Put your business on the map.



A plain-language, step-by-step way to set up your free Google Business Profile, so when someone nearby searches for what you do, your name and phone number are right there. No tech-speak required.

About 20–30 minutes to set up

GRAB THESE FIRST, SO YOU DON'T GET STUCK HALFWAY

- Your business name, spelled the same everywhere you use it
- A phone number customers should call
- Your main category in mind (like "Handyman")
- The towns and areas you cover — your service area
- 5–10 photos of your work: finished jobs, tools, your truck
- A website or simple page (optional — even a free one helps)

The seven steps

1. **Sign in to Google**
   Go to business.google.com/create and sign in. Any email address works.
2. **Enter your business name**
   Type it exactly as you use it everywhere else. If it already shows up in the list, **claim that listing** instead of creating a duplicate.
3. **Choose your category**
   Start typing what you do and pick the closest match.
4. **Answer the location question**
   Choose **Yes** if customers come to you. Choose **No** if you go to them or work from home, and your home address stays private.
5. **Set your service area**
   List the towns or ZIP codes you serve.
6. **Add your contact details**
   The phone number you want ringing. Website and chat are optional.
7. **Click Finish and verify right away**
   Skip the **Later** button. This is the step people get stuck on, so see the note below.

VERIFICATION

Many profiles verify with a short phone video

Film one continuous clip of at least 30 seconds that shows where you're based and proves the business is yours, like your tools or your sign. Review takes up to five business days.

YOUR NEXT MOVE

Ask every customer for a review

Once you're verified, reviews can help you show up higher when people search, and they don't cost a thing. Finish a job, then text them your profile link and ask.