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Strengthening Your Online Presence

A Step-by-Step Guide to Building Your Google Business Profile

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Welcome!

Welcome to Strengthening Your Google Business Profile, a step-by-step guide with interactive worksheets! Building a strong online presence can play an important role in how potential clients discover your business. This workbook walks you through one strategy that may help enhance your visibility: creating and maintaining a Google Business Profile.

Why Online Visibility Matters

- Many clients use search engines to explore products and services
- Showing up in search results may influence client consideration
- Businesses that are easier to find online may have more opportunities for engagement

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Your Current Online Presence Activity

Take a moment to assess where you are today.



Do you currently have a Google Business Profile?

☐ Yes ☐ No ☐ Not Sure

When was the last time you updated your business information?

_____

What shows up when you search your business on Google?

_____

_____

_____

One improvement opportunity you notice:

_____

_____

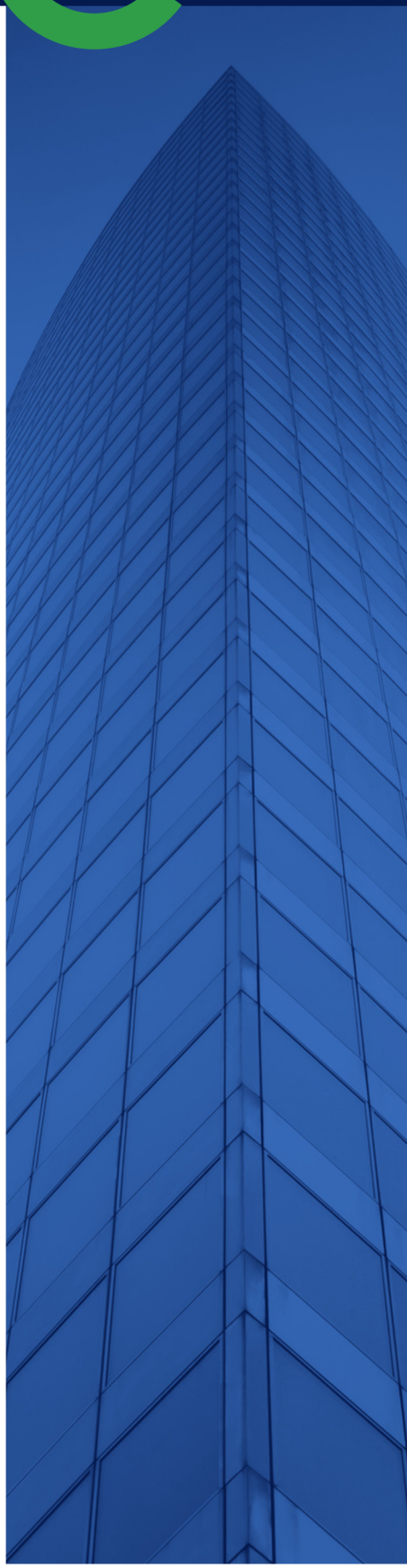
What Is a Google Business Profile?

With a Google Business Profile, you have the opportunity to manage how your business appears on Google Search and Maps at no cost. Whether you operate an agency or provide services at your clients' locations, maintaining a verified profile may help improve how clients discover your business and build confidence in your offerings. A well-maintained profile can also serve as a central place to share accurate business details and create opportunities for customer interaction. While results can vary based on factors like competition and activity level, keeping your profile complete and up to date may support your overall online visibility and client engagement.



