

Google Business Profile



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Lunch & Learn Webinar Series

Setting up your Google Business Profile for Success

📍 Online

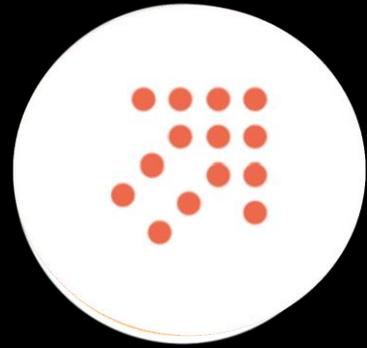
📅 Monday 2 February

🕒 12pm - 1.30pm

🟢 First Step into Digital



—Your—
Marketing
—Specialist—



Setting Up Your Google Business Profile for Success

York & North Yorkshire
**GROWTH
HUB**



Funded by
UK Government

Lunch & Learn Webinar Series

Setting up for success with Google Tools

 Online

 Every Monday in February

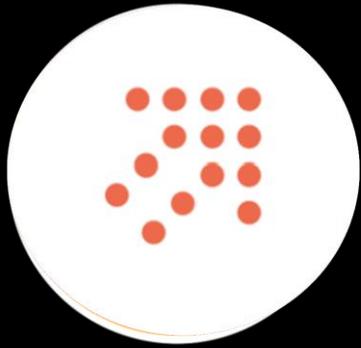
 12pm - 1.30pm

 First Step into Digital



Introduce yourself in the chat

- Your business name, location &
- What was your biggest achievement last month?



Google Success Series



Setting up Google Search Console for Success



What you'll learn

- Understand your search visibility and SEO performance
- How many people find you from a Google search
- Which search terms are they using to find you
- Where does your website rank for your keywords
- Spot trends and changes in performance over time
- Identify new content opportunities

Monday 9th February

Setting up Google Analytics for Success



What you'll learn

- Set up Google Analytics to track user activity
- How to use Google Tag Manager
- Understand your website performance over time
- Which marketing channels drive traffic and results
- Use data to drive decision making

Monday 16th February



Setting up profitable Google Ads

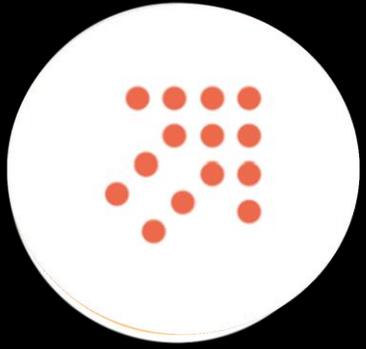


What you'll learn

- How Google Ads actually work
- What makes a successful ad
- Select the right keywords and optimise ad copy
- Avoid common overspending mistakes
- Create a Google Search campaign

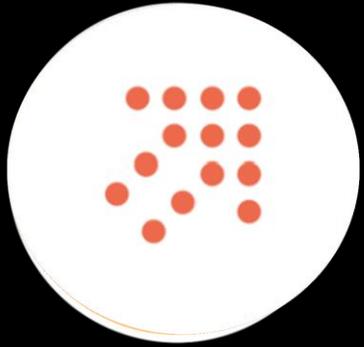
Monday 23rd February

—Your—
Marketing
—Specialist—



What to Expect Today

- Record breakingly quick introduction
- Check-in where you are today
- What is a Google Business Profile and why do you need one
- Getting found on Google Maps
- Optimising Your Google Business Profile
- Understand how people find you online
- Other Google Tools to help you grow your business
- Check-out

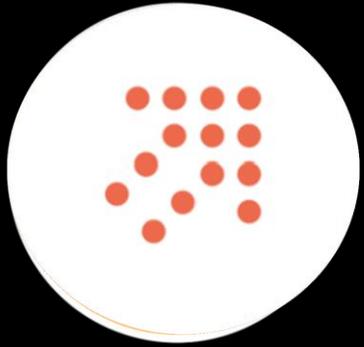


Who Am I



- Your Marketing Specialist
- 20 years experience
- Staples, Damart, Portakabin, Butterkist
- Helped over 900 small businesses...
- from Accountants to Zumba instructors
- ‘Stonkingly Good’ Award Winner
- Love walks on the beach & stunning sunsets





Resources



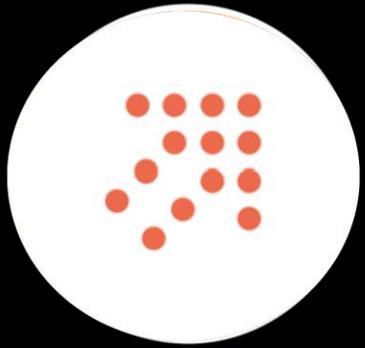
Google Business Planner

www.yourmarketingspecialist.co.uk/google-business-profile-planner

Progress Tracker

<https://www.yourmarketingspecialist.co.uk/google-planner>



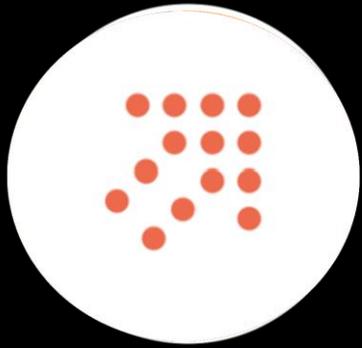


CHECK IN

Do you have a Google
Business Profile?

YES

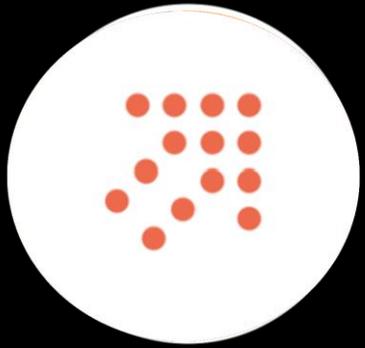
NO



CHECK IN

How effective is your
Google Business Profile





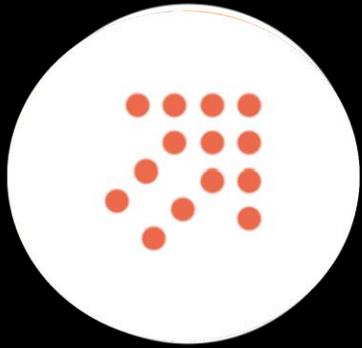
Why are Google Profiles Important

-  Puts your business on the map
- Makes you discoverable for category searches
- Appears top of Google Search results for searches including your business name
- Often the first impression people get of your business
- Built in calls to action – event bookings, online orders, request a quote
- Built in analytics
- Open for business
- Opening times
- Reviews
- Contact Info
- Directions



Google Business Profile matters because it's your digital shop window on the world's biggest search engine.

—Your—
Marketing
—Specialist—



Who Are Google Business Profiles For?

- ✓ Physical bricks and mortar businesses
- ✓ Service based businesses covering a geographical area
- ✓ Online/home based businesses... If you meet customers in person (even at their location)

✗ Who Shouldn't (or can't) Have a GBP

- Online-only businesses that never interact face-to-face with customers.
- Lead generation companies with no real service delivery.

Can you have a profile without a physical address?

SHOP LOCATION



Show your address

SERVICE AREA BUSINESS

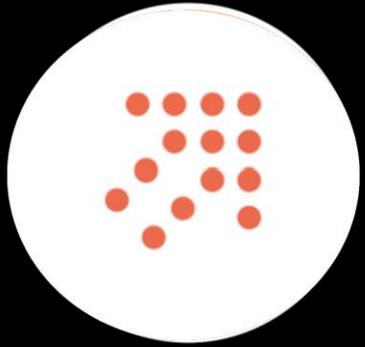


No public address

NOT ELIGIBLE



Online-only business



Location Settings

Option 1: Show your address

Best for brick-and-mortar locations where customers visit you.

