

Google Business Profile: Set Up and Optimise

For UK trades and local businesses. This is one of the most important free listings you own.

A Google Business Profile is your free listing on Google Search and Maps. For a local trade it is often where customers find you first, read your reviews and tap to call. This guide helps the owner create or claim it, get verified, and fill it in properly. The owner does this on their own Google account, and I am added as a Manager afterwards.

Owner account first: the business owner creates or claims the profile on a Google account they control, then adds me as a Manager. I am never given the Google password or a verification code.

Before you start

- A Google account the owner controls, and the exact real business name.
- A business phone and email, and your website if you have one.
- A real address, or a clear list of the areas you serve, plus your normal hours.
- A logo and genuine photos of your work, team or van.

Stay safe and stay eligible

- Never send anyone a Google password or verification code. Google says codes must never be shared, even with a manager.
- The business must meet customers in person. Do not create a profile for an online-only business.
- Do not use a PO box or virtual office as the location.
- Do not stuff the name with services or towns, and do not create several profiles for one location.
- Do not show a home address if customers do not visit it.

Keyword stuffing gets you suspended: a name like 'Best Emergency Plumber London 24/7' when the real name is 'Smith Plumbing' breaks Google's rules. Use the genuine name only.

Pick the right type

Most trades who travel to jobs are a service-area business. Hide the home address, because customers are not served there.

Step 1: Check before you create (on a computer)

- In a private browser, search Google and Google Maps for the exact name, phone and address, then the name plus town and postcode. This avoids duplicates, which split your reviews.
- If nothing exists, go to business.google.com/add. If an unclaimed listing exists, choose Own this business or Claim this business. If someone else controls it, choose Request access. Never fix an access problem by making a second profile.

Step 2: Create or claim the profile

1. On business.google.com/add, choose Add your business to Google and enter the genuine business name.

2. Choose the primary category (Plumber, Electrician, Roofing contractor, and so on): the main source of work, not every service.
3. When asked if customers visit you, choose No for a home-based trade that travels. This keeps your address private.
4. Enter the real address carefully (correct building, street, postcode and map pin). No PO box. Moving it later can trigger re-verification.
5. Add up to 20 realistic service areas. Do not add the whole UK unless you truly serve it in person.
6. Add the phone number that is answered and your full website, including https://.

Step 3: Get verified

- Open the profile while signed in and choose Get verified. Use only the methods Google offers (video, phone, SMS, email or postcard). Google chooses which are available.
- For video verification, be ready to show street signs or landmarks, your branded van, tools or stock, and proof you run the business (unlocking the van, opening business documents without showing private data). Record in one continuous clip.

Never share the code: Google will never ask you for the verification code. Do not send it to me, an agency, a caller or anyone claiming to be Google. Do not pay anyone promising guaranteed verification.

Step 4: Fill it in properly (after verification)

Manage the profile from Google Search or Maps: search 'my business' or your name while signed in, then Edit profile.

- Categories: add extra ones only for real, significant services. Remove anything you would not advertise as core work.
- Description: say who you help, your main services, your area and a credible difference. No links, no hype, no repeated keywords.
- Hours: enter real hours, and add special hours for bank holidays.
- Location and service areas: hide the address if customers are not served there, and list up to 20 genuine areas.
- Services: use plain names customers understand (Boiler repair, Emergency plumbing, Interior painting). Add prices only if you can keep them current.
- Photos: add a clear logo, a good cover, and real photos of your work, team and van. Refresh them now and then.
- Reviews: ask happy customers for an honest review, and reply to every review politely. Never buy or fake reviews.
- Messaging and questions: only turn on messaging if you will check it, and answer common questions yourself in the Q and A.

Description formula: [Business name] provides [main services] for [customer type] across [real service area]. I specialise in [important work] and focus on [credible standard].

On your phone

You can do most of this in the Google Maps or Google Search app, signed in with the owner account: tap your profile picture, then your Business Profile, to edit details, add photos, post

updates and reply to reviews. The first setup and verification are usually clearer on a computer.

Add me safely

When it is verified, add me as a Manager, not an Owner: open Business Profile settings, then Managers or People and access, then Add. Enter my email and choose Manager. You stay the Owner and can remove me at any time. Never share your Google password.

Check it works

- ☐ The profile uses the genuine business name only.
- ☐ The correct primary category is set.
- ☐ The business type is right: service-area with a hidden address for a mobile trade.
- ☐ Service areas are realistic.
- ☐ Phone and website are correct and tested.
- ☐ Hours are correct, with special hours for holidays.
- ☐ The profile is verified.
- ☐ Photos, description and services are complete.
- ☐ I am added as a Manager, not an Owner.
- ☐ No password or verification code has been shared.

If you get stuck

Google will not let me claim it. Someone else owns it. Choose Request access and follow Google's process. Do not create a duplicate.

The profile was suspended. Usually a rules problem (fake name, wrong address type, duplicate). Fix the issue, use Reinstatement, and message me.

My home address is showing. Set the business to a service-area type and hide the address in Edit profile > Location.

I cannot get verified. Use only the method Google offers, follow it exactly, and do not keep changing the name or address while waiting.

There are two profiles for my business. Do not delete one blindly. Report the duplicate to Google so reviews are not lost.

Someone asked for my verification code. It is a scam. Never share it. Google never asks for it.

Anything else, message me: dana@socialgrowthsystems.co.uk

Send me these when it is done

- Your Business Profile link, or the business name and area.
- Confirmation that it is verified.
- Confirmation that you added me as a Manager.
- Your website and main phone number.

Send to dana@socialgrowthsystems.co.uk.

Never send your Google password or any verification code. I will never ask for them.

Verified against Google's official help on 27 July 2026. Google changes its layout often, so a button may move or be renamed. If your screen looks very different, message me.