



PSP COMPASS
SOLUTIONS™

WEBSITES. LOCAL SEO. REAL GROWTH.

SOLUTIONS FOR A STRONGER TOMORROW.

GOOGLE BUSINESS PROFILE SETUP & OPTIMIZATION

Get found locally. Build trust. Keep your profile accurate.



MORE
VISIBILITY



TRUSTED
BY CUSTOMERS



REAL
BUSINESS GROWTH



Where to Start

business.google.com

Direct setup: business.google.com/add



1

START WITH NAP



Your Name, Address, Phone Number, and Website URL should match across Google, your website, social profiles, and directories.

- ✓ Business Name
- ✓ Address or Service Area
- ✓ Phone Number
- ✓ Website URL
- ✓ Hours
- ✓ Primary Category

2

WEBSITE URL



Add the best page for the customer action.

- ✓ Homepage for general info
- ✓ Service page for specific services
- ✓ Location page for multiple locations
- ✓ Booking page for appointments



Your website NAP should match your profile.

3

VERIFICATION



Google may require verification before your profile can be fully managed.

- ✓ Phone
- ✓ Email
- ✓ Postcard
- ✓ Video recording
- ✓ Live video call



Google chooses the available method.

4

VIDEO VERIFICATION



A common 2026 challenge. Be ready to prove the business is real and that you manage it.

What to show:

- ✓ Business signage
- ✓ Street or nearby landmarks
- ✓ Office, storefront, or workspace
- ✓ Tools, equipment, inventory, or vehicle
- ✓ Proof of management access

5

COMMON PROBLEMS



- ✓ Inconsistent business name
- ✓ Address or phone mismatch
- ✓ Wrong website URL
- ✓ No visible signage
- ✓ Weak verification video
- ✓ Virtual/shared office issues
- ✓ Unclear service area

6

OPTIMIZE THE PROFILE



- ✓ Business description
- ✓ Services and products
- ✓ Logo and cover photo
- ✓ Real business photos
- ✓ Hours and holiday hours
- ✓ Booking link
- ✓ Posts and updates
- ✓ Reviews

7

REVIEWS



Reviews build trust and help local visibility.

- ✓ Ask real customers
- ✓ Use the direct review link
- ✓ Respond professionally
- ✓ Never buy fake reviews

8

MONTHLY MAINTENANCE



- ✓ Add photos
- ✓ Post an update
- ✓ Check hours
- ✓ Reply to reviews
- ✓ Review clicks and calls
- ✓ Confirm NAP accuracy



KEY TAKEAWAY

The most important part of a Google Business Profile is accuracy.

Your business name, address, phone number, and website URL should match everywhere online.

Accurate
Today.
More Customers
Tomorrow.



PSP COMPASS
SOLUTIONS™



www.pspcompass.com



james@psppcompass.com



720-204-8133



PEOPLE. SERVICE. PROFIT.

BETTER WEBSITES. BRIGHTER OPPORTUNITIES.