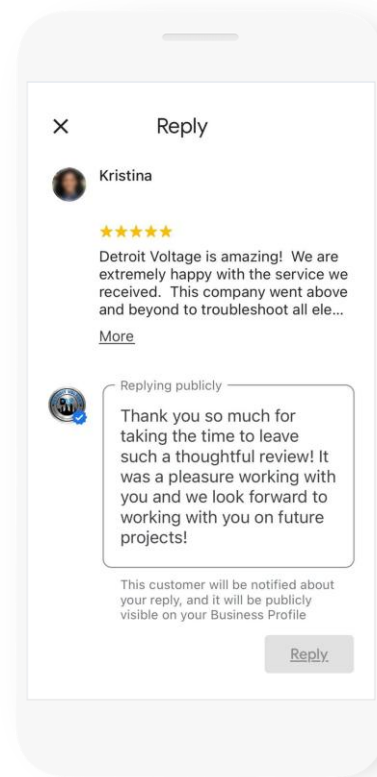
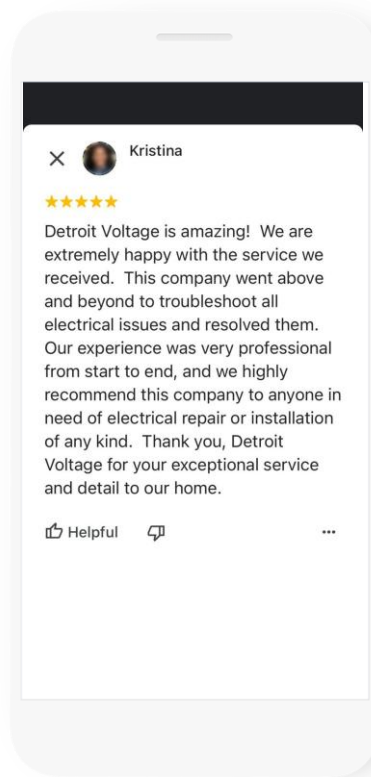
Click **Read reviews** to publicly respond.



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."

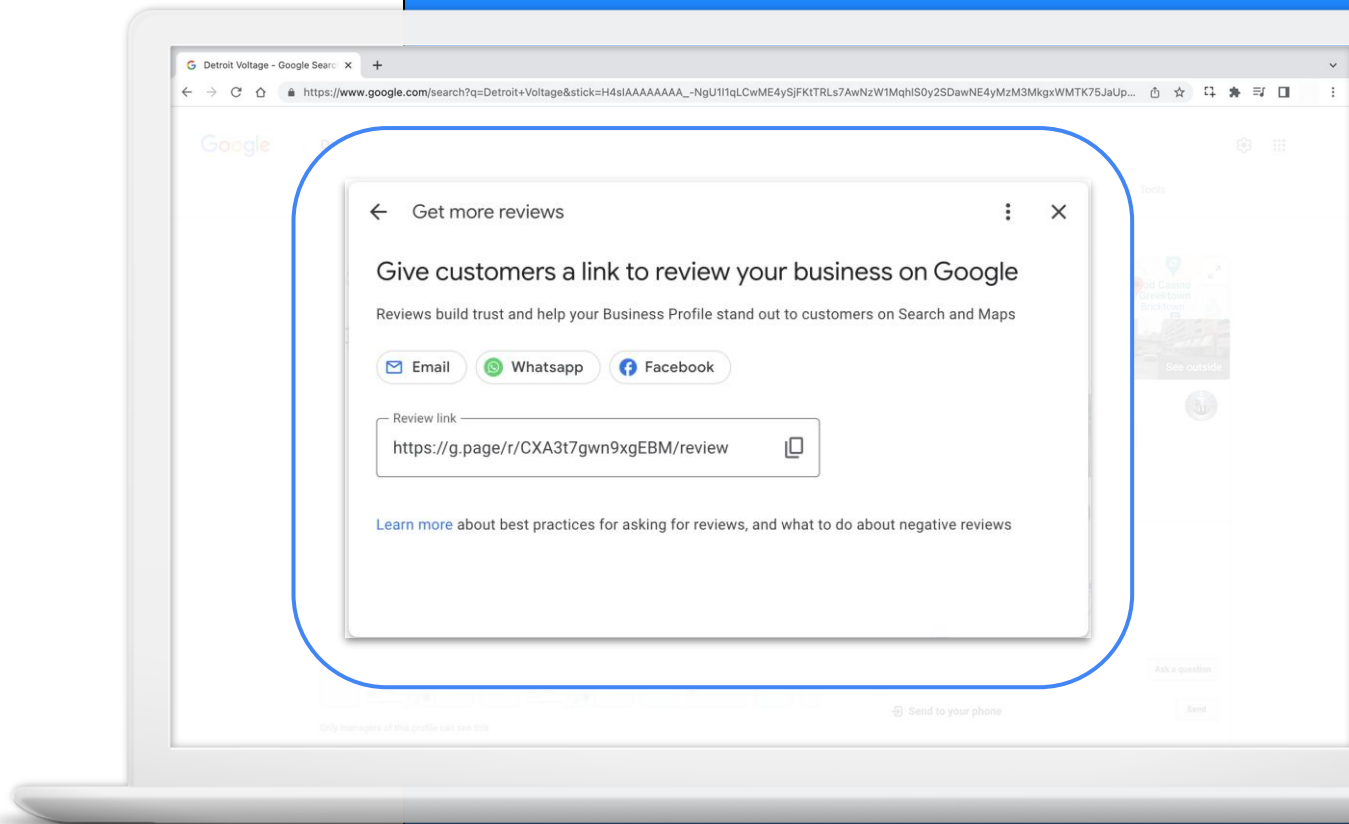
Reviews do more than boost confidence; they shape your business story



