

GOOGLE BUSINESS PROFILE

WHAT IS A GOOGLE BUSINESS PROFILE?

With a Business Profile on Google, you can manage how your business shows up on Maps and Search at no charge. Whether you own a storefront business or provide services where your customers are, a verified Business Profile can help customers find you and build greater trust in your business. This is a great option for tourism businesses in our district as it is free to use and helps your business to rank in Google search.

“Doing SEO well is all about creating a website that search algorithms deem authoritative, legitimate, and filled with high-quality content.” – [Shopify](#)

WHAT CAN YOU DO WITH A GOOGLE BUSINESS PROFILE?

MAINTAIN ACCURATE INFORMATION ABOUT YOUR BUSINESS ONLINE:

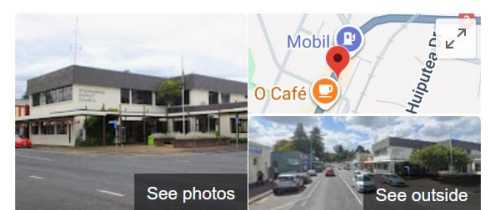
- Provide your business hours, website, phone number, and location so they're visible to customers on Google. Depending on your business category, your location can be a street address, service area, or place marker.
- Stay up-to-date with your online presence on Google Maps and Search.

INTERACT WITH CUSTOMERS:

- Post photos and videos of your business and the products and services it offers.
- Collect and respond to Google reviews from customers.

ATTRACT NEW CUSTOMERS:

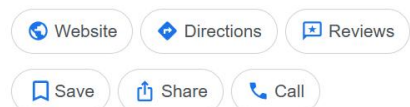
- Improve how your business appears online so new customers can find you.
- Direct customers to your website, social media, booking links, and more.
- To reach an even larger audience, consider the use of location-based Google ads.



Otorohanga District Council

3.7 ★★★★★ 6 Google reviews

Local government office in Otorohanga



Included only as a sample of a Google Business Listing (Council's own business profile)

HOW TO SET UP A GOOGLE BUSINESS PROFILE (FREE!)

Important: You need a Google Account to sign up for a Business Profile. You can:

- Create a new Google Account with a Gmail address or your preferred email address. [Learn how to create a Google Account.](#)
- Use an existing Google Account with any email address. [Learn how to sign in to your Google Account with another email address.](#)

Tip: If you have a company email address, link it to your Google Account. This makes it easier to manage your Business Profile.

[Add or claim your business](#)

- If you own or manage an eligible business, you can create a Business Profile. [Learn how to add or claim your Business Profile.](#)

Tip: If you get a message that someone else has already verified the business, you can [request ownership of the Business Profile.](#)

- If you verify a Business Profile, you can make changes to it on Google Maps and Search. [Learn how to verify your business.](#)
- Once you've verified your Business Profile, you can manage your business information. [Learn how to edit your Business Profile.](#)

Tips:

- To find how others view your profile, you can browse privately in [Google Chrome](#) or in [Google Maps](#). [Learn how to find your business on Google.](#)
- To update your Business Profile, Google uses various sources such as user reports and licensed content. [Learn how to manage Google updates.](#)

HOW TO MANAGE YOUR BUSINESS PROFILE

Once you have your Google Business Profile set up and verified, your business will show online. The email linked to your business profile will receive alerts / notifications and insight reporting on your profile, including how many people are clicking on your profile and when someone leaves you a review.

Here are some things to keep your eye on when managing your business profile:

- **Ensuring your key information is current** – address, phone number, opening hours, special hours (for example public holidays)
- **Edit Products and Services** – ensure these are correct and current
- **Booking link** – add a booking link to ensure people can engage with your service / product easily (for example an accommodation provider may add a link to their Booking.com listing)
- **Photos** – You as the business profile owner and users have the option to add photos of your business to the listing
- **Google reviews** – best practice is to respond to these (good and bad) in a timely fashion. (See the Tourism Marketing Playbook How To Guide for Managing and Responding to Google Reviews)
- **Questions and Answers** – best practice is to answer these in a timely fashion. It is recommended any Frequently Asked Questions are incorporated into your other marketing material (e.g. if you have a website) so that this information becomes easier to find for other users.

HOW TO MANAGE ACCESS TO YOUR BUSINESS PROFILE

- If you want to add additional owners and managers to help you manage your profile, you can [learn how to update access to your profile](#).
- If you no longer want to manage your profile, you can [transfer primary ownership of a Business Profile](#).
- If you want to remove a closed business from your Google Account, you can learn how to [remove the Business Profile from your account](#).

Disclaimer: This 'How To Guide' is intended as general information only and has been collated using public sources such as Google Help. While we make every attempt to keep these guides current and will endeavour to update our links and advice, we rely on third parties to update their information and links. Therefore we cannot guarantee the links and tips included provide the latest information. For specific marketing advice, please contact a professional or visit <https://support.google.com/> for the latest information.

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