



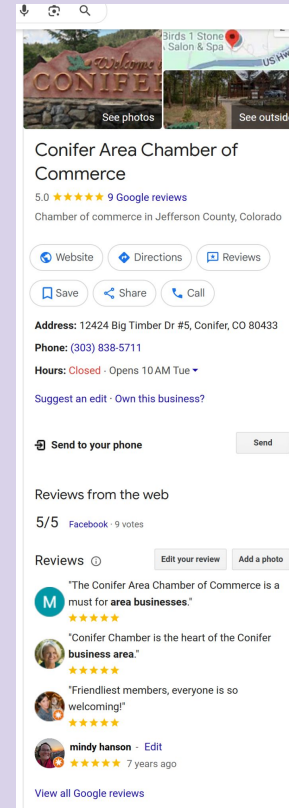
Managing Your Profile in 2025

Business Connect

Apple Maps, Siri and Apple Wallet

What is a Google Business Profile?

- A Google Business Profile, formerly known as Google My Business, is a free tool that allows businesses to manage their online presence on Google Maps and Google Search.
- It enables businesses to create a listing, provide information like hours, phone number, and website, and interact with customers through reviews and posts.

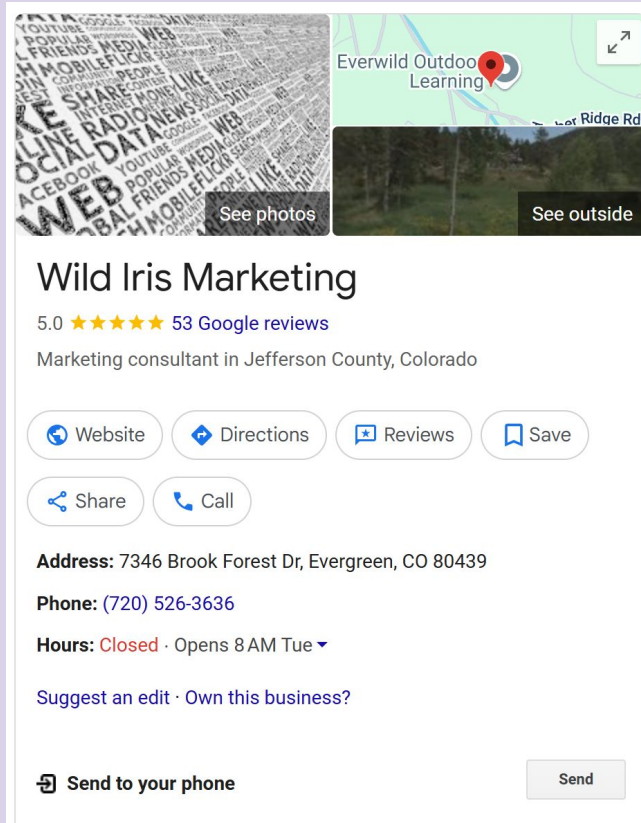


What are the Benefits of a Populated Profile?



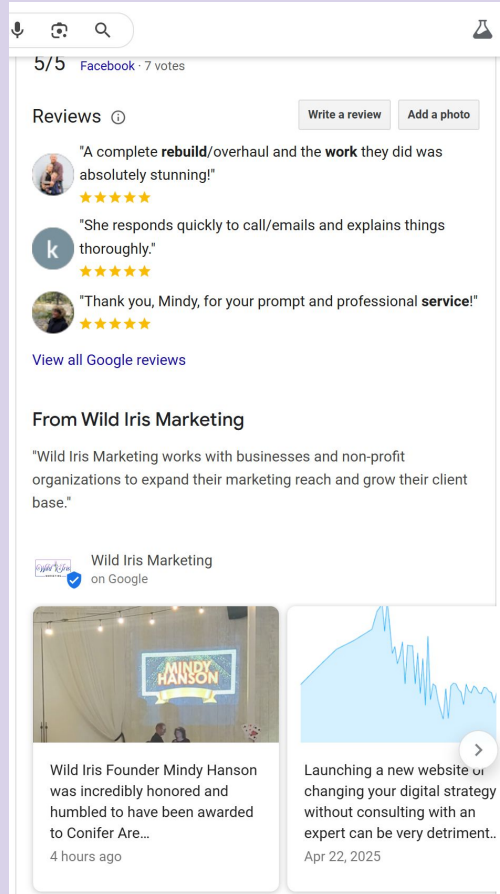
- **Visibility:** Businesses can be easily found by customers searching on Google and Google Maps.
- **Information Management:** Businesses can control the information displayed about their location, hours, services, and contact details.
- **Customer Interaction:** Businesses can respond to reviews, share updates, and engage with customers.
- **SEO Boost:** A well-optimized Google Business Profile can contribute to local search ranking.
- **Free Advertising:** It's a free way for businesses to promote themselves and reach potential customers.

