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FREE GUIDE

Get found on Google Maps

Your free Google listing, set up properly, step by step.

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Brand New Design is a trading name of GFY Marketing Limited.

What it is

Your Google Business Profile is the box that appears when someone searches for your business, or for something like “electrician near me”: your name, a pin on the map, your hours, photos and reviews, with buttons to call you or get directions.

It’s free, and it’s run by Google. For many local businesses it’s the first thing a customer sees, before your website.

Claim it

1 **Use an account you’ll keep**

Sign in at `google.com/business` with a Google account that belongs to the business, not to a member of staff who might leave.

2 **Find or add your business**

Search for your business name. If it’s already listed, claim it. If not, add it.

3 **Prove it’s yours**

Google asks you to verify the business. Depending on the business, that can be a short video, a phone call, an email or a postcard with a code.

Get the basics right

- **Your name, exactly as on your van and signs.** Google’s rules don’t allow extra words such as towns or services in the name.
- **The most specific category that fits.** “Roofing contractor”, not “Contractor”. You can add a few more categories for other work you do.
- **Address or service area.** If customers don’t come to you, hide your address and list the towns you cover instead.
- **The same phone number and website as everywhere else.** Matching details help customers, and help Google trust the listing.
- **Hours, including holidays.** Nothing loses a customer faster than turning up to a locked door.
- **A short description** of what you do and where, in plain words.

Photos

Add your logo, your van or premises, and plenty of your own work: before and after shots are ideal. Add new ones now and then. A listing with real, recent photos looks like a business that's busy and cared for.

Reviews

Reviews live on your profile, so this is where you ask for them and answer them. Reply to every one, briefly and politely. Our guide to getting more reviews has the details, and what to say.

Keep it current

New number, new hours, moved premises, a week off? Change your profile the same day. Customers will trust what Google tells them over anything else.

Watch out for

- **Calls offering to "verify" or "rank" your listing for a fee.** Your profile is free.
- **Promises of a top spot on Google Maps.** Nobody can guarantee where you appear.
- **Losing access.** Add a second owner you trust, so the business never depends on one login.

Rather not do it yourself? Our Found plan, £69 a month, includes looking after your Google Business Profile.

Want yours built first?

We build your new website first, from your own photos and words. You see it free, on a private link.

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