FREE WORKSHEET FROM ZOSSOZ

Your Google Profile in 30 Minutes

Ten fixes, in order, on your own phone

For Every owner

Takes 30 minutes

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Your Google profile is a page about your business that you already have, whether you made it or not. It's where your hours, reviews and directions already sit, and it's free. This worksheet puts the ten fixes in order. Google renames its buttons now and then, so if yours say something different, trust your screen.

Look first (2 minutes)

Search your business name the way a customer would. Write what you see. Don't fix anything yet.

- Name: _____
- Stars and number of reviews: _____
- Open or closed right now, and is that true? _____
- The top photo: is it the one you would choose? _____

The ten fixes

- [ ] **1. Claim and verify (5 to 10 minutes, then a wait).** Signed in to the Google account you want to use for the business, search your name. If the profile isn't claimed, you'll see an option to claim it. Google picks how you verify: a text, an email, a live video call, a video you record or a postcard. For video, be at your business. A postcard usually arrives within 14 days. Don't ask for a second one: a new code cancels the first. If someone else already manages it, use Request access. They have three days to answer.
- [ ] **2. Name.** Exactly as it appears on your sign. No tagline, hours, phone number or extra words. Extra words can get a profile suspended.
- [ ] **3. Category.** One main category, as specific as it's true. It should finish the sentence "This business is a ..."
- [ ] **4. Address.** A real address, not a P.O. box. If you go to customers and have no shop, hide your address and list the places you serve.
- [ ] **5. Hours.** Regular hours, plus special hours for each holiday. Special hours cover up to six days in a row. For seven days or more, or when you don't know when you'll reopen, use Temporarily closed.
- [ ] **6. Photos.** Four real ones: the outside, the inside, what you sell and your logo. In focus, well lit, no heavy filters. New photos can take a day or two to show, and they stay hidden until the profile is verified.
- [ ] **7. Description.** Up to 750 characters: what you do, who it's for, what makes you different and how long you've been open. No links, prices or sales offers.
- [ ] **8. Services or menu.** One short line each. Restaurants and cafes: use Google's menu editor.
- [ ] **9. Reviews.** Read the newest three. Reply to each in two or three sentences: thank them by name, mention one thing they said, invite them back.
- [ ] **10. Review link.** On a computer (a phone can't make the QR code), open your profile, choose Read reviews, then Get more reviews. Save the link and the QR code.

> **WATCH OUT**
> There is one profile per location. If the first one is a mess, fix it. Don't start a second.

> **WATCH OUT**
> Google says there is no way to request or pay for a better spot in local results. If someone calls promising you a top spot on the map, ask them to show you in writing how they do it.

Asking for reviews: the rules

Do ask every customer the same way. Put the link in your thank-you messages and the QR code at the counter.

Don't offer anything in return, including money, a free item or a discount. Google treats that as fake engagement. Don't ask only the customers you expect to be happy, and don't ask staff or family to post. Reviews have to reflect a genuine experience.

> **TIP**
> Never copy review text onto your website. Link to your reviews instead.

Ten minutes a month

- [ ] Check your hours for the next holiday
- [ ] Add one new photo
- [ ] Reply to any new reviews

Write it down

Next three holidays: _____ _____

_____

Four photos I will take this week: _____

I will finish this worksheet by: _____

Next

1. Do fixes 1 to 5 today. The wait in fix 1 only starts when you do.
2. Take the four photos this week.
3. Put a ten-minute reminder on your calendar for the same day each month.

Want to see your own homepage?

Send us your business name and your Google Maps link. We'll mock up your homepage, free, within 2 to 3 business days. Nothing to sign, and no obligation.

zossoz.com/mockup

Already have a website? Ask for the free teardown: a person reads your site and sends you a short list of what to fix first, at zossoz.com/websites#teardown. More free guides are at zossoz.com/free.

Websites your customers can *actually* use.

iPhone and iPad apps that keep the work moving.

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Zossoz · Miami
800 NE 195th St, Unit 704, Miami, FL 33179
hello@zossoz.com · zossoz.com