

## How to Set Up Your Google Business Profile

### Unlock More Customers with Google Business Profile: A Must-Have for Local Success

Claiming and optimizing your Google Business Profile is one of the most powerful steps you can take to boost your Local SEO and attract more customers. When people search for services like yours, a well-optimized profile ensures your business stands out. And the best part? It's completely FREE!

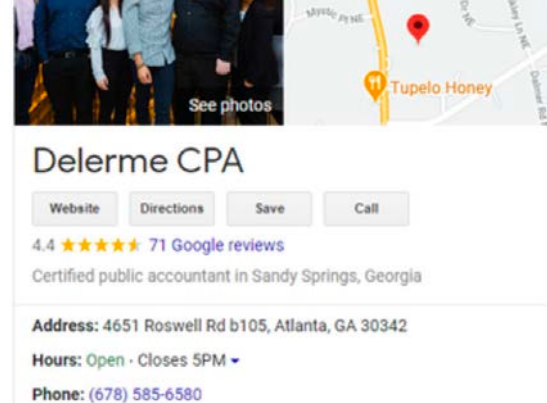
#### Why This Matters

A well-optimized Google Business Profile helps your business appear in local search results, on Google Maps, and even in voice searches. Setting it up correctly ensures you maximize visibility and attract more customers—without spending a dime!

**Don't wait—claim your business today and start reaping the benefits of being visible where your customers are searching!**

#### ✔ Step 1: Claim or Create Your Google Business Profile

1. Visit [google.com/business](https://google.com/business).
2. Log in with your Google account (Gmail). If you don't have one, create a new account.
3. Enter your business name. If Google finds an existing listing, claim it. If not, create a new listing.



#### ✔ Step 2: Optimize Your Business Information

- 1. Ensure Accuracy in Your Business Name**
  - Use the exact same name across your website and online directories for consistency and for better organic rankings with Google.
- 2. Select the Right Business Category**
  - Choose the category that best represents your business (e.g., Certified Public Accountant, Accounting Firm etc.).
  - Add secondary categories like Tax Preparation if applicable.
- 3. Address and Location Details**
  - If you have a physical location, enter your complete business address (including suite number if applicable).
  - Make sure your address matches your website and other online listings to improve organic rankings.
  - If you operate from home, **do not enter your residential address**—instead, see the next step.
- 4. Service Areas for Home-Based Businesses**
  - If you work out of your home, select "Yes" to the question, "Do you serve customers outside of this location?". Next, mark your home address as a service area and add nearby areas within a two-hour radius.
- 5. Add Contact Details & Website**
  - Enter your business phone number and website URL to help customers reach you easily.
- 6. Complete the Verification Process**

Google will require you to verify your business through one of these methods.

  - ✔ **Phone:** Google may send a verification code via call or text.
  - ✔ **Email:** If eligible, you can verify using your business email (e.g., @yourdomain.com).
  - ✔ **Postcard:** Google may mail a verification code, which can take up to 5 business days.
- 7. Check Your Google My Business Listing Status**
  - Sometimes, Google may initially verify your listing as mentioned in #6. However, be sure to check your Google My Business listing a few days later, as it may require additional video verification to maintain its verified status.
- 8. Video Verification (If Required)**
  - Sometimes, after initial verification, Google may request a video verification to confirm your business's legitimacy.
  - This is common for new listings or when making significant changes (e.g., business name, address updates).
  - Review our **"Google Video Verification - Essential Steps for Successful Verification"** outlined below to ensure a successful video verification process.

After completing the verification process, your Google listing will go live, making your business visible in Google Search and Google Maps. This means potential customers can easily find your business, view your contact details, read reviews, and get directions to your location. Keep in mind that it may take a few days for all your information to fully update and appear in search results.

#### My profile is verified, now what?

We highly recommend that you fully optimize your profile to ensure your data is complete and accurate.