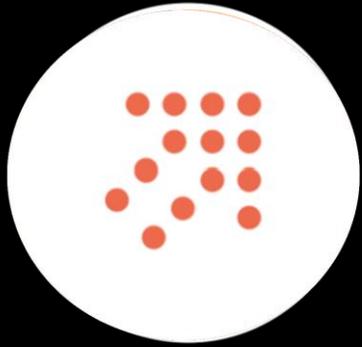
Your business shows up on Google Maps with a pin.

Option 2: Service Area Business (no public address)

For businesses that serve customers at their location or operate from home.

You can hide your street address and instead list a service area (city, postcode, radius).

You'll still show in Google Search & Maps, but customers won't see your home address.



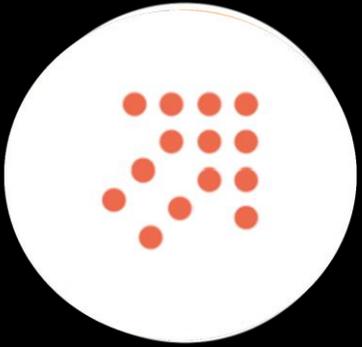
Verification

Google will verify that you are a legitimate business

Verification Methods

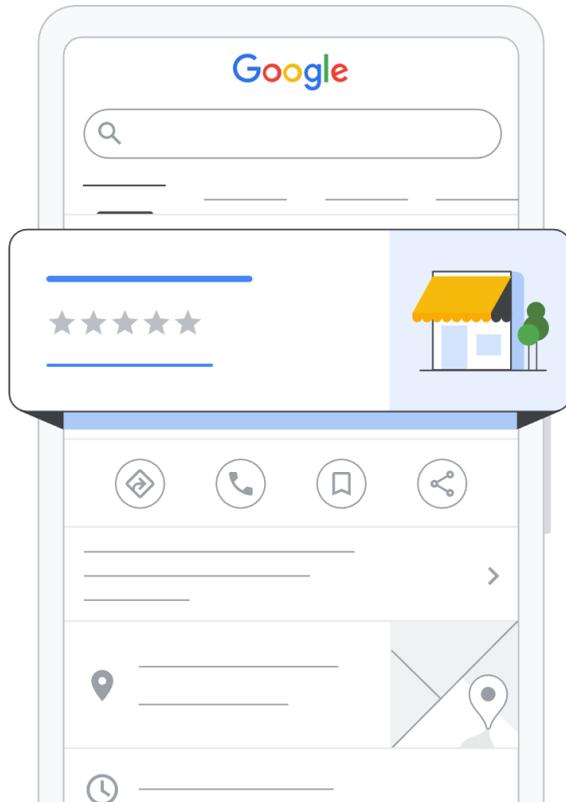
Depending on your type of business and Google's trust signals, you *might* be offered:

- **Postcard verification** – code sent via a postcard in the mail (can take 5-14 days).
- **Phone verification** – code sent via call or SMS.
- **Email verification** – code sent to your business email (must match your domain).
- **Video verification** – short live or recorded video to prove your location and legitimacy.



Creating Your Google Business Profile

<https://business.google.com/uk/business-profile/>



Start building your Business Profile

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

You can change and add more later

By continuing, you're agreeing to the [Business Profile Terms of Service](#). Your [apps data](#) will be shared with [Business Manager](#). The [Google Privacy Policy](#) describes how Google handles your data.

Next

Need to be logged into Google Account – usually attached to a gmail/googlemail account



Sign in

to continue to Google Business Profile

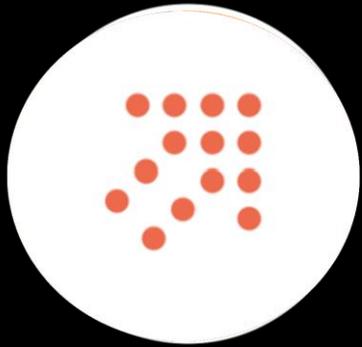
Forgot email?

Not your computer? Use Guest mode to sign in privately.
[Learn more about using Guest mode](#)

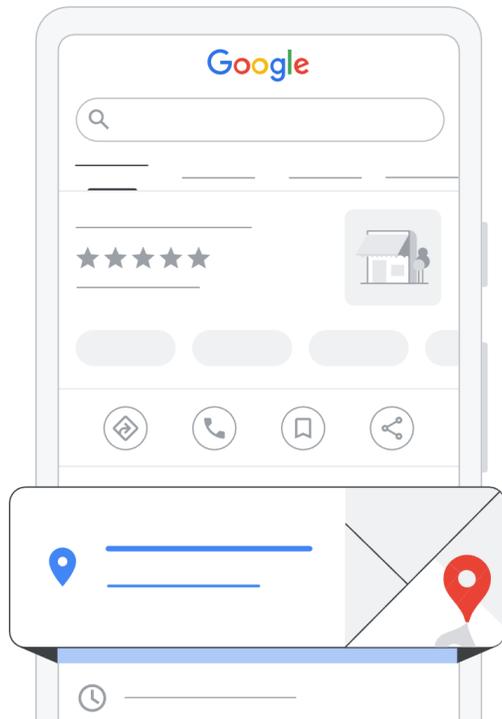
[Create account](#)

Next

— Your —
Marketing
Specialist —



Adding a Location



Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

- Yes
- No

Next

Enter your business address

Add a location where customers can visit your business in person

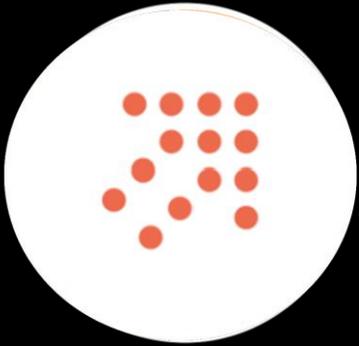
Country / Region
United States ▼

Street address

City

State ▼ ZIP code

Next



Locations You Serve

Is this your business?

It looks like your business might already have a Business Profile on Google Search or Maps. If you see your business below, select it, and we'll help improve your Business Profile.

- Stevie Morris
141 King George's Rd, New Bevington, Doncaster
DN10 2JF

- Keane Creative Ltd.
Unit 2, Highfield Business Park, Auckley, Doncaster
DN10 2JF

- SPJ Marketing Ltd
Unit 2, Station Rd, Bevington, Doncaster
DN10 2JF

- None of these

Next

Do you provide deliveries or home and office visits?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

- Yes
- No

Next

Where do you serve your customers? (optional)

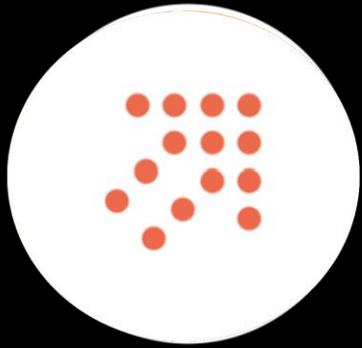
Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

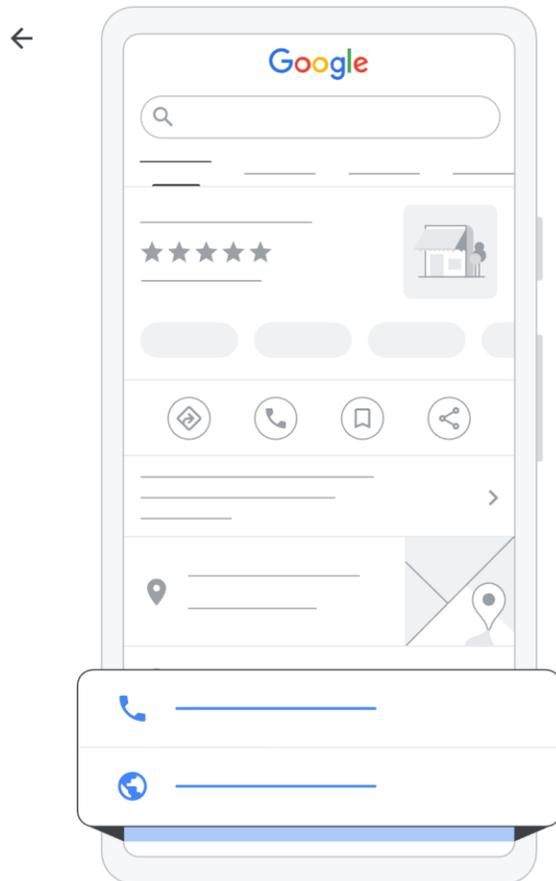
You can change and add more later

Next

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Marketing
Specialist—



Adding Contact Details



What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

Phone number

Website (optional)

