



Digital Manifest

# The Small Business Guide to **Google Business Profiles**

How to set up and optimise your Google  
Business Profile so customers can find you

# Why Google Business Profiles Matter

When someone searches for a service on Google, the first results they usually see are Google Business Profiles.

These listings appear in:

- Google Search
- Google Maps
- "Near me" searches

A well-optimised profile can help your business:

- ✓ Appear in local search results
- ✓ Build trust through reviews
- ✓ Generate calls and enquiries
- ✓ Drive traffic to your website
- ✓ Compete with larger businesses

Best of all?

**A Google Business Profile is completely free.**

## Example: Local Google search results

The screenshot shows a Google search for "tahmoor website designer". The search bar is at the top, followed by filters for "All", "Images", "Shopping", "Videos", "Forums", "Short videos", "More", and "Tools". Below the filters are buttons for "Online appointments", "Open now", and "Top rated". The results are for "Tahmoor NSW" and are categorized under "Businesses".

The "Businesses" section lists three results:

- Nalo**: No reviews · Website designer. Includes a "Website" button.
- Digital Manifest**: 5.0 ★★★★★ (1) · Website designer. Status: Closed · Opens 9 am Mon · 0423 629 558. Includes a "Website" button and a review: "I am absolutely blown away by my website Digital Manifest created for me!"
- Tahmoor Signs & Art**: 5.0 ★★★★★ (11) · Signwriters. Address: 1/88 York St. Status: Closed · Opens 8:30 am Mon · 0418 818 496. Includes "Website" and "Directions" buttons and a review: "Very satisfied with them."

A "More businesses" button is visible below the list. To the right of the business listings is a map showing the location of the businesses in Tahmoor, NSW.

Below the "Businesses" section is a traditional website result for **webcraftstudio.com.au**. The title is "1. Small Business Website Design TAHMOOR NSW | WebCraft Studio ...". The snippet includes analytics: "AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0" and "Get domain authority, visits and engagement data with a free Semrush account - Connect". It also shows "L: 0 LD: 1" and "Rank: 11.5M". The description reads: "Professional small business website design for TAHMOOR, NSW from just \$399. Local web developers serving TAHMOOR with affordable, mobile-responsive websites ...".

Example search result for "website designer Tahmoor". Google Business Profiles appear above traditional website results.

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# Step 1 — Create a Gmail Account

Before creating your Google Business Profile, it's best to set up a **dedicated Gmail account for your business**.

This keeps your business separate from personal accounts and makes it easier to manage access in the future.

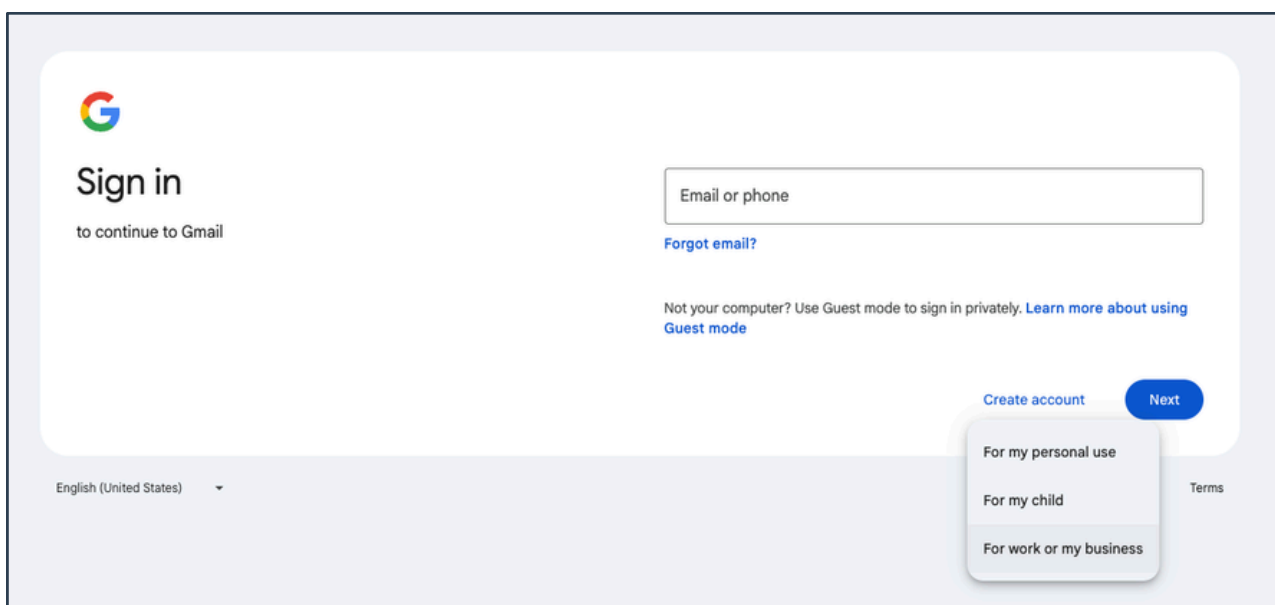
Benefits include:

