

# How to set up your Google Business Listing

Prepared by:

**SPARROWLY  
GROUP**

# Benefits of Listing

With the vast majority of consumers using Google to aid in research and buying decisions, listing your business appropriately is one of the most important marketing steps a small business can take, **free of charge**.

A Google My Business listing provides potential customers easy access to your general business information (website, phone number, hours of operations and directions), as well as a deeper inside look at your business (busiest hours and review ratings).

By providing your customers a snapshot of your business quickly and easily, it makes it simpler for them to contact you. It is important for ranking and for customers to ensure your listing is filled out as completely as possible. If it isn't filled out entirely, it can be penalised by Google's ranking algorithm and customers are less likely to trust the information.

Other benefits include showing up on Google Maps, showing in Google's Local 3-Pack, star ratings boost your appeal, rank higher in results and increase traffic and sales.

# Registering or Logging in

Go to: <https://www.google.com/business/>

Click **Manage Now**

You will need a **Google Account** (if you don't have one you can create one [here](#))

Search for your business using its name and address

- If you are already on Google Maps, you will be able to select your business from the list and click continue.
- If your business isn't on the list, just keep adding the information about your business so you can create your listing.
- If you see that your business is already *verified*, don't worry you can request ownership – follow the details on the screen or check out this [article](#) on how to claim ownership.

# Setting up your listing

You will be asked to confirm that you are authorised to manage the business page – if you are, check the box. If not, find the person who is and get them to sign up.

Add all your business details then click continue.

You'll have the option to verify your business – you want to do this, so that your listing appears across Google. There are a few options to choose from:

- o Get a code via mail (this can take up to 2 weeks).
- o Verify via phone, email or video.
- o Some businesses are eligible for instant verification.

# What next?

Keep your listing up to date - keep adding new images and videos.

Regularly post about your business.

Ask customer for reviews.