Add chat (optional)

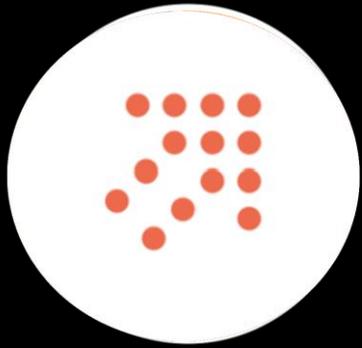
Allow customers to chat with your business via SMS or other apps

[Learn more](#)

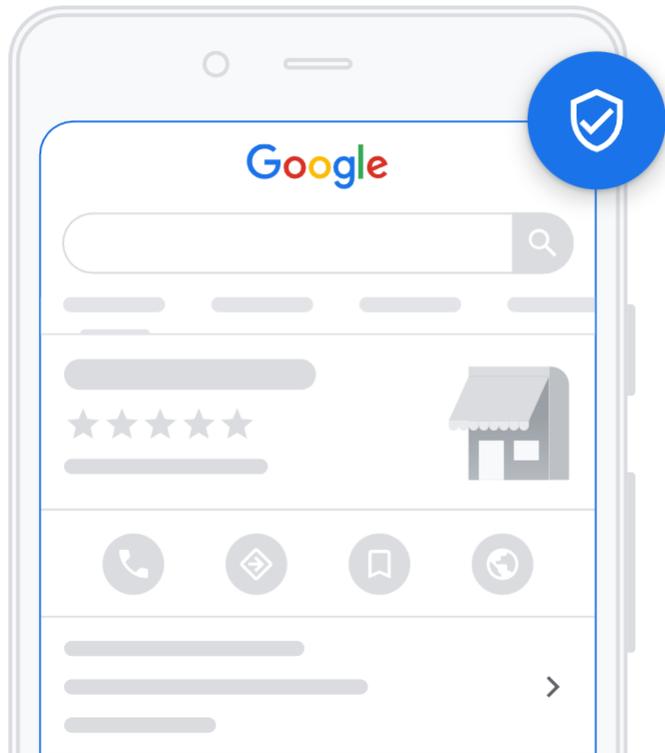
Chat Text message

Contact phone number

Add social profiles
after publishing



Adding Contact Details



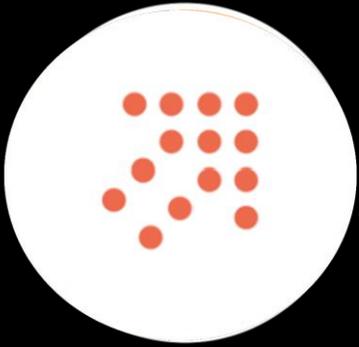
Verify

You're now verified

You can reply to reviews, turn on chat and more

Next

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Customise Your Profile

Customize profile

Add your services

Select the services your business provides and get matched with the right customers

Marketing consultant

addTelemarketing

Don't see a service you offer? Create your own.

[+ Add custom service](#)

Skip

Next

Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday Closed

Monday Closed

Tuesday Closed

Wednesday Closed

Thursday Closed

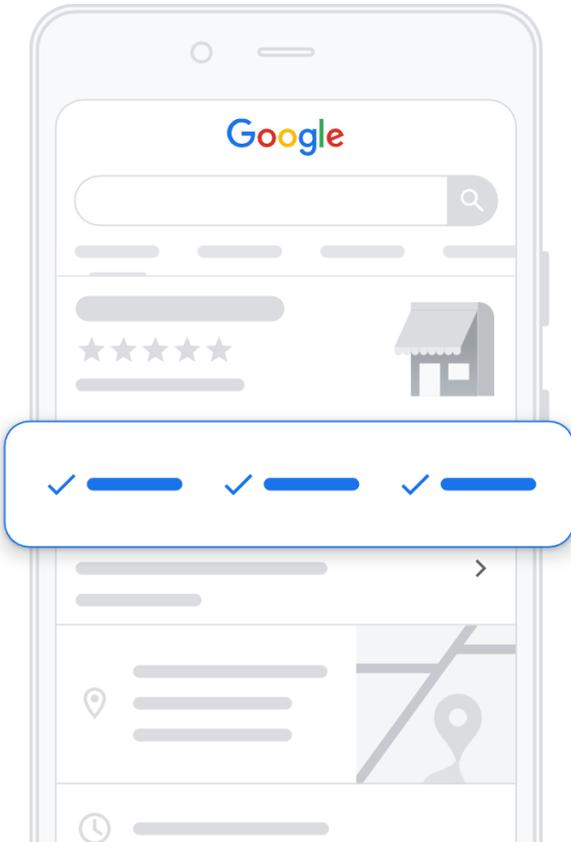
Friday Closed

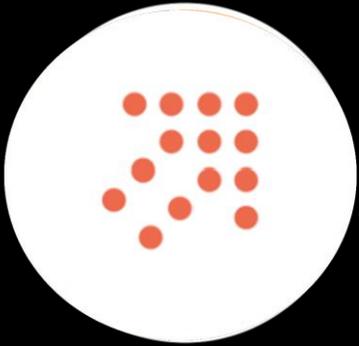
Saturday Closed

Skip

Next

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Specialist—





Customise Your Profile

Customize profile

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

0/750

Add a storefront photo

Sharing a recent photo of your business' exterior helps customers identify you in the real world

[Learn more](#)

Drag images here

or

 [Select images](#)



Your photos may appear on Search, Maps and other Google services. Location metadata from your photos may be used to update your business' location in Maps.

[Skip](#)

[Next](#)

Add photos of your business

Show off your products or services and let customers peek inside your business

[Learn more](#)

Drag images here

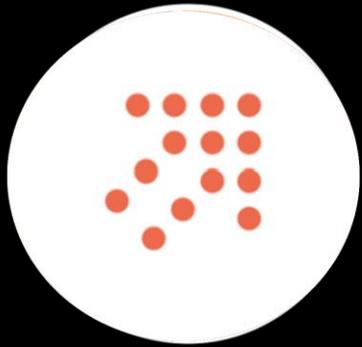
or

 [Select images](#)

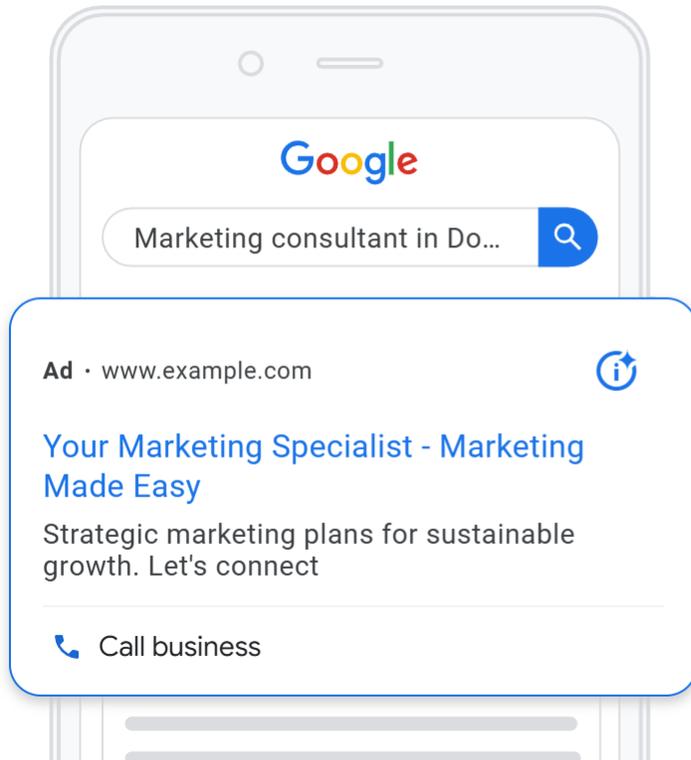
[Example](#)