- Improved security
- Easier to transfer ownership if you sell the business
- Ability to grant access to staff or agencies

To create a business Gmail account:

1. Go to **gmail.com**
2. Click **Create Account**
3. Select **For my business**
4. Follow the prompts to complete setup

Tip: Use your **business name** in the email where possible.



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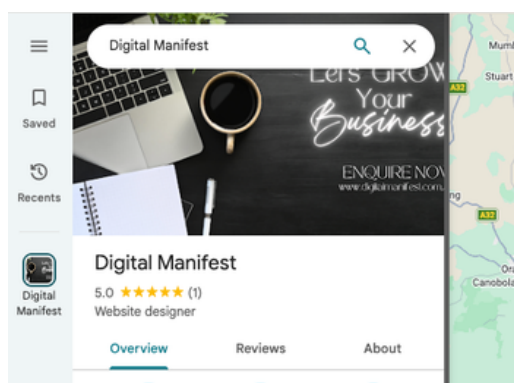
# Step 2 — Check if Your Business Already Exists

Before creating a new Google Business Profile, it's important to check whether Google has already created a listing for your business.

Google sometimes automatically creates business listings using publicly available information.

To check:

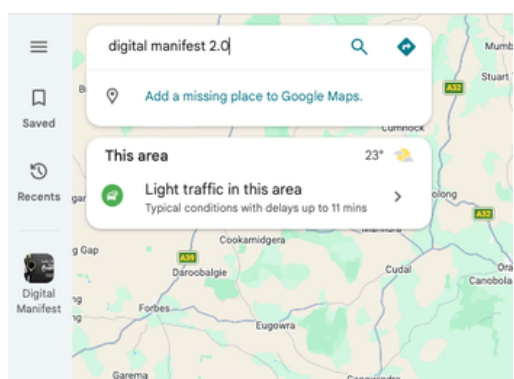
1. Go to **Google Maps**
2. Search your **business name**



## If your business already appears

- If your business listing exists, you'll need to **claim ownership**.
- Google will guide you through a short verification process.

Tip: If a listing already exists for your business, claiming ownership is usually faster than creating a new one.



## If your business does not appear

- If nothing appears, you'll need to create a new profile.
- Click **Add a missing place to Google Maps**
- Or visit: **business.google.com** and follow the prompts.





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# Step 3 — Verify Your Business

Once your profile is created or claimed, Google will ask you to **verify the business**.

Verification confirms that your business is legitimate and located where you say it is.

Verification methods can include:

-  Postcard verification
-  Phone verification
-  Email verification
-  Video verification

Most businesses are verified within a few minutes, although postcard verification can take several days.

The verification method available will depend on your business type and location.

Once verified, you'll be able to **fully manage and optimise your profile**.

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# Step 4 – Complete Your Profile

Google rewards **complete profiles**.