How to ask for reviews

Click [Ask for reviews](#)

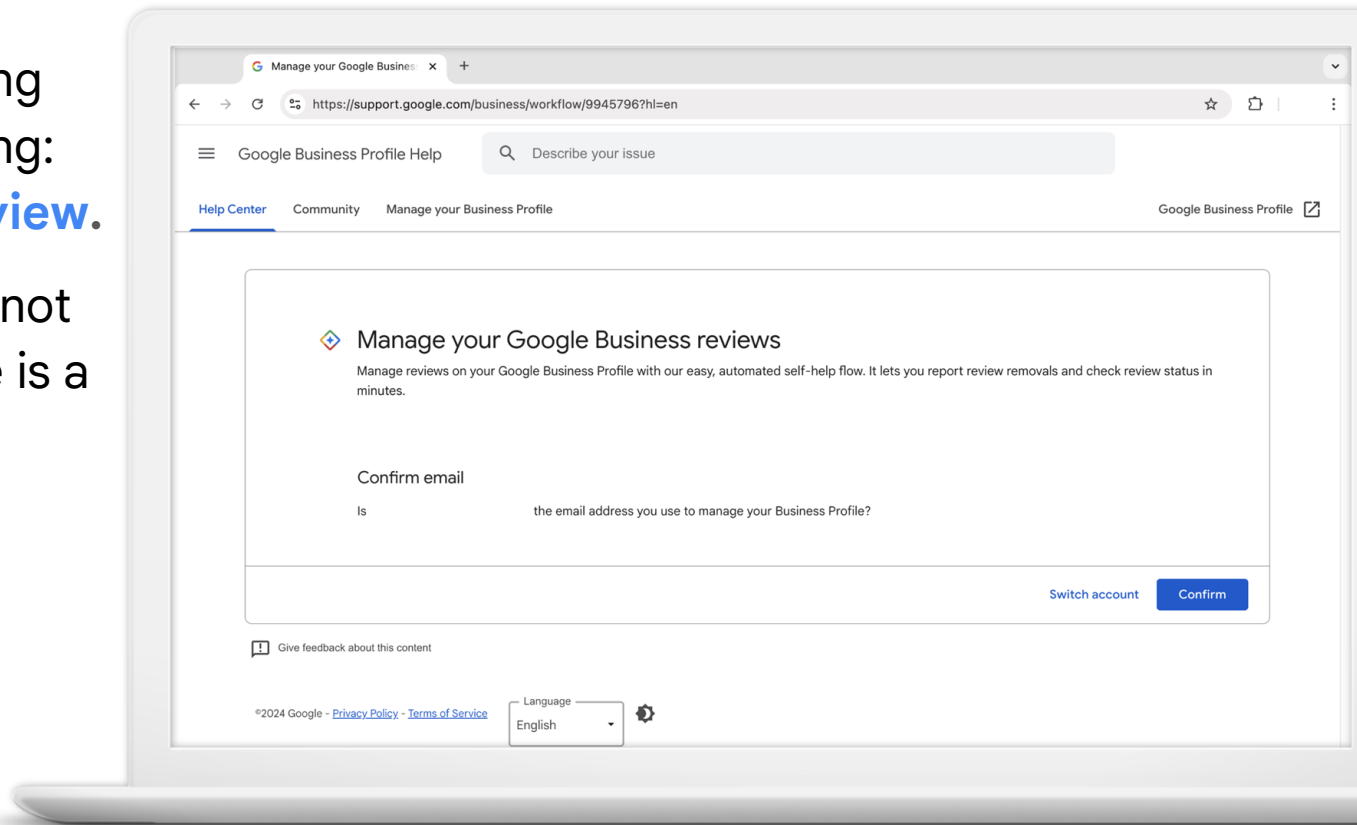
- Share via email
- Share via social
- Share via link