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Customise Your Profile



Customize profile

Advertise easily in minutes

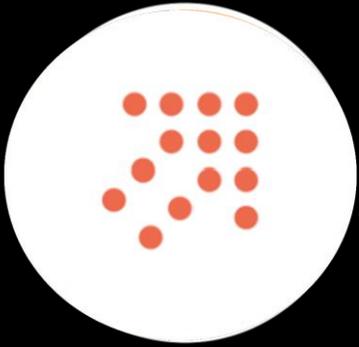
Start advertising your business with Google Ads

Skip

[Get started](#)

**⚠ Do Not Create Google Ads
From Your Business Profile**

—Your—
Marketing
—Specialist—



Verification Pending

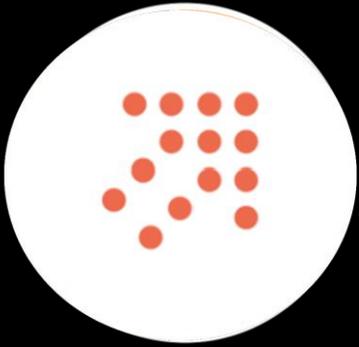
Customize profile

Your edits will be visible once
you're verified

You can continue to make updates to your profile at any time. All your edits will be visible to customers on Google once you've been verified.

Continue

— Your —
Marketing
— Specialist —

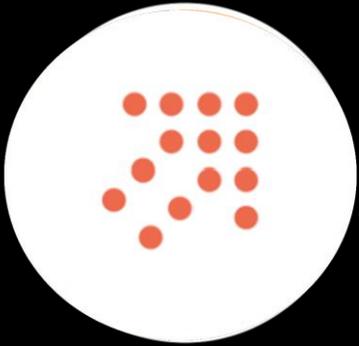


How You See Your Profile

The screenshot shows the Google Business Profile interface. At the top, the Google logo is on the left, and the search bar contains 'Your Marketing Specialist'. Below the search bar, there's a section titled 'Your business on Google' with a 'See performance' link. A grid of icons allows users to 'Edit profile', 'Read reviews', 'Photos', 'Posts', 'Performance', 'Advertise', 'Edit products', 'Edit services', 'Bookings', 'Q & A', and 'Profiles'. A notification states: 'Google is processing your verification. It may take up to five days. [Learn more](#)'. Below this are three main action cards: 'Create ad' (Promote your business with on ad on Google), 'Add your opening hours' (Let customers know when your business is open), and 'Add photo' (Businesses with photos get more clicks). On the right side of the dashboard, a map shows the business location. Below the map, the business name 'Your Marketing Specialist' is displayed, along with the address 'Marketing consultant in Nossington, Englan...'. A checkmark icon indicates 'You manage this Business Profile'. There are buttons for 'Directions', 'Save', and 'Share'. At the bottom of the right panel, there's a section 'Add missing information' with links to 'Add place's phone number', 'Add business hours', and 'Add website'. A footer note says 'Only managers of this profile can see this'.

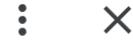
This is also where you can edit your profile from and publish posts

—Your—
Marketing
Specialist—



Edit Your Details

← Business information



[About](#) [Contact](#) [Location](#) [Hours](#) [More](#)

 Google is processing your verification. It may take up to five days.

[Learn more](#)

About your business

Business name

Your Marketing Specialist

Business category

Marketing consultant

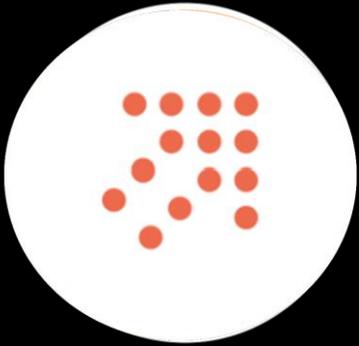
Description



Your edit is pending. It usually takes up to 10 minutes to be reviewed.

[Learn more](#)

—Your—
Marketing
—Specialist—



Hide Your Address

← Business information ⋮ ×

About Contact Location Hours More

 Google is processing your verification. It may take up to five days. [Learn more](#)

Location and areas

Business location

If customers visit your business, add an address and adjust the pin on the map to its location.

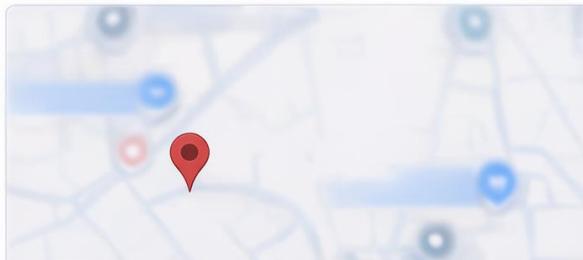
[Learn more](#)

Show business address to customers

Country/Region

United Kingdom 

Street address



Location and areas

Business location

If customers visit your business, add an address and adjust the pin on the map to its location.

[Learn more](#)

 Let customers contact your business. Provide either an address, phone number or website to continue

Show business address to customers

Location and areas

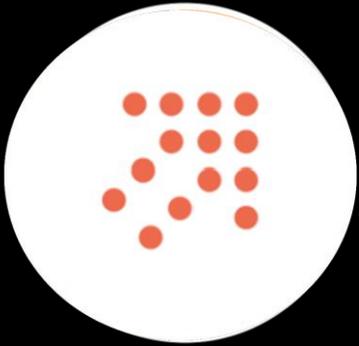
Business location

No location; deliveries and home services only

Service area

United Kingdom

—Your—
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—Specialist—



Opening Hours

← Business information



About Contact Location **Hours** More

 Google is processing your verification. It may take up to five days.

[Learn more](#)

Opening hours

Hours

Open with no main hours

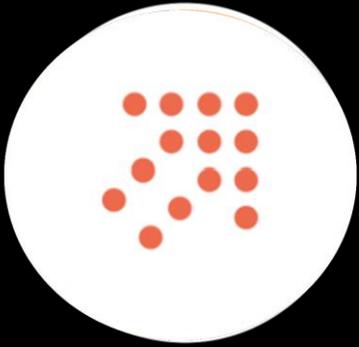
Add more hours

[+ Access](#) [+ Breakfast](#) [+ Brunch](#) [+ Delivery](#) [+ Dinner](#)

[+ Drive-through](#) [+ Happy hours](#) [+ Hours for the elderly](#) [+ Kitchen](#)

[+ Lunch](#) [+ Online operating hours](#) [+ Pick-up](#) [+ Takeaway](#)

—Your—
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—Specialist—



More Info

More

From the business

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. If you're not the owner, confirm with the owner before adding an attribute. [Learn more](#)

Identifies as women-owned

Yes

No

Save

Cancel

Crowd

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

LGBTQ+ friendly

Yes

No

Transgender safe space

Yes

No

Save

Cancel

Amenities

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

Has gender-neutral toilets

Yes

No

Save

Cancel

Accessibility

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

Offers assisted listening devices

Yes

No

Has assistive hearing loop

Yes

No

Has wheelchair-accessible car park

Yes

No

Has wheelchair-accessible entrance

Yes

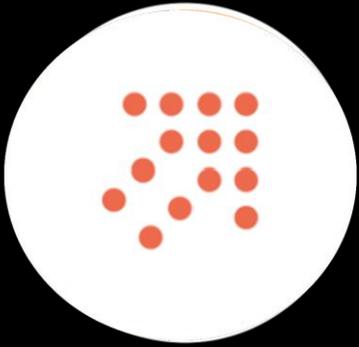
No

Has wheelchair-accessible seating

Yes

No

— Your —
Marketing
Specialist —



More Info

Parking

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

Free multi-storey car park

Yes

No

Free of charge street parking

Yes

No

Free parking lot

Yes

No

On-site parking

Yes

No

Paid multi-storey car park

Yes

No

Planning

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

Appointment required

Yes

No

Save

Cancel

Service options

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps and other Google services. [Learn more](#)

Offers online appointments

Yes

No

On-site services available

Yes

No

Language assistance

American Sign Language

Yes

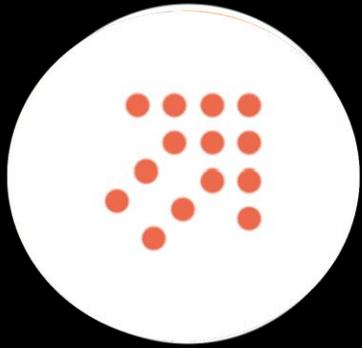
No

Arabic

Yes

No

—Your—
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What ELSE Can You Edit?