Check out our [Ultimate Guide to Google Business Profile for Accountants](#) and go to the "Complete Your Google Business Profile" section for additional steps to fully optimize your profile.

#### FAQs About Google Reviews

##### Someone left a bad review! What should I do?

Don't panic! A bad review isn't usually all that detrimental. Typically, the best thing you can do is to bury bad reviews with good ones. You should also respond to the review. For tips on what to say, check out our article [How to Respond to Positive and Negative Google Reviews](#).

Remember, most people are pretty good at spotting reviews that are fishy or obviously came from a person that was impossible to please. For example, when you're buying something on Amazon and it has all great reviews and one bad one, you usually ignore it.

##### How do I get reviews posted?

Ask for them! People will occasionally leave reviews without being prompted but to really beef up your ratings, ask happy clients to leave you a review for your firm.

It's often best to strike while the iron is hot. For example, if you're corresponding with a client via email and they say **"thanks so much, you guys are great!"**, reply back with a thank you and ask for a quick review on Google.

You can also reach out to several different clients with an email politely asking for a review. Make it easy for them by including a link that goes directly to the place where reviews are posted on your Google Business Profile.

##### How many reviews do I need?

When comparing businesses online, people are naturally drawn to the one with most reviews. Search Google for accounting firms in your area to see how many reviews your largest competitors have and aim to get more reviews than them.

Have additional questions? Contact us at [support@buildyourfirm.com](mailto:support@buildyourfirm.com)

### Did you know that Build Your Firm offers local listing and social media marketing services?

Our Content Marketing in a Box services takes a load off of your plate to help you improve your online presence and generate more leads for your accounting practice.

Let us take this off your hands! Call us today to find out more **888-999-9800, ext. 2**

#### Google Video Verification Essential Steps for Successful Verification

To ensure a smooth video verification process for your Google Business Profile, follow these key recommendations:

- ✔ **Prepare Your Workspace for Verification**
  - Schedule a day and time to use a **private office space with a desk with your virtual office provider or have your workspace ready for the walkthrough**.
  - Coordinate with your office provider in advance to avoid any issues related to **security, office access, or location visibility**.
  - Arrange office essentials on your desk to create an **active workspace**, including framed photos, a pencil holder, folders, paperwork, a coffee cup, jacket on your chair, and a small plant.
- ✔ **Set Up Signage for Legitimacy**
  - Place **business signage** on the outside of your office, either on the door or on the wall beside it.
  - If permanent signage is allowed, we highly recommend it to strengthen verification credibility.
  - Avoid paper signs or anything that looks temporary. If necessary, use **command strips** for easy removal without damage.
- ✔ **Enhance Business Authenticity**
  - Display **business cards or a memo with your business address** on the desk.
  - Open your **business website's homepage** on your laptop/desktop to clearly showcase your logo/business name.
- ✔ **Practice Your Video Walkthrough**

Before the actual verification, do a test run including:

  1. Filming the **outside of the building** and any visible **street signs**.
  2. Recording the **lobby area** and the **entrance to your office**.
  3. Opening the **office door** to prove you have access and showing the **signage**.
  4. Scanning your **office workspace**, ensuring all key elements are visible.
  5. Capturing stationary materials with your **business address**.
- ✔ **Complete the Video Verification Process**
  - **Log in** to your Google Business Profile.
  - Select the business address you are verifying (if applicable).
  - At the scheduled verification time, click **"Get Verified"** and record the full process within the allotted time.
  - **Submit the video immediately** to Google (Ideal video length: **1.5 minutes or less**).

##### ✔ Possible Additional Step: Live Video Call

After submitting your video, you may receive a prompt to **video call with a Google Representative** to finalize the verification process.

##### ✔ Why Following These Steps is Crucial

Failure to follow these guidelines increases the risk of **Google suspending your listing**, which means losing all associated reviews permanently, if applicable. **Reinstating a suspended listing can be difficult**, so proper preparation is essential.