



# How to Guide: Create, Edit and Maintain Your Google Business Profile

**For Businesses within Herefordshire County BID**

## What is a Google Business Profile & Why It Matters

Google Business Profile is a free tool by Google and keeping it accurate and up-to-date is essential for businesses. It helps customers find your business on Google Search and Maps, increases visibility, builds trust, and can drive more foot traffic and online engagement. This guide provides a step-by-step walkthrough to help you create, edit, and maintain your profile effectively.

## Part 1: Creating Your Google Business Profile

### Sign in or create a Google Account

Use your business email or Gmail to manage your profile.

### Go to Google Business Profile

Visit <https://www.google.com/business/> and click 'Manage now'.

### Search Your Business Name

Check whether your business already exists in Google's listings. If yes, claim it; if no, add new. Use the exact name as it appears on signage or your website.

### Choose Your Business Category

Select the category that best describes your business (you can add more later).

### Add Your Business Location

Enter your address or define your service area - decide whether you have a physical address customers can visit, or you are a service-area business.

### **Add Contact Details**

Phone number, email (if relevant), URL of website (if you have one).

### **Set opening hours**

Regular hours, special hours (holidays, seasonal).

### **Add business description**

A short description that clearly says what the business does, what makes it special. Usually limited to a certain number of characters.

### **Upload Photos**

Exterior, interior, logo, products/services. Good-quality photos help a lot.

### **Verify Your Business**

Follow Google's instructions to verify via postcard, phone, email, or video.

## **Part 2: Editing & Maintaining Your Profile**

Once the business profile is set up, regular upkeep ensures accuracy, trust, and better performance. Steps:

### **Regularly review and update core information**

- Business hours (especially around holidays)
- Address, phone number, website
- Category & services (if you expand or change what you offer)

### **Monitor & respond to reviews**

- Check for new reviews
- Thank people for positive ones
- Respond politely to negative ones, offering to resolve issues

### **Add fresh photos and posts**

- Upload new photos (recent staff, new products, events)
- Use Google Posts / Offers / Events to announce promotions or update info

### Check Insights / Analytics

- Google gives data on how people find and interact with your profile (search terms, where people saw your business, what actions they took)
- Use that to understand what's working, and what might need changing

### Verify opportunities for additional features

- Attributes (e.g. "wheelchair accessible", "free Wi-Fi")
- Q&A section (if customers ask questions)
- Messaging (if applicable)
- Booking or ordering integrations, if relevant

### Ensure consistency across the web

- Make sure information on your website, social media, directories etc. matches the Google Business Profile
- This builds trust and improves local SEO

### Security & access management

- If multiple people help manage the profile, ensure proper permissions are set
- Regularly check that you (or the designated owner) have access

## Tips & Best Practices at a Glance

- Use high-quality and recent photos
- Be honest in your descriptions
- Avoid duplicating business entries
- Keep categories and services accurate and specific
- Use local keywords (e.g. Hereford, Herefordshire) naturally in description / services
- Keep your replies to reviews timely and polite

# Frequently Asked Questions For Google Business Profile

## **Q: How much does a Google Business Profile cost?**

**A:** It's completely free to set up and manage your Google Business Profile.

## **Q: Can I use Google Business Profile if my business doesn't have a physical location?**

**A:** Yes, list your service area instead if you provide direct services to customers.

## **Q: How long does it take to get verified?**

**A:** Verification typically takes a few days by postcard but can be quicker or instant with phone, email, or video methods.

## **Q: What should I do if I move or change my business details?**

**A:** Update your Google Business Profile immediately to keep your information accurate.

## **Visual Resources & Tutorials**

*Ranking Academy – 2025 Tutorial:*

<https://www.youtube.com/watch?v=5bO2j9c88sM>

*Santrel Media – Step-by-Step Setup:*

<https://www.youtube.com/watch?v=KPfjzL9oPiE>

## **Additional Resources**

*Google's Official Help Guide:*

<https://support.google.com/business/answer/7039811?hl=en>

*Marketing Toolbox Guide:* <https://marketing-toolbox.ai/google-business-profile/>