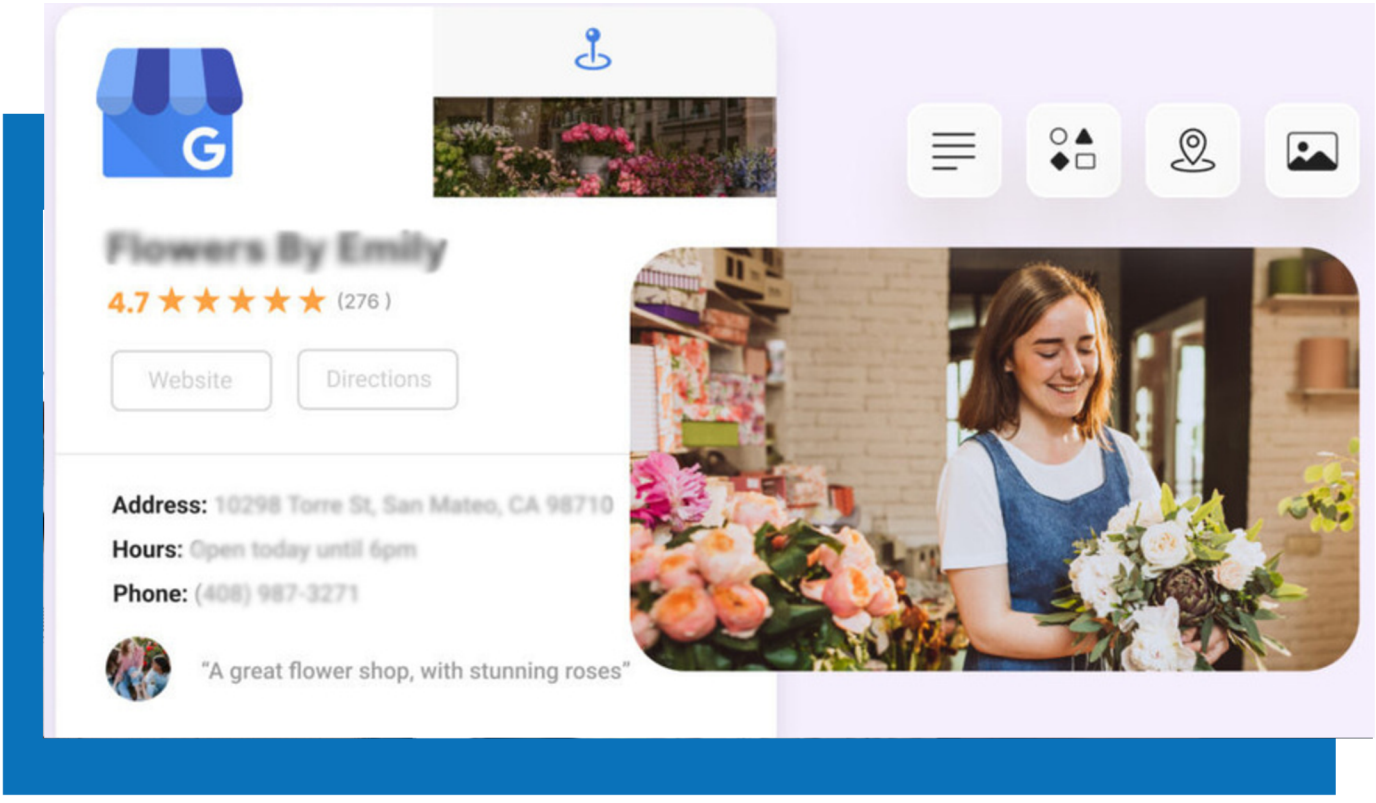
What Your Google Business Profile Does For You

- **Maintain accurate business information**: Share details such as your hours, website, phone number, and location so clients can easily find and contact you. Depending on your business, your location may appear as a street address, service area, or map pin.
- **Stay current online**: Regularly updating your listing can help ensure your business information remains accurate across Google Search and Maps.
- **Interact with clients**: Upload photos and videos to showcase your business, and monitor or respond to client testimonials to support engagement.
- **Attract potential clients**: Improve how your business appears in search results and provide direct pathways to your website, social media, or booking links.
- **Expand your reach**: If appropriate, you may also consider location-based advertising options to help extend your visibility to a broader audience.
- **Enhance discoverability**: A Google Business Profile is a free listing that may help your business appear in relevant search results and Maps, making it easier for clients to learn about your services and take action.



How It Support Your Business

A Google Business Profile may help support your business by improving how it appears in local search results and making it easier for clients to find and connect with you. When your profile includes complete and accurate information, it can provide clients with helpful details such as your location, hours, and contact options, which may contribute to a more seamless experience. Maintaining an active profile may also create opportunities for engagement through photos, updates, and client reviews, while offering insights into how people are interacting with your listing. While outcomes can vary based on factors like competition, location, and ongoing activity, consistently managing your profile may play a role in strengthening your online presence over time.



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Your Business Visibility Goals Acvitivty

What would improved online visibility look like for you?

What types of clients are you hoping to reach?

_____

What services do you want to be found for?

_____

What action would you like clients to take?

- ☐ Call
- ☐ Visit Location
- ☐ Book Appointment
- ☐ Other: _____



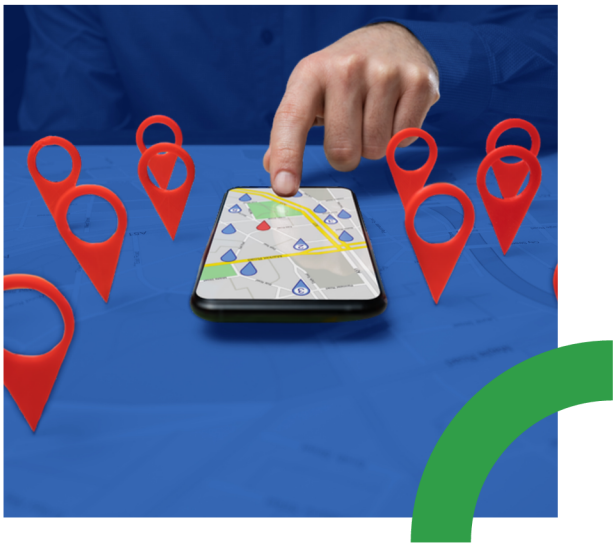
Where You Show Up, Accuracy Matters

Your Google Business Profile may appear in several key places when clients search for businesses or services like yours, including Google Search, Google Maps, and the Knowledge Panel. These placements can give clients a quick view of your business details, such as your location, hours, contact information, photos, and reviews. Because this information is often one of the first interactions a client may have with your business, keeping it accurate and complete can play an important role in shaping their experience and helping them decide their next step.

