

How to Claim a Google Business Profile

Step-by-Step Instructions

<https://business.google.com/create>

1. **Search for your business:** Open Google Maps and search for your business name.
2. **Claim listing:** If the profile appears and is unclaimed, click “**Claim this business**” or “**Own this business**”.
3. **Log in:** Sign in with your Google account (or create one). Be sure to sign into the Google account that you want to manage this business with.
4. **Verify ownership:** Choose a verification method (phone, text, email, video, or postcard) to confirm you are the authorized manager.
5. **Confirm** your business name, category, address, phone number, and website. There will be other categories. Choose these wisely. Think in terms of what best describes your business, as well as what people will be looking for when they are searching for a business. (Your business could be an Insurance Agent, Agency, or Broker)
6. **Make sure everything is accurate**—consistency matters for **search engine optimization (SEO)** and verification.

If Already Claimed: If someone else manages it, select “**Request Access**” to initiate a transfer request. This would apply if you bought an already existing business and needed to access the platform to manage the business’s Google listing.

Tips

- » **Verification:** This can take from a few minutes up to two weeks, depending on the method.
- » **Service Area Businesses:** If you don’t have a physical location, you can still claim your profile by setting a service area.
- » **Managing:** Once verified, you can update business hours, add photos, and reply to reviews.
- » **Use a business email**—avoid using a personal email, if possible.
- » Make sure your NAP—**Name, Address, Phone**—matches your website exactly.
- » If multiple people need access, add them as **Managers** instead of sharing login credentials.
- » **Don’t create duplicate listings**—claim the existing one.

Verification Process

Most of the time, the verification process requests specific information or documentation. Provide them exactly what they ask for and read all directions carefully. At this time, there is no phone or place to call to get more information. It’s on you to provide what they ask.

Sometimes, Google requires a video verification, especially for service-based or home-based businesses. What they are looking for is proof that you are the owner/manager of the business at the location you listed. They may request a business permit, and they will want to easily see that you serve clients/customers at this address.

Tips for Video Verification:

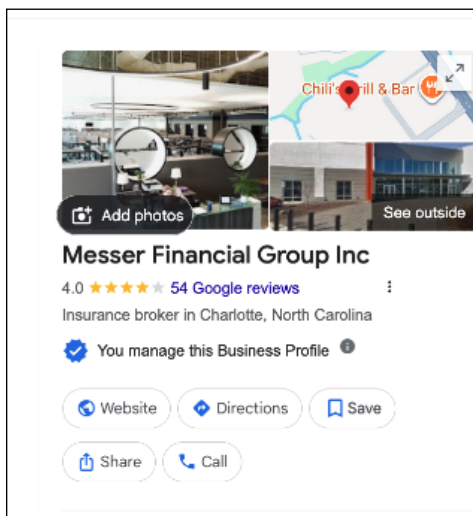
- » Record using your mobile phone when prompted, and exactly the way they request. They'll likely give you a time limit and be very specific about what must be in the video.
- » Keep the video steady and continuous—no heavy editing.
- » Follow Google's instructions exactly.

They typically request a video of:

- » Exterior signage (if applicable)
- » Street signs near your location
- » Your office space or workspace
- » Equipment or materials proving you operate the business

If approved, your listing typically goes live within a few days.

Once your business is approved and goes “Live” on Google and Google Maps, it will show up like this in a Google search:



There will be an option to **Edit Profile**. You will want to **optimize your profile immediately** to help get clients to your door.

Once verified, do the following:

- » **Add business hours**—double-check to make sure it is set to your time zone
- » **Upload professional photos.** Upload photos of your physical business as well of you/your team. If you take the photos yourself, make sure you have good lighting, a plain, clean background, and don't cut off anyone's head. Keep them professional and not selfie-like. Take photos from several angles of your business and remove/avoid any obvious distractions.
- » **Write a keyword-rich business description.** Use words that explain what you do in simple form, no heavy industry jargon. Keep it simple, like listing the insurance lines or methods of payment, etc.
- » **Add services.** Google will prompt you to select services, but you can also add ones that do not auto-populate. This is **great for SEO**.
- » **Turn on messaging** (optional): This can send messages directly to your Messenger or phone, which is a great service if you're a new startup.
- » **Request your first reviews.** Encourage reviews from your current clients or from people who are happy with your services. It will give you a good first push for online exposure.