What Does a Populated Listing Look Like?



- Photos applicable to your business.
 - >100 is ideal
- Reviews
 - >10 is best but not too many at one time
- Address, phone number, hours
 - Keep this up to date!

What Does a Populated Listing Look Like?



- Ask for Reviews!
- From *Your Business Name Here*
 - Brief summary of who you are and what your ideal client looks like.
- Articles and Updates
 - Blogs, press releases, hiring notices etc.

Behind the Scenes – Are You Verified?



13590840303209822358

Ripple Conifer

26412 Main St, Conifer, CO 80433



Verified



[See your profile](#)

Behind the Scenes – Are You Verified?

A screenshot of a mobile phone screen showing the Google Business Profile verification process. The status bar at the top shows the time as 10:12, 94% battery, and 62% signal. The browser address bar shows 'business.google...' and 'usiness.google.com'. The page title is 'Google Business P...'. The main heading is 'Verify' with a blue underline. Below it is the section 'Record your business details'. A subtext says 'Capture all 3 requirements in 1 continuous recording.' with a link 'Learn more about video verification.' There are three requirements listed, each with an icon and a description: 1. A location pin icon: 'Show surrounding area such as street signs or neighboring businesses. Your location should match the service area you entered.' 2. A document icon: 'Show business name printed on business card, license or vehicle. Your business name should match the name you entered.' 3. A camera icon: 'Show business equipment, booking system or unlock branded vehicle. You need to show you're authorized to represent this business.' At the bottom, there are two buttons: 'Change option' and 'Next'.

- Most complicated (and frustrating) part of the Google Business Profile.
- When verifying you will have to choose Location Based or Service Area business.

Behind the Scenes



Your business on Google

 241 customer interactions

Profile Strength



Looks good!



Edit profile



Read reviews



Photos



Add update



Performance



Advertise



Edit products



Edit services

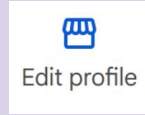


Bookings



Ask for review...

Let's Populate Your Listing



← Business information ⋮ ×

[About](#) [Contact](#) [Location](#) [Hours](#) [More](#)

About your business

Business name

Wild Iris Marketing

Business category

Marketing consultant

Description

Wild Iris Marketing works with businesses and non-profit organizations to expand their marketing reach and grow their client base.

Opening date

January 18, 1996

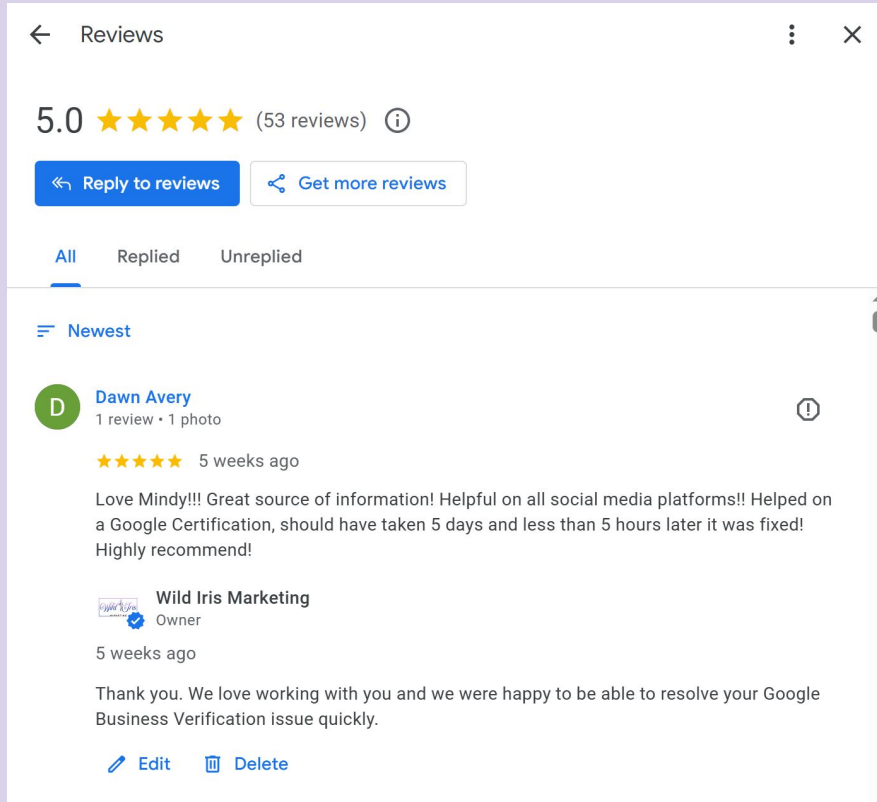
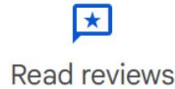
Contact information