Your business on Google See performance

-  Edit profile
-  Read reviews
-  Photos
-  Posts
-  Edit products
-  Edit services
-  Bookings
-  Q & A

Retail / Physical locations

Often see:

- Products
- In-store options
- Inventory highlights
- Shopping-related features

Restaurants / cafés

Get lots of extras:

- Menu editor
- Food ordering
- Reservations
- Attributes like "dine-in", "takeaway"

Hotel-specific features

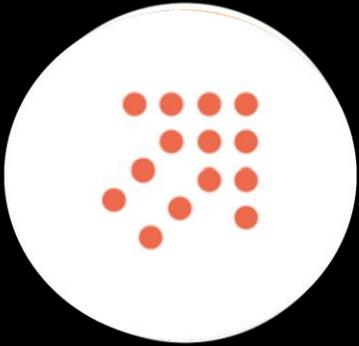
- Rooms & rates (via Google Hotel Center)
- Availability / booking integrations
- Amenities (Wi-Fi, parking, pool, etc.)
- Star ratings & class
- Check-in / check-out times

Heavy Google Travel integration

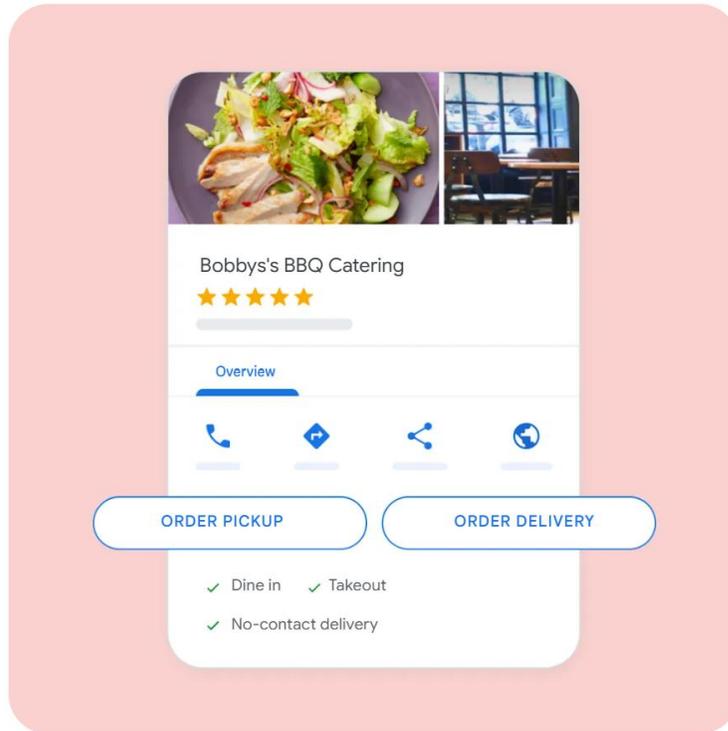
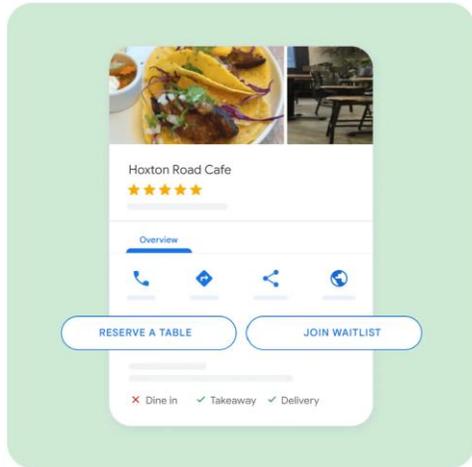
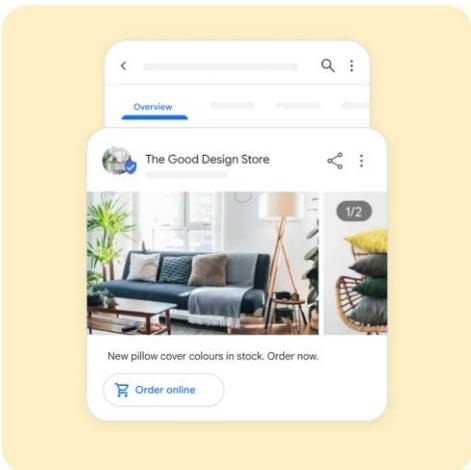
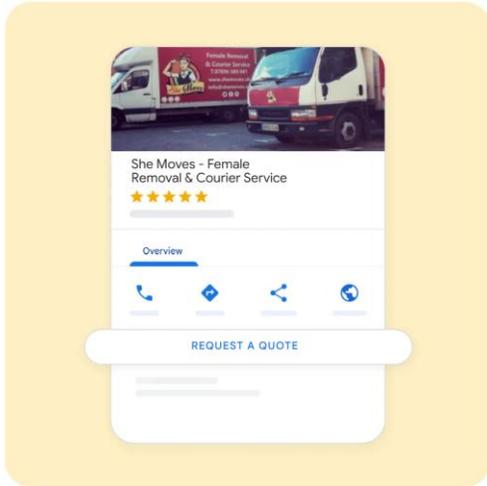
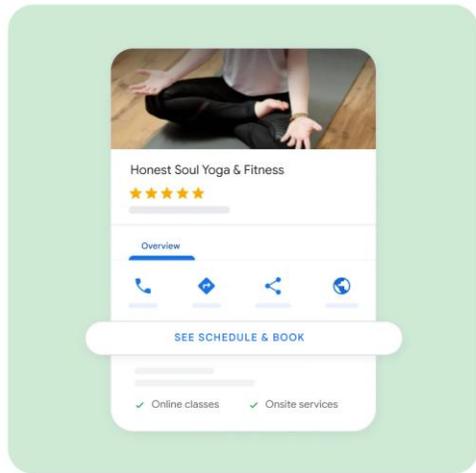
- Appear in **Google Hotels**
- Pricing comparisons
- OTAs (Booking.com, Expedia, Airbnb, etc.)

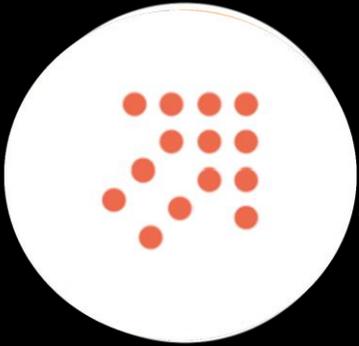
<https://travel.google/partners/hotels/get-started>

—Your—
Marketing
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Call to Action Buttons





Photos

← Photos and videos



 View all photos

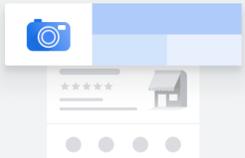
 Add photos



Want your photos to reach more customers? Try Google Ads today.

