MODULE 7: SEARCH, LOCAL SEO AND GOOGLE BUSINESS PROFILE

Google Business Profile set-up sheet

Lesson: Google Business Profile: setup, categories and verification · about 15 minutes

Make each set-up decision on paper before you touch the profile.

Your business (name, service, main city):

1. Is your business storefront, service-area or hybrid? Write the reason, using Google's test of where customers are served and whether the location is staffed during stated hours.

2. Write your business name exactly as it appears on your invoices and registration. Note any place where it currently differs.

3. Choose your primary category and up to four additional categories. Beside each additional category, name the website page that supports it.

4. List the towns, cities or neighbourhoods for your service area, and cross out any where you have not taken work in the past year.

5. **Draft your profile description using the template: who you are, areas, main service, client type, range, one proof point and how to book.**

6. **Plan a one-take verification video: what you will film outside, which equipment you will show and what proves you manage the business.**

Check: can you now

- Decide whether your business should be a storefront, service-area or hybrid profile under Google's guidelines
- Choose a specific primary category and a short list of additional categories
- Prepare for Google's verification process, including a video verification

One change you will make this week