

Google Business

Setup Google Business Account Checklist

- Go to Google Business Profile:**
Open your web browser and go to <https://www.google.com/business>, where you'll create or claim your business listing.
- Sign in with Your Google Account:**
If you don't have a Google account yet, create one now. Otherwise, sign in with your existing Google email account.
- Enter Your Business Name:**
Type in your contractor business name exactly as you want it to appear to customers.
- Choose Your Business Category:**
Pick the category that best fits your business, like "Roofing contractor," "Home improvement," "Painting contractor," or "Window repair." This helps Google show your business for relevant searches.
- Add Your Location:**
If you serve customers at a physical address (office or store), enter your business address.

If you don't have a storefront but offer services at customer locations (like most contractors), choose "No" when asked if you want to add a location customers can visit, and then add your service areas.
- Enter Contact Details:**
Add your phone number and website URL (if you have one). This info helps customers reach you directly.
- Verify Your Business:**
Google needs to confirm that your business is real. Verification options usually include:
 - Postcard by mail: Google sends a postcard with a verification code to the address you provided. It takes about five days to arrive.
 - Phone or email: Some businesses may qualify to verify instantly by phone or email.
 - Instant verification: If you've already verified your business spot with Google Search Console, this might be an option.Follow the instructions to complete verification.
- Complete Your Profile:**
After verification, fill out your profile fully - Hours of operation, Photos of your work, team, and vehicles, Business description (a few sentences about your services and what makes you unique), Services offered with prices, if possible, Accept online bookings if applicable
- Encourage Reviews:**
Ask happy customers to leave reviews on your Google Business profile. Positive reviews build trust and help your local ranking.
- Keep Your Info Updated:**
Regularly update your business hours, add fresh photos of projects, and respond promptly to customer reviews. This shows you're active and reliable.

That's it! Once your Google Business account is set up, your contractor business will gain more visibility when people search for local services online.

If you need assistance with this process, please get in touch with us.

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