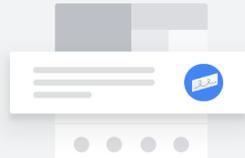
[Start advertising](#)

You can manage photos and videos uploaded by your business



Add a cover photo

Showcase your business to customers



Add a logo

Let customers see your business identity when you post photos or reply to reviews

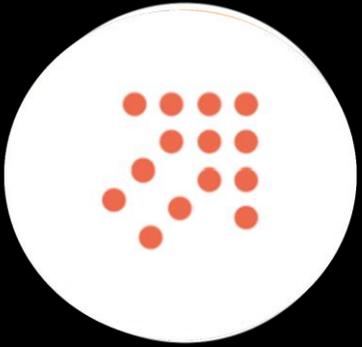
Real Photos

- Exterior building
- Inside spaces
- Desk/workspace
- You/your team/your customers
- Your products

Avoid

- Stock photos
- AI generated images

—Your—
Marketing
—Specialist—



Services

← Add services



Marketing consultant

Primary category

Add services you offer and get discovered by customers

+ Telemarketing

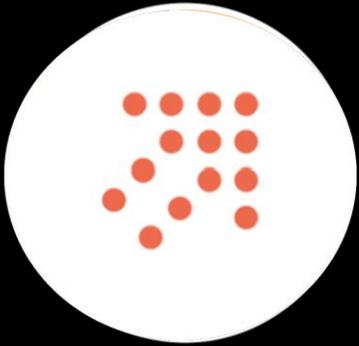
Don't see a service you offer? Create your own

+ [Add custom service](#)

Cancel

Save

—Your—
Marketing
—Specialist—



Products

← Products



OVERVIEW POSTS **PRODUCT** REVIEWS

Get customers to your shop

Add products to your Business Profile
and show what you have in stock

Get started

← Add product



Product name*

0/58

Select a category*



Drag a photo here

or

Select a photo

Product price (GBP)

Optional

Product description

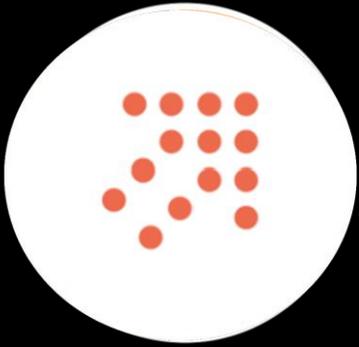
0/1,000

Optional

Product landing page URL (Optional)

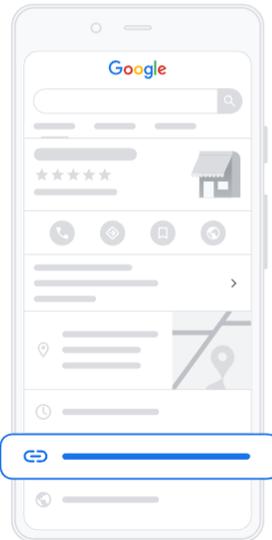
0/1,500

— Your —
Marketing
— Specialist —



Bookings

← Booking



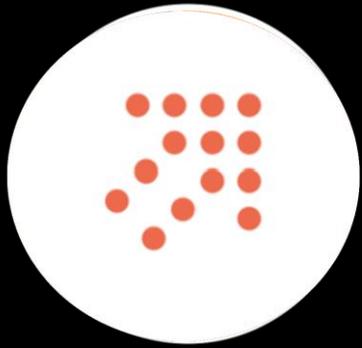
Links to your online booking tools

Let customers book you directly through custom links to your online booking pages. [Learn more](#)

- ✓ Quick setup
- ✓ Display your custom links

[Add a link](#)

—Your—
Marketing
Specialist—

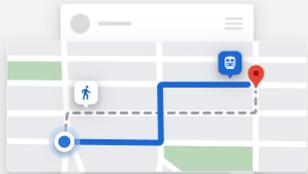


What ELSE Can You Do

Add directions to your website



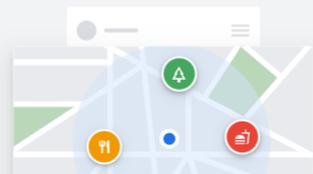
Help customers plan their visit



Add amenity map to your website



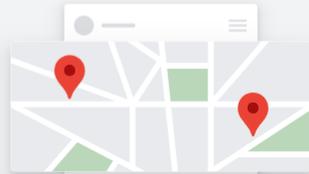
Show nearby amenities to help customers explore your area



Add a map to your website



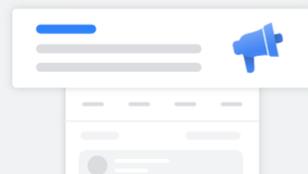
Help customers find your nearest shop



Add update



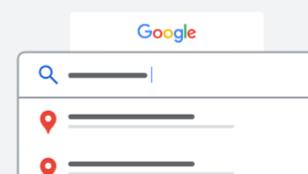
Share the latest from your business



Add address autocomplete



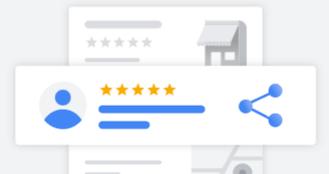
Help customers enter the right address for a faster checkout

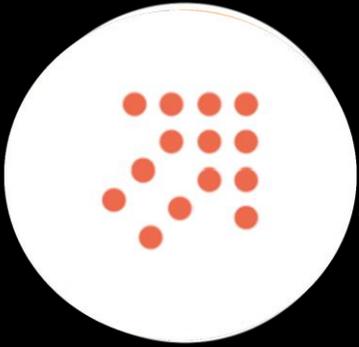


Get your first reviews



Share your review form with past customers





PUBLISH/SCHEDULE POSTS

← Add post

Update Offer Event

Description 0/1,500

Drag images and videos here
or
[Select images and videos](#)

Schedule this post

Add more details

+ Button

Post

Update Offer Event

Title* 0/58

Description 0/1,500

Start date* Start time

End Date* End time

Schedule this post

Add more details

+ Terms + Coupon code + Link to redeem offer

Post

Update Offer Event

Title* 0/58

Description 0/1,500

Start date* Start time

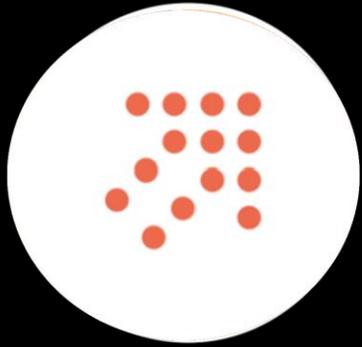
End Date* End time

Schedule this post

Add more details

+ Button

Post



Optimising Your Google Business Profile

Keep up to date

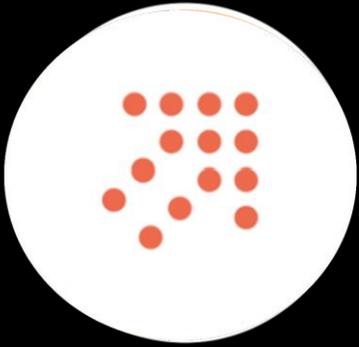
- Holiday opening/closing hours
- Regularly Add Photos – interior and exterior, products, people
- Add new services
- Add new products
- Answer Questions

Post like it's a social media platform

- Updates
- Offers
- Events

Repurpose Existing Content

- Instagram/Facebook
- LinkedIn
- Blog posts
- Email Campaigns



Ask for Reviews

← Get more reviews



Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps

 Business Profiles like yours with 5 or more reviews can get up to twice as many customers



Email



WhatsApp



Facebook

Where can you ask for reviews?