To edit your profile:

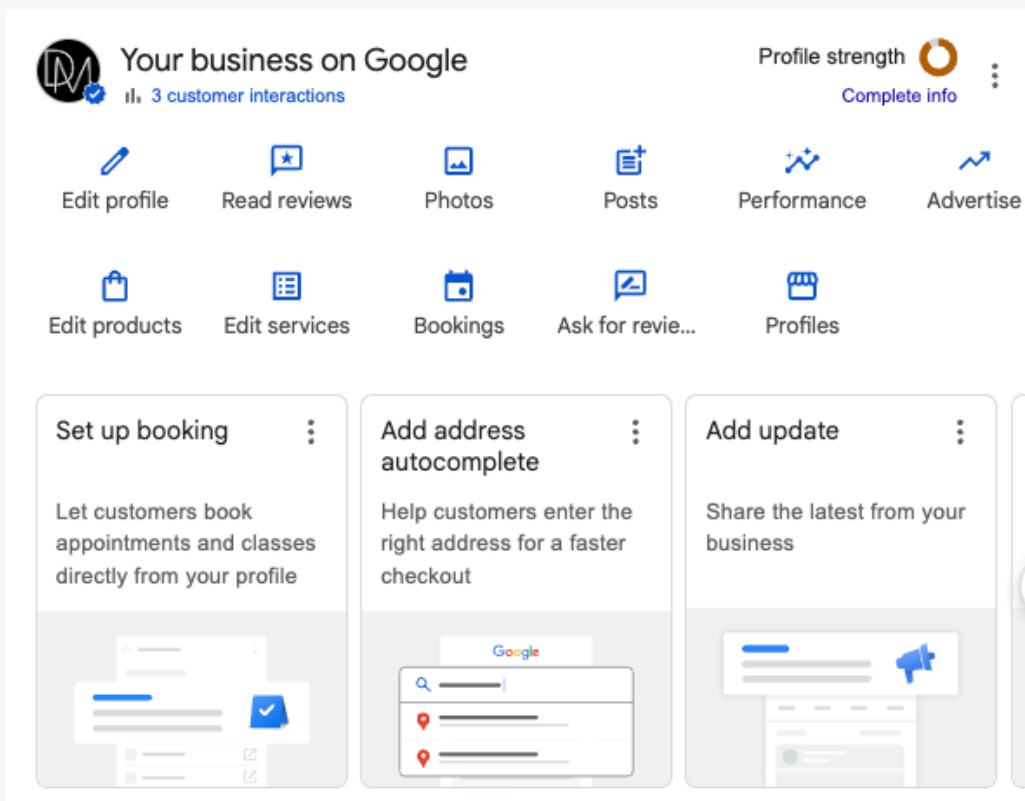
When editing your profile, you'll see a **profile strength indicator** showing how complete your listing is.

1. Log in to your Gmail account
2. Open **Business Profile Manager**
3. Click **Edit Profile**

Aim to reach the **"Profile looks good"** status.

Then complete each section of the profile.

## Example: Google Business Profile management dashboard



From this dashboard, you can edit your business details, upload photos, publish posts, manage reviews and view performance insights.

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# Choose the Right Business Category

Your business category is one of the most important ranking factors. Google uses it to decide when your business should appear in search results.

Choose a primary category that best describes your main service. Then add relevant secondary categories.