Phone number

(720) 526-3636

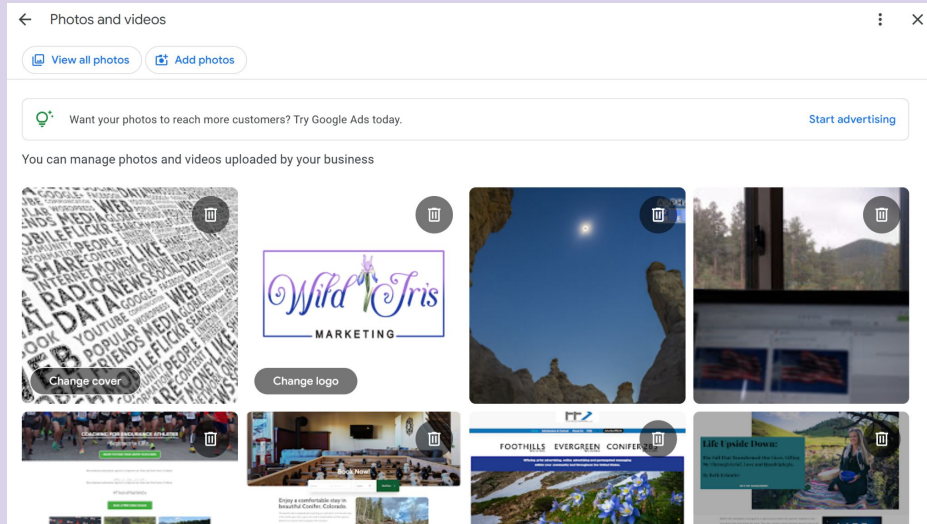
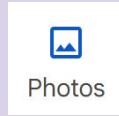
- Fill out as much information as possible and keep it up to date.

Let's Populate Your Listing



- Request Reviews!
 - Unwritten suggestion is at least 12 but more is better.
- Reply to all reviews promptly.
 - Positive and negative need replies.
- Do not request too many reviews at one time or they may be flagged as fraudulent or “bought”.

Let's Populate Your Listing



- Products, services, end results, community involvement etc.
- Unwritten rule is >100 or more but add them over time, not all at once!
- These are visible to anyone who sees your listing so make sure they are appropriate for public view.

Let's Populate Your Listing



Add update



← Add update



Add update

Post updates to your customers on Google



Add offer

Create an offer and attract customers to your business



Add event

Let customers know about events you're hosting



- These can be blogs, events, sponsorships, special offers etc.
- Great place to add content for EEAT.

Let's EEAT!



- Experience

- How much **first hand experience** do you or your company have on the topic? Show your experience with history, customer jobs or past work, etc.

- Expertise

- Demonstrate your subject matter expertise through the depth and accuracy of your content and author credentials and by citing reputable sources and studies.