- Post purchase/service email or text
- Email footer/signature
- Thank you cards
- Receipts/Invoices

Review link

<https://g.page/r/CfMk2fj38xsoEBM/review>

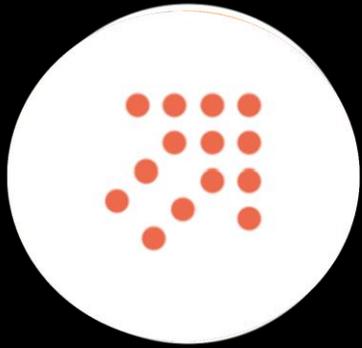


Share your reviews QR code

Right-click and select 'Save image as...' so you can share your QR code with customers



**Remember to reply to reviews – even negative ones
(especially negative ones)**



Accessing Your Google Profile

Search for your business name and edit from within the Google search result page
<https://business.google.com/locations>

Google Your Marketing Specialist

Your business on Google

See performance

Edit profile Read reviews Photos Posts Performance Advertise

Edit products Edit services Bookings Q & A Profiles

Google is processing your verification. It may take up to five days. [Learn more](#)

Create ad Add your opening hours Add photo

Promote your business with an ad on Google

Let customers know when your business is open

Businesses with photos get more clicks

Ac nt Le bu

Your Marketing Specialist

Marketing consultant in Nossington, Englan...

You manage this Business Profile

Directions Save Share

1195992630773 7603602

Your Marketing Specialist United Kingdom

Verified

See your profile

Add missing information

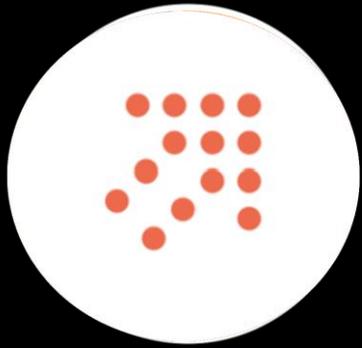
Add place's phone number

Add business hours

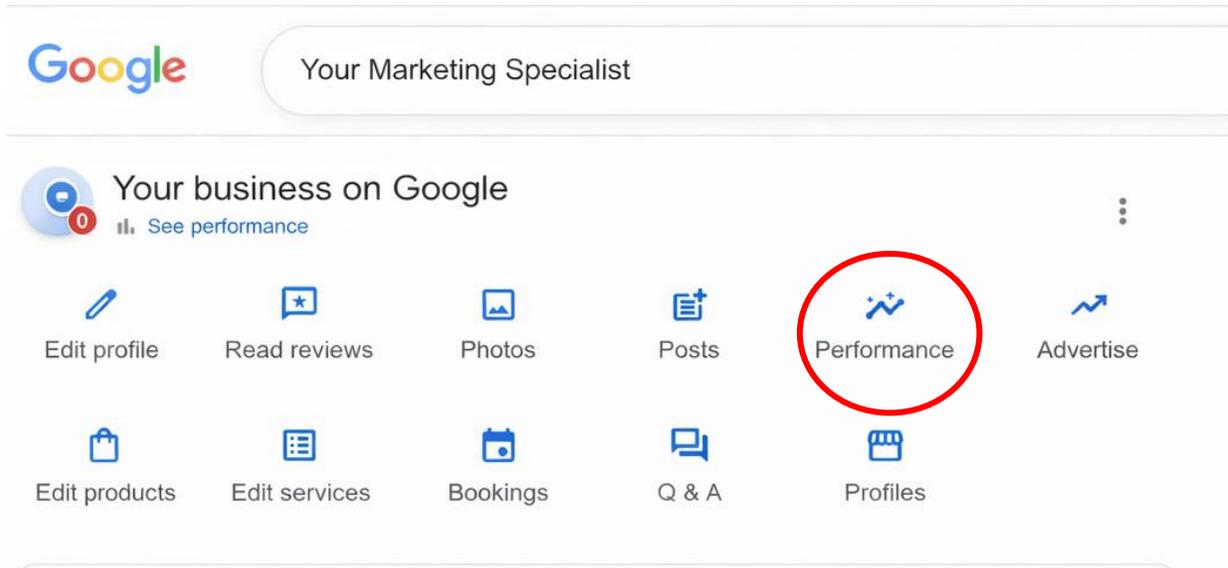
Add website

Only managers of this profile can see this

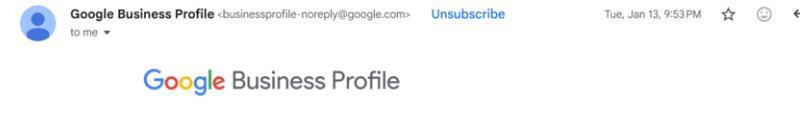
Or go to
<https://business.google.com/locations>



Performance and Insights

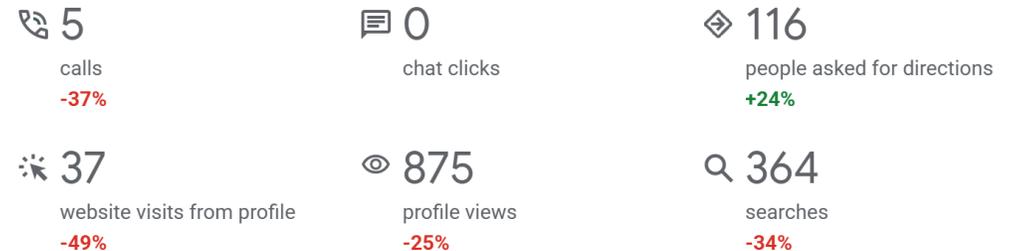


Access Performance results from your profile or in your monthly report via email



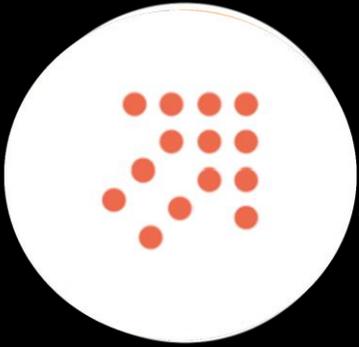
Your Business Profile report with 158 interactions* last month

Your performance at a glance



*An interaction is when a customer calls, makes a booking, is sent to your website or requests directions from your Business Profile.

[See full report](#)



Understand How People Find You Online

← Performance



Overview

Calls

Bookings

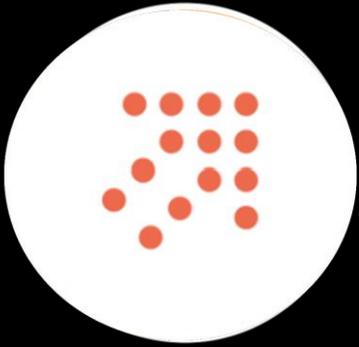
Directions

Website clicks

273

Business Profile interactions ⓘ





Understand How People Find You Online

← Performance



Overview Calls Bookings Directions Website clicks

1,042

👁 People viewed your Business Profile

Platform and device breakdown

Platform and devices that people used to find your profile



● 681 · 65%

Google Search - mobile

● 185 · 18%

Google Search - desktop

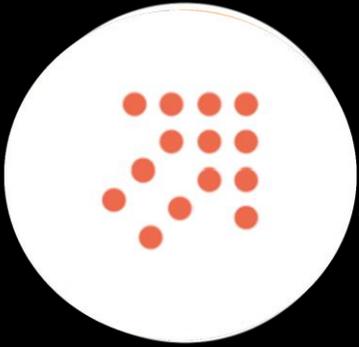
206

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1. meister	187
2. kitchen	19
3. fine lady bakeries ltd banbury, banbury, you	15