## Example:

Primary category: **Web Designer**

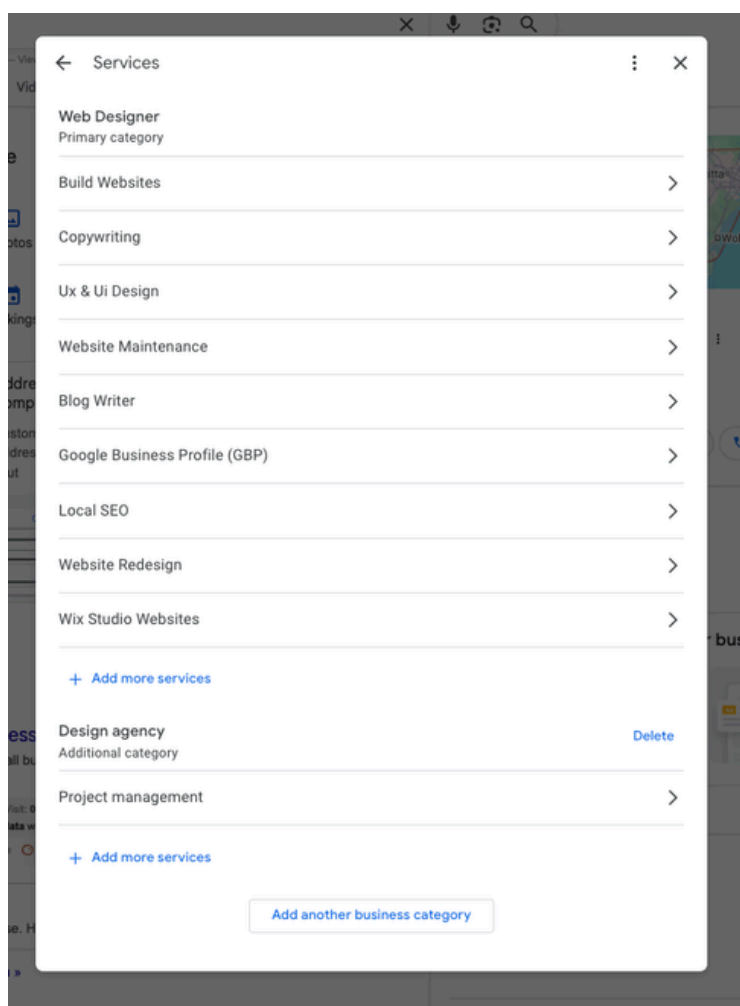
Secondary category: **Design Agency**

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### Tip: Look at what top competitors are using

Search your service on Google Maps (for example, "web designer Tahmoor") and review their categories for inspiration.

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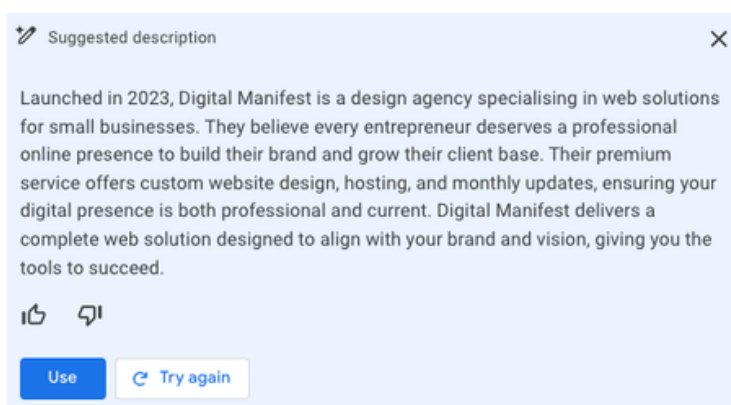
# Complete Key Business Information

## Business Description

Google will often suggest text based on available information. Review and edit this to make sure it accurately describes your business.

Tips:

- Clearly explain what you do
- Mention the areas you service
- Keep the language natural and helpful
- Avoid keyword stuffing – write for people first



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## Phone

Add your business phone number.

Your **Name, Address and Phone Number (NAP)** should always be consistent across the internet.

Consistency helps Google trust that your business information is accurate.

## Social Profiles

You can also link to social platforms such as:

- Facebook
- Instagram
- LinkedIn
- YouTube
- Twitter

## Website

If you have a website, add the link here.

This allows customers to quickly learn more about your services.

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# Services, Service Areas and Hours

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## Services

**Add relevant services that accurately describe what your business offers.**

This helps Google understand exactly what your business offers and improves search visibility.

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## Service Areas

If you operate as a service-based business, **add the suburbs or regions where you work.**

Google currently allows **up to 20 service areas.**

Choose locations that reflect where you regularly work.

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## Business Hours

**Add your regular operating hours** so customers know when you are available.

Also, use **special hours** to update public holidays.

Keeping hours accurate helps build customer trust.

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# Photos and Visual Content

Businesses with photos receive **significantly more engagement** on Google.