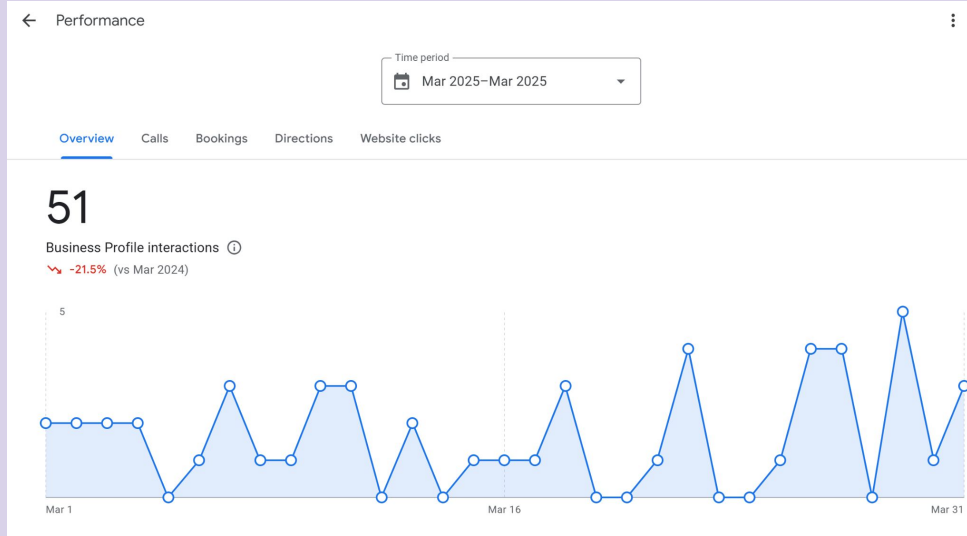
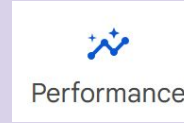
- Authoritativeness

- Show Authority by citing certifications, industry associations, any articles you've written.

- Trustworthiness

- Express Trust with positive reviews (make sure they're real and legit!) and other indicators of trust.

Let's Populate Your Listing



- Good supplemental information but it is critical to have Google Search COnsole and Google Analytics set up to collect data as well.

Let's Populate Your Listing



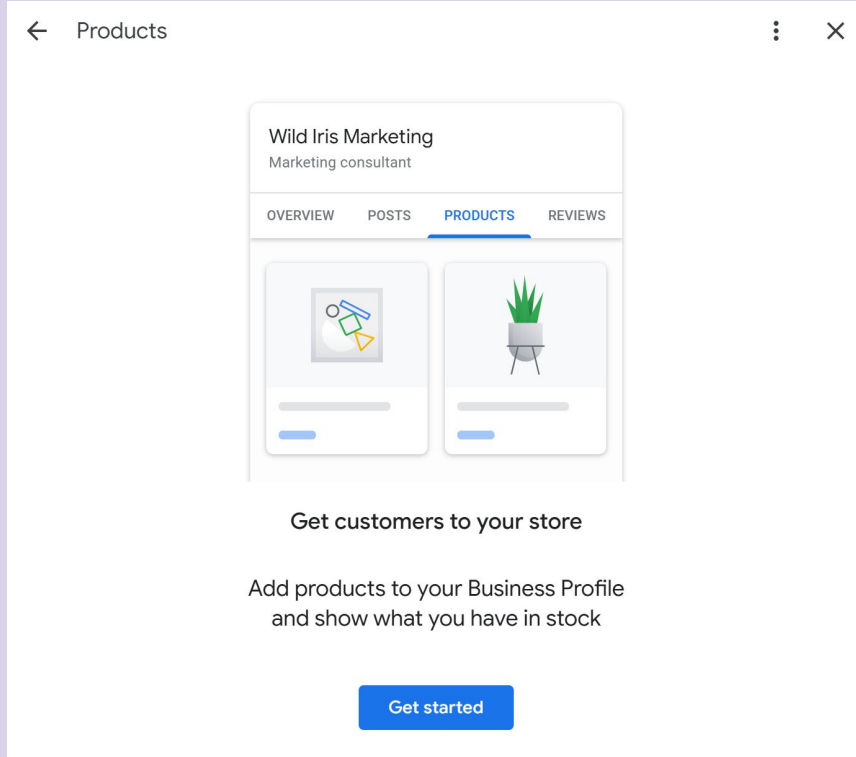
Advertise

- Entire additional class.
- Rarely recommend for small businesses right now due to extreme budget allocation by larger companies.

