

# How To Properly Set Up A Google Business Profile



A Google Business Profile (GBP), formerly known as Google My Business, is a free and powerful tool that helps businesses manage their online presence across Google Search and Maps. Setting up a GBP properly is crucial for increasing local visibility, establishing credibility, and driving organic customer engagement. When optimized effectively, a GBP allows potential customers to discover your business, read reviews, see photos, and get essential information, without requiring any paid advertising. This guide will walk you through the steps to create and optimize your profile to attract more local customers and grow your business online for free.



**Create a Google Account or Gmail Account:** Go to the Google Account creation page and sign up for a new account using an existing email address. This email address will serve as your Google Account.



**Sign into Google Business Profile Manager:** Once you have created a Google Account, go to the Google Business Profile Manager website and sign in using your newly created account.



**Add (Claim) and Verify Your Business:** Enter the name of your business and fill in the required information, such as category and service area. Follow the prompts to verify your business. Verification options include receiving a verification code by mail, text, or phone call. If verify by mail, it can take 5-10 business days.



**Optimize Your Profile:** After verification, optimize your profile by providing additional details about your business, such as contact information, website URL, and business hours. Make sure to accurately represent your business and choose appropriate attributes. Spell business name, address, and phone number (NAP) exactly the same on GBP, Website, and other directory listings.

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**Add High-Quality Photos:** Enhance your profile by adding high-quality photos that showcase your business, products, or services. This can help attract potential customers and make your profile more engaging.

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**Encourage Reviews:** Encourage satisfied customers to leave reviews on your Google Business Profile. Positive reviews can build trust and credibility for your business.

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**Monitor Insights:** Regularly check the insights section of your Google My Business account to gain valuable information about how customers interact with your profile. This can help you make data driven decisions to improve your business.

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**Engage with Customers:** Respond to customer reviews and messages promptly and professionally. Engaging with customers shows that you value their feedback and can help build positive relationships.

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**Regularly Update Your Profile:** Keep your Google Business Profile up to date by regularly updating information such as business hours, address, and phone number. This ensures that potential customers have accurate and current information about your business.

## About Our Company – JLT Web Design & Digital Marketing (Formerly JLT Web Solutions)

JLT Web Design & Digital Marketing is a minority-owned agency based in Kent, Washington, delivering affordable, high-performance digital solutions to businesses across the U.S. and Canada. With over 14 years of experience in IT and project management, we specialize in web design, SEO, and social media management, using the top-rated website platform of 2022, 2023, and 2024.

We don't just offer SEO—we've mastered it. Ranked #1 on Google for SEO, Web Design, and Social Media Management in our own market, we've proven our methods work. While others promise "first page" rankings, we target the top 3 positions, where 90% of clicks—and conversions—actually happen.

Our local SEO strategies are tailored to your market and backed by real-time analytics, Google Business Profile optimization, local backlink building, and high-converting keyword targeting. Recognized for our integrity, transparency, and results, we help businesses not just compete—but lead.