Add high-quality images such as:

- Completed projects
- Your team
- Work in progress
- Equipment or workspace
- Before and after photos

Tips:

- ✓ Use clear, well-lit images
- ✓ Add new photos regularly
- ✓ Include photos from recent jobs

Fresh content signals to Google that your profile is **active and up to date**.

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# Google Reviews

Google reviews are one of the biggest factors influencing whether someone chooses your business.

They also help improve your visibility in local search.

Best practices include:

- Asking happy customers to leave a review
- Responding to all reviews
- Thanking positive reviewers
- Responding professionally to negative feedback

Even a simple reply shows potential customers that you care about your service and your customers.

## Want more tips?

For practical strategies on generating reviews, see our companion guide:



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# Posting Updates

Google Business Profiles allow you to publish updates similar to social media posts. These updates appear directly in your business profile on Google Search and Maps. These posts help keep your profile active and visible.

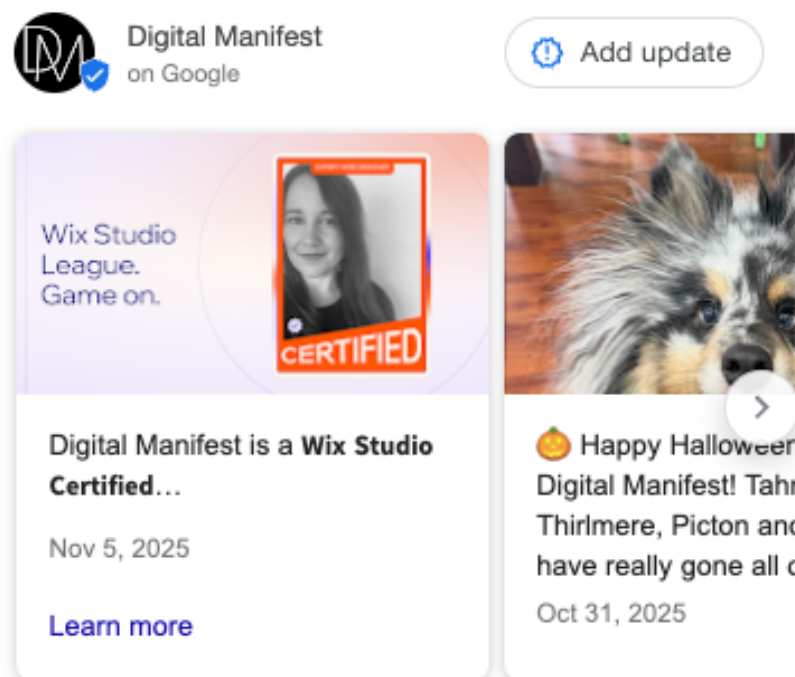
Common post topics include:

- Project highlights
- Helpful tips
- Promotions or offers
- Announcements
- Events

Posting once a week is ideal, but even **one post per month** helps keep your profile active.

Posts that include a **clear call to action** (for example "Learn more", "Call now" or "Visit website") tend to perform best.

## Example: Google Business Profile posts



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# Monthly Maintenance Checklist

Once your profile is live, spend a few minutes each month keeping it updated.

Quick checklist:

- ✓ Add new photos
- ✓ Respond to reviews
- ✓ Post an update
- ✓ Check business details are correct
- ✓ Update services if needed
- ✓ Review new questions from customers
- ✓ Check your Google Business Profile insights

Consistent activity helps your profile stay visible in Google search results.

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# Need help with your Google Business Profile?

Digital Manifest helps small businesses improve their visibility on Google and attract more local customers.

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 Email [hello@digitalmanifest.com.au](mailto:hello@digitalmanifest.com.au)

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 Phone 0423 629 558

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 Location Tahmoor, NSW

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 Socials [@digitalmanifest23](#)

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# Disclaimer

This guide reflects best practices for Google Business Profiles at the time of writing.

Google regularly updates its platform and algorithms, so some features or recommendations may change over time.




# Digital Manifest

Designing digital spaces with intention

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