How to report a review violation

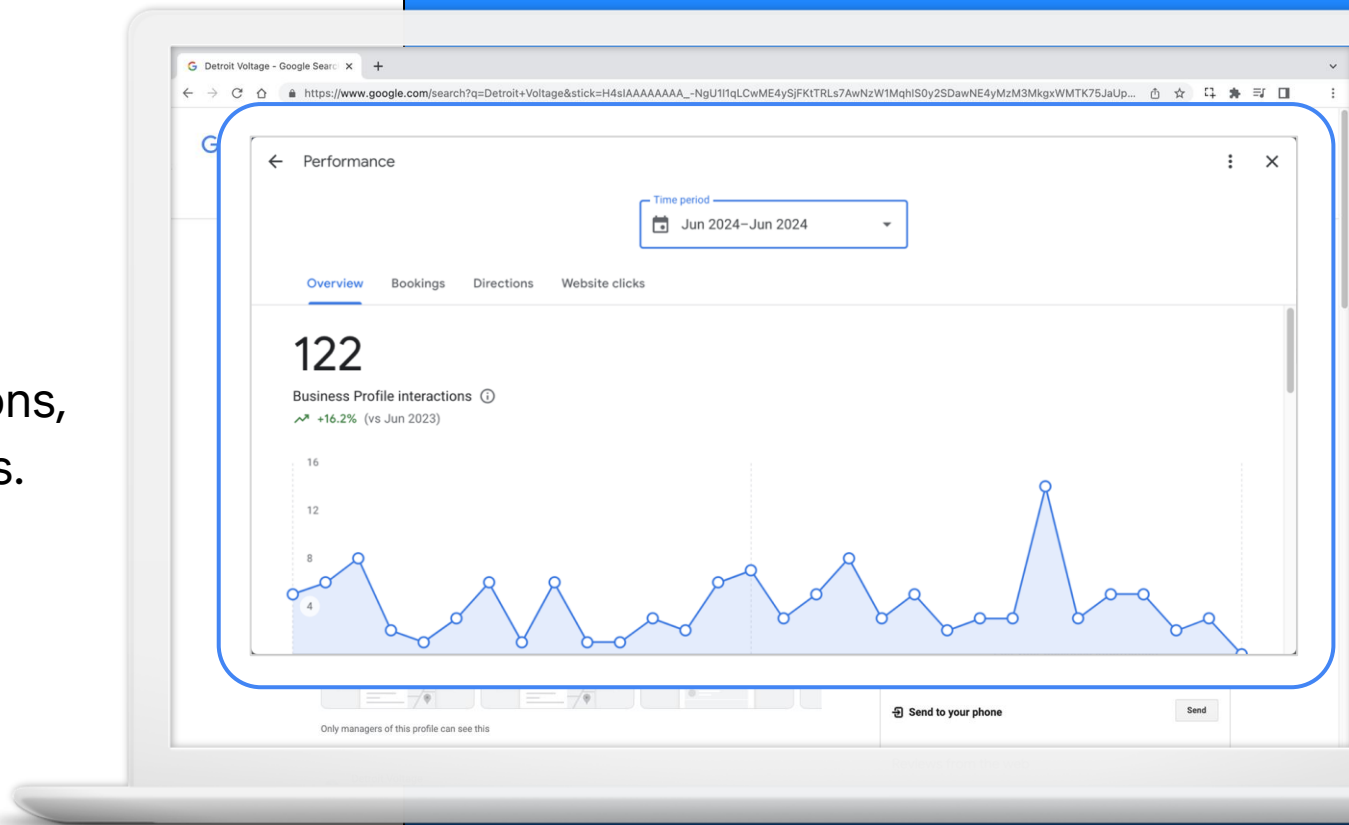
Flag reviews by clicking the alert icon or visiting: g.co/grow/reportreview.