Understand How People Find You Online

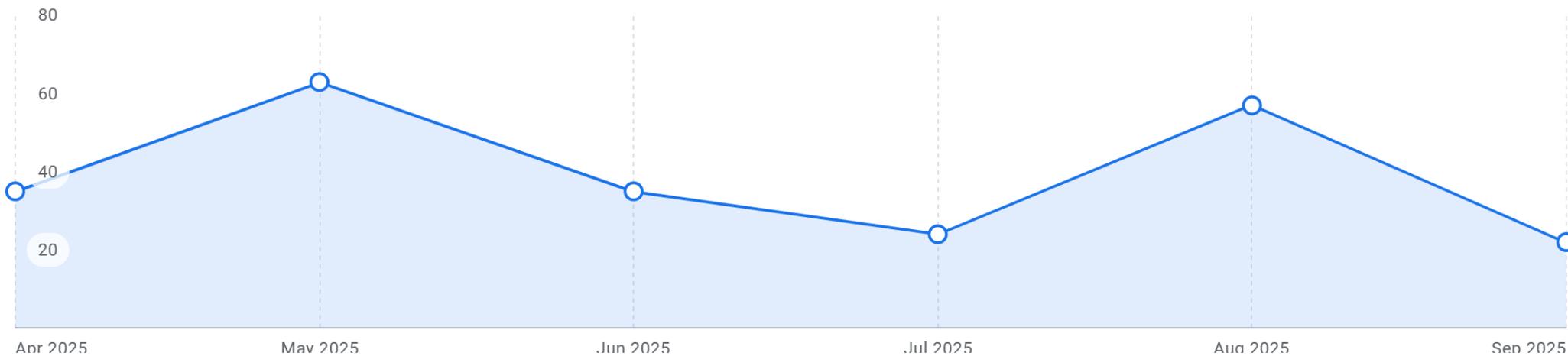
← Performance

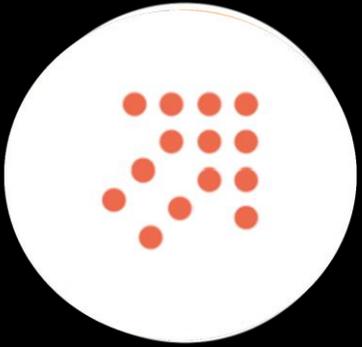


Overview Calls Bookings **Directions** Website clicks

236

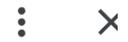
Direction requests made from your Business Profile





Understand How People Find You Online

← Performance

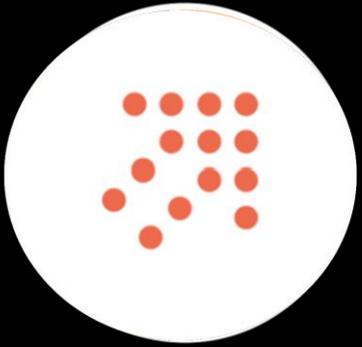


Overview Calls Bookings Directions Website clicks

33

Website clicks made from your Business Profile





Understand How People Find You Online

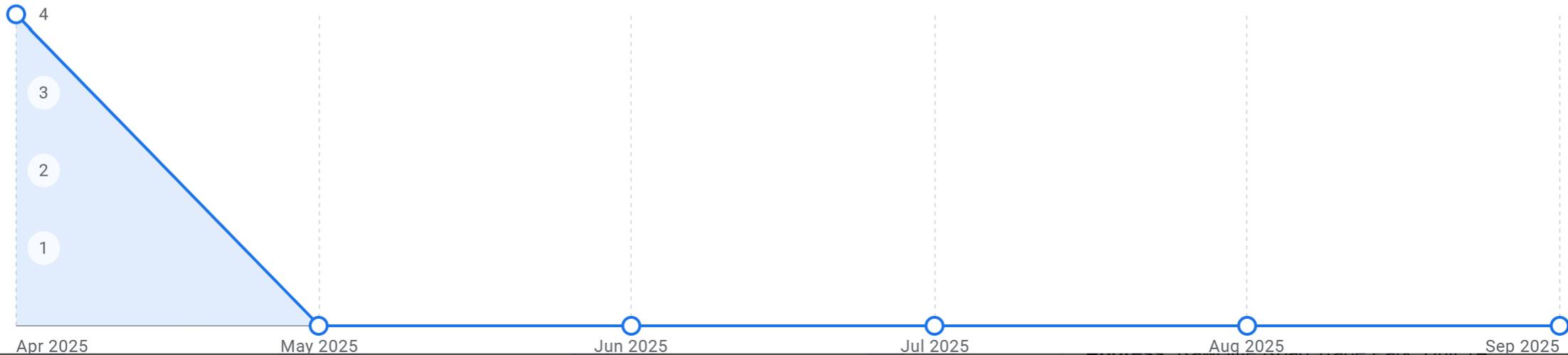
← Performance

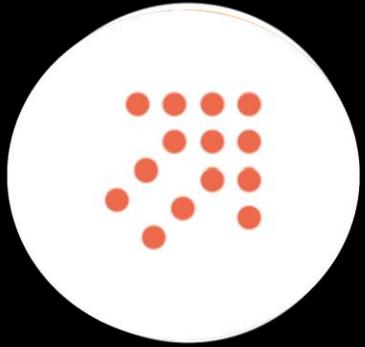


Overview **Calls** Bookings Directions Website clicks

4

Calls made from your Business Profile

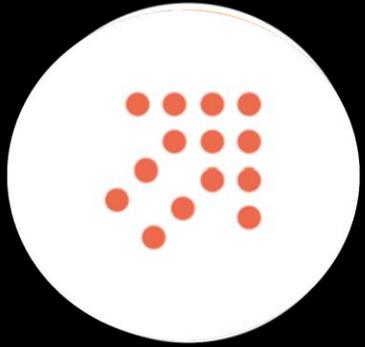




Google Business Profile Support Community

Submit a question for help from the community

<https://support.google.com/business/community?hl=en-GB>



More Google Tools

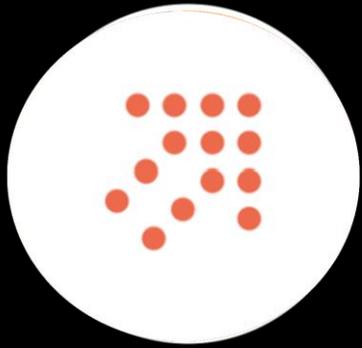
Gemini AI
Notebook LM

Google Workspace: Email, Drive, Meet
Google Docs: Docs, sheets, slides, forms
Google Ads

Google Trends
Think with Google

Google Analytics
Google Tag Manager
Google Search Console

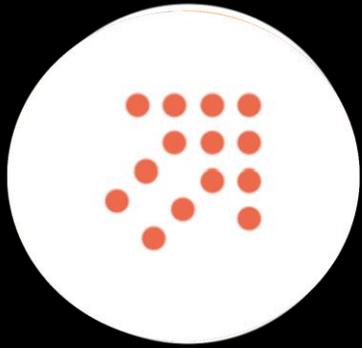
Google Digital Garage: training days and online courses



CHECK OUT

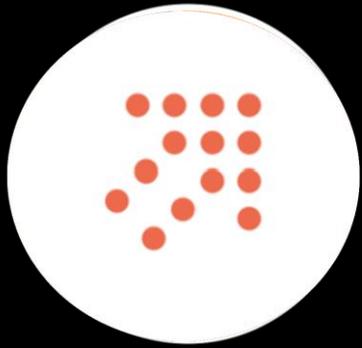
How Confident do you
feel about
creating/using Google
Business?



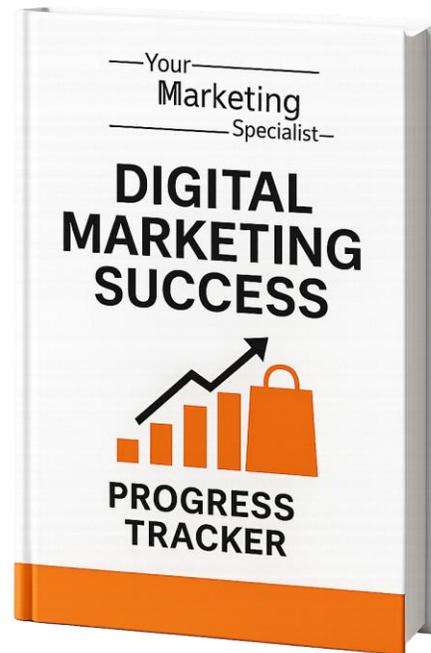


Check-out





Check-out



Submit in your Progress Tracker!

www.yourmarketingspecialist.co.uk/google-progress-tracker

—Your—
Marketing
—Specialist—

FACEBOOK GROUP

Join the Community



[facebook.com/groups/
maximisationzone](https://facebook.com/groups/maximisationzone)