

# Google My Business

**Objective:** To create a Google business profile for your business, nonprofit or community organization.

**Why Google?** Over 75% of people who search the internet use Google. If you own a bakery and someone searches for “bakery near me” it is critical that your Google profile shows up in their search results, so you do not miss out on important business opportunities! Setting up a profile using Google My Business is easy and free and gives you control in how your business shows up in internet searches and what information appears in search results.

**Start here:**

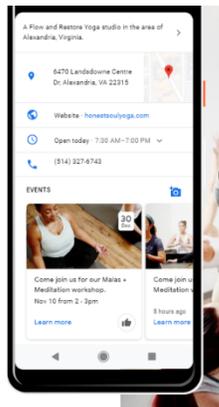
<https://www.google.com/business/business-profile/>

Click on the Manage Now button to begin.

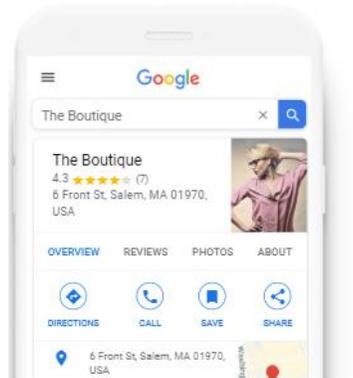
Stand out on Google with a free Business Profile

More than just a local listing, your free Business Profile lets you manage how your business appears on Google Search & Maps.

Manage now



Then, begin typing in the name of your business. As you type, a list of options will appear in a drop-down menu. This is just Google trying to guess what you are looking for! If you see your business, click it. If not, keep typing it out to be sure it does not eventually appear.



Find and manage your business

Type your business name

Can't find your business?

Add your business to Google

If your business does not appear, click on “Add your business” and fill out the prompt to enter the name of your business. Be sure you enter the same name that is on your storefront or advertising so customers can find you!

Next, think of the most general way to describe your business and start typing. Google will again provide a drop-down list of options for you to choose from. Select the most accurate option.

Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category  
 Public library

You can change and add more later

Next

If you have a physical address where customers can find you, indicate “yes” and follow the prompt to enter your address.

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next

## Google My Business

If there is a similar listing or something else listed with the address you enter, Google may prompt you with some questions. If there is already an accurate listing for your business, select the option and follow the prompts to claim that listing. To claim the listing means to get control of managing the Google profile for your business. The steps required for this process may vary and could include signing up to receive a postcard at that address via USPS or receiving a phone call at the number listed, or even a simple text. They just want to make sure you are in fact the owner or manager of that business before handing over control of the profile.

### ← Is this your business?

It looks like your business might already have a listing on Google Search or Maps. If you see your business below, select it, and we'll help improve your listing.

The Kansas City Public Library: Central Library  
 14 W 10th St  
 (816) 701-3401

This doesn't match

Next

### ← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

Yes, I also serve them outside my location

No, I don't

Next

### ← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

Contact phone number

Current website URL

I don't need a website

Get a free website based on your info.

[See details](#)

Next

### Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)

**Postcard by mail**  
 Have a postcard with your code mailed to this address  
 May take up to 5 days to arrive

Contact name

Mail

Tech Access of Kansas City Public Library

14 W 10th Street, Multiple Locations, Kansas City, MO 64105, United States

More options

If you have a phone number where customers can call you or a website, enter those contact details here. Google offers free websites and will even automatically create one for you using the information you provide in your profile. However, for this course, we will focus only on your basic Google profile. For now, just select "I don't need a website" and we will finish your profile. You will always be able to go back change your answer to "Get a free website based on your info" later which we will see shortly.

## Google My Business

Congratulations! You have now created your very own official Google profile! Let us continue.

Google My Business

KCPL Tech Access  
14 W 10th Street  
Kansas City, MO 64105

Home

Posts

Info

Insights

Reviews

Messaging

Photos

Bookings

Products

Services

Website

Users

Get custom Gmail

Add new location

Manage locations

Linked accounts

Create post

Add photo

Create ad

Stay connected during COVID-19

Let customers know about any changes to your business due to COVID-19

Update business hours

Post your COVID-19 update

Get support from customers

Learn more

Get custom email you@yourbusiness

Give everyone on your team a professional Gmail address with G Suite. [Learn more](#)

Get started

YOUR BUSINESS IS ON GOOGLE

View on Maps

View on Search

Share your Business Profile

PERFORMANCE

Views	Searches	Activity
226	222	32
Search views		148 (-6%)
Maps views		78 (-45%)

Performance over the past 28 days

Get your first review

Share your Business Profile and get new reviews from customers

Share review form

Your latest post

Got computer questions? Drop in and meet with one of our Kansas City Public Library Tech Coaches. [Learn more](#)

Oct 24, 2019

3 views 0 clicks

Create post

See more

As you finish the steps we have covered so far, you will land on your dashboard, as seen above. In the left column, you will find all the different sections of your profile that you can manage.

**Posts:** View all posts that you have created, and see what others are posting about.

**Info:** Use this page to update your business hours, add additional categories for your business to increase your chances of showing up in customer internet searches, and provide a summary paragraph about your business.

**Insights:** See how many internet searchers found your Google profile and how they conducted their search to find you.

**Reviews:** Check out what people are saying about your product or service.

**Messaging:** Set up a mobile app to receive direct messages from customers on your phone.

**Photos:** Here you can upload and view pictures that you have uploaded to the page.

**Bookings:** For a fee, you can add an app that allows customers to make appointments with you via your Google profile.

**Products:** To promote the products you offer; you can list each product with details and pricing. This is helpful if you accept online or phone sales.

**Services:** If you are a service-based business, you can add as many descriptions of your service here which also helps you show up in internet search results.

**Website:** Remember earlier we said you can get a free website anytime based on the info you have entered in your profile? This is where you can pursue that!

**Users:** You can invite others to help you update and manage the information on your Google profile.