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

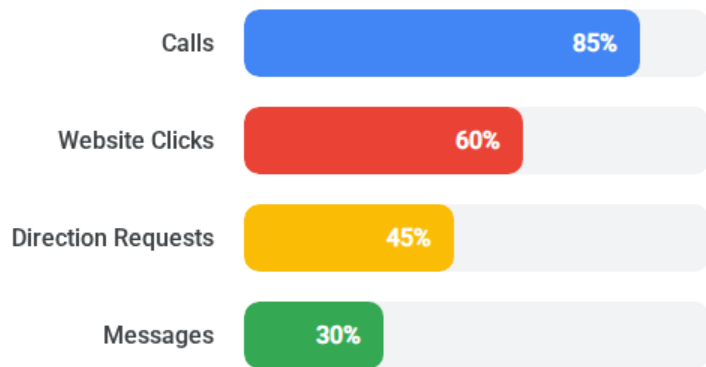


Performance reports show interactions

- 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:

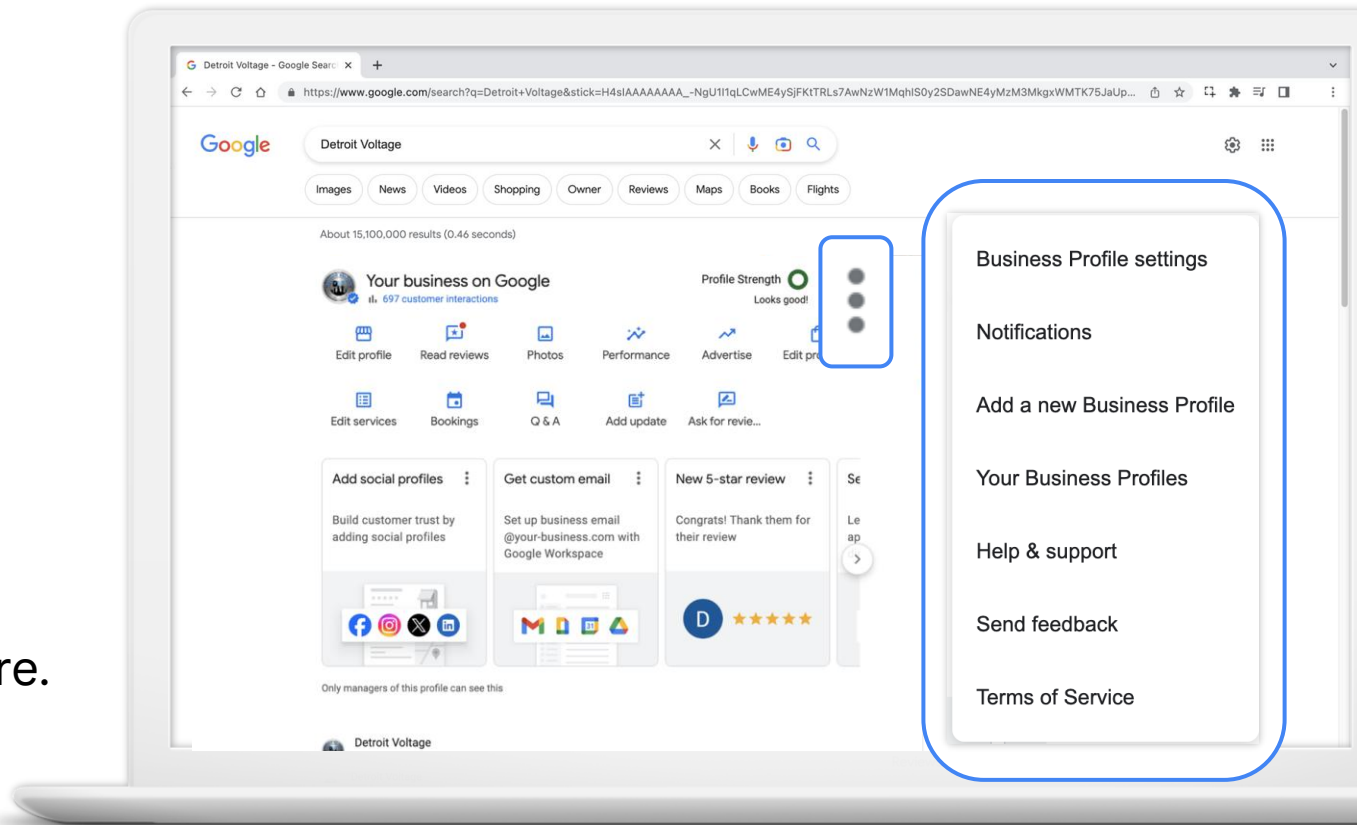
-  What are they responding to?
-  What are they ignoring?
-  Where is the real conversion?

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.

Visibility is not built once. It is maintained.



| 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

Small Group Coaching:
4 Available Spots



smartbrandkit.com/coach

For small businesses

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

grow.google/business



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- ✓ CEO, Smart Brand System™
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- ✓ International Marketing keynote speaker
- ✓ International Speaker Google, Search, and AI
- ✓ 370+ ★★★★★ Google reviews



ReviewMaria.com



SmartBrandSystem.com



@mariaduron



@marketingcoachmaria

Questions?



Grow with Google