



# SET UP A FREE GOOGLE MY BUSINESS ACCOUNT

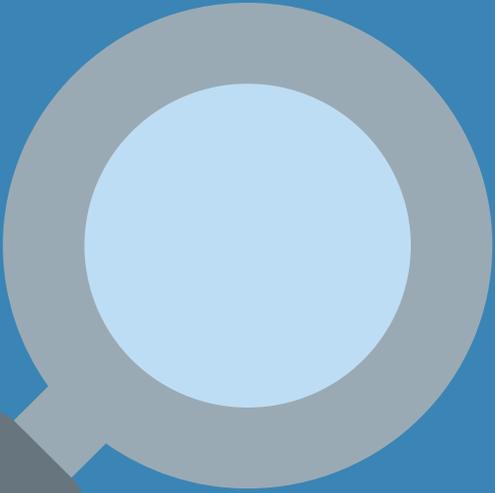
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Need business support? We're here to help!

Email: [ecdev@lennox-addington.on.ca](mailto:ecdev@lennox-addington.on.ca)

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[www.lennox-addington.on.ca](http://www.lennox-addington.on.ca)



# ENGAGE WITH CUSTOMERS ON GOOGLE FOR FREE

A Google My Business Account is more than a business listing. Your free Business Profile allows you to easily connect with customers across Google Search and Google Maps.

**Note:** Before you begin, there could be an old business listing at the same location where you are registering a new business. If this is the case, do not attempt to claim it. Instead, suggest an edit to have it marked as closed. Then proceed with creating a new Google My Business listing for your business.

## 1. SIGN IN

- On your computer, sign in to Google My Business. **[Click here for the link.](#)**
- You must already have a Google Account, if you do not, you will need to create one. Then click **Next**.
- Sign up with your business email domain since this account will be for your business. Enter the name of your business.

## 2. ADD YOUR BUSINESS ADDRESS

- Enter your business' physical address. You may also be asked to position a marker on the location of your business on a map. If your business doesn't have a physical location but works in a service area, you can **list the area instead.** Then click **Next**.
- Choose if you want your business location to appear on Google Maps.
- **If you serve customers at your business address:**
  - Enter your business address
  - Click **Next**.

Note: If you also serve customers outside your business address, you'll have the option to list your service area as well.

- **If you don't serve customers at your business address:**
    - Enter your business address
    - At the bottom, click **I deliver goods and services to my customers > Next**.
    - List your service areas, then click **Next**.
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## 3. CHOOSE YOUR BUSINESS CATEGORY

- Search for and select a business category that best suits you. Your exact category may not be an option, however for best results choose one that best describes your business. You can also choose a more specific category as appropriate. Then click **Next**.

## 4. ADD YOUR PHONE NUMBER & WEBSITE URL

- Enter a phone number and/or website URL for your business and click **Finish**. Note: you will also have the option to [create a free website](#) based on your information. If you don't already have a website, this would act like a landing page with the information you have provided to Google. It is not recommended to utilize this service. Instead if you don't have a website already you could use your Facebook business page URL, or leave the URL information blank for now and add it at a later date.

## 5. EDITING YOUR LISTING

- Now that you've claimed or created your listing, it's time to verify your business. If you need to edit your information prior to verifying you can click **Later**.
- To make edits open the **Menu** ☰ and click **Manage Locations** if you have multiple locations, and select the one you want to edit.
- Click **Info** from the menu on the left side of the screen.
- Click **Edit** ✎ next to each section you'd like to change and enter your revised business information.

## 6. SELECTING A VERIFICATION OPTION

- Verification helps ensure the accuracy of your business information across Google. Verified businesses are twice as likely to be considered reputable by users. It also protect you from anyone who might otherwise pose as a representative of your business. Until you've completed verification, you won't be able to edit the business information that appears on Google products.
  - For most businesses, verification means requesting, receiving and reading a verification postcard from Google. Some businesses may be able to verify through other methods like phone call, text, email or Google Search Console. If you see these options, follow the directions on the page to verify your business and skip the instructions guide.
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- If your business information is correct, click **Mail**. Enter the name of the person the verification postcard should be mailed to and click **Send Postcard**.

## 7. COMPLETE VERIFICATION

- Wait for your postcard. In a few weeks (depending on your location), you'll receive a postcard from Google at your business address. The postcard will include a unique verification code, which you'll enter in Google My Business to confirm that your business is located at the listed address.
- Once you've received your postcard, return to [google.com/business](https://google.com/business) or **click here**.
- Sign in and click **Verify location** from the menu (or click **Verify now** button).
- Follow the instructions to enter the verification code from your postcard.
- Congratulations! You're now verified and ready to edit your business information, respond to reviews, and add photos!

Note: It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears!