Maintaining up-to-date and consistent information may also help reduce confusion and improve overall trust. When clients are able to quickly find reliable details, they may be more likely to engage with your business, whether that means calling, visiting your location, or learning more about your services. While visibility and engagement can vary based on several factors, regularly reviewing and updating your profile can support a more positive and seamless client experience.

Key areas to review and maintain:

- Business hours (including holiday or special hours)
- Phone number and contact details
- Address or service area
- Products, services, or offerings
- Photos and business updates

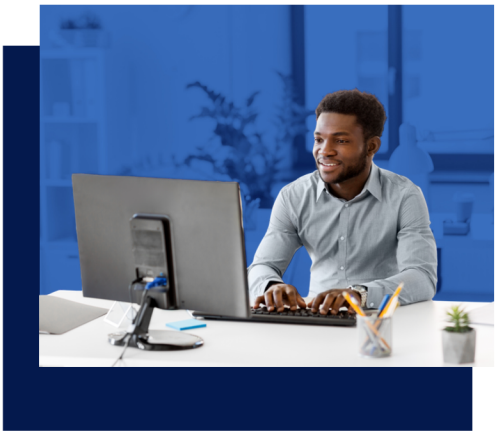


Business Information Audit Activity

What would improved online visibility look like for you?

What action would you like clients to see?

- [ ] Agency Name is correct
- [ ] Address is accurate
- [ ] Phone number is up to date
- [ ] Hours reflect current schedule
- [ ] Website link works



What needs to be updated?



Step-by-Step: Get Started and Add Your Location

Step 1: Get Started

Getting started with your Google Business Profile is a straightforward process that begins with accessing the setup page and entering your basic business information. From there, you will be asked to provide key details, including your agency's location, which helps determine how and where your business may appear in search results and on Google Maps. If your business serves clients in person, adding your address and enabling visibility on Maps may help improve local discoverability. While not every business operates from a storefront, clearly defining your service area or location can still support how clients find and interact with your business online.

Step 2: Add Your Location

As you begin setting up your profile, keep the following steps in mind:

- Visit the Google Business Profile website to start the process
- Sign in using a Google account
- Use a business email address you check regularly for updates and notifications
- Enter your agency's address or define your service area
- Choose whether your business should appear on Google Maps

Taking the time to accurately complete these initial steps can help create a strong foundation for the rest of your profile setup and ongoing management.

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Your Business Details Activity

Fill in:

Agency Name: _____

Address: _____

Phone Number: _____

Website: _____

Category: _____

Step 3: Complete Your Profile

Completing your Google Business Profile involves providing both required and optional details that help clients better understand your business. This includes entering key information such as your agency name, category, hours, contact details, and website, along with additional enhancements like photos, services, and descriptive content. While the level of detail you include can vary, offering clear and accurate information may make your profile more useful to potential clients and support how your business appears in search results. Taking the time to thoughtfully complete each section can help create a more informative and engaging experience for those who come across your listing.

Profile Completion Tracker Activity

Steps to complete your profile:

- [ ] Agency Description Written
- [ ] Hours Entered
- [ ] Photos Added
- [ ] Booking Options (if applicable)

Reflection:

What would make your profile more helpful to a potential customer?

Step 4: Verify Your Business

To make your Google Business Profile visible to clients, you will need to complete the verification process. Google offers several verification options, which may include phone, text, mail, or website verification depending on your business. The available methods and timing can vary, so it's important to follow the prompts provided during setup and complete verification to activate your listing.

Maintain Your Profile

Step 5: Ensure Your Profile Is Current

Maintaining your Google Business Profile is an ongoing effort that involves regularly reviewing and updating your information as your business changes. Keeping details like your hours, contact information, and services current may help ensure clients are receiving accurate information. Periodically checking your profile and monitoring suggested updates can support a more consistent and reliable presence online.

Monthly Maintenance Plan

A goal without a plan is a plan to fail
Set your cadence, and keep your info current.

- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly



Next Review Date: _____

What will you check?

_____

_____

Tracking Your Progress Activity

Your Google Business Profile includes insights that can help you better understand how clients are finding and interacting with your business online. These insights may highlight trends such as how often your profile appears in search results and what actions clients take, like visiting your website or requesting directions. Reviewing this information periodically may help you identify opportunities to refine your approach and improve your overall online presence over time.



Preformance Relfection

What trend do you notice?

_____

_____

What in one improvment you can test?

_____

_____

Final Checklist

Before you wrap up, take a moment to review your progress:

- ☐ Claimed your Google Business Profile
- ☐ Verified your business listing
- ☐ Completed key business information
- ☐ Added photos and relevant details
- ☐ Established a plan to review and update regularly

You're taking meaningful steps toward improving how your business appears online. Continuing to build and maintain your presence over time may create more opportunities for customers to find, learn about, and engage with your business.

Conclusion

Completing and maintaining your Google Business Profile is an important step in supporting your online presence. Taking the time to claim, verify, and regularly update your profile may help ensure that your business information is accurate and accessible to potential customers. While results can vary based on factors such as your market, competition, and level of activity, consistently managing your profile can contribute to a stronger and more reliable digital footprint over time.