Let's Populate Your Listing



Edit products



- If you sell items you can add them here to help potential customers find your products when Googling for them.

Let's Populate Your Listing



Edit services



← Services ⋮ ×

i Services were changed based on feedback from Google users or other sources. Review these published updates to make sure they are accurate. [Edit](#) [OK](#)

Marketing consultant
Primary category

CURRENT

- A/B Testing
- Blog Posts
- Brand Marketing
- Business Communications
- Campaign Design
- Campaign Development
- Classes & Trainings
- Contact Advertising
- Content Creation
- Content Management Systems
- Content Writing
- Digital Ads
- Digital Advertising Digital Advertising
- Digital Advertising Online Advertising
- Digital Content Creator

- If you provide services list all of the keywords you can think of here! This will help potential customers find your products when Googling for them.

Let's Populate Your Listing



Bookings

- You can connect your Google Business Profile with *some* booking systems so people can book appointments directly through your Google Business Listing.

Let's Populate Your Listing



Ask for review...



← Get more reviews



Give customers a link to review your business on Google

Reviews build trust and help your Business Profile stand out to customers on Search and Maps



Email



Whatsapp



Facebook

Review link

https://g.page/r/CRdTbjHv_jMJEBM/review



Share your reviews QR code

Right-click and select "Save Image As..." so you can share your QR code with customers



[Learn more](#) about best practices for asking for reviews, and what to do about negative reviews

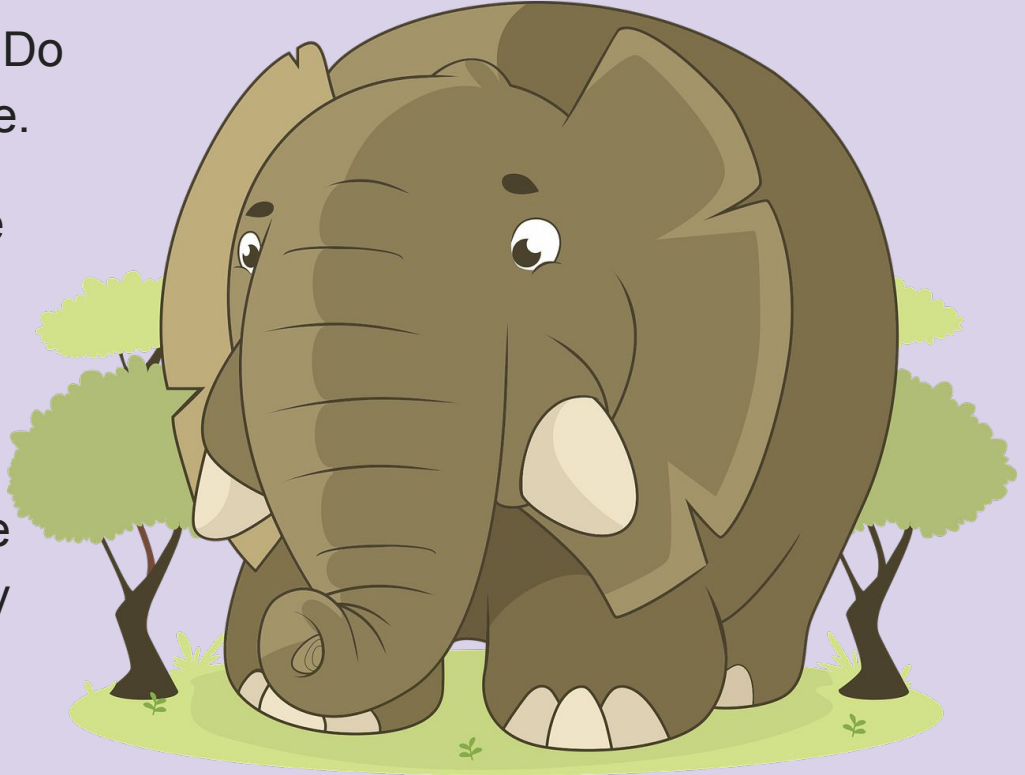
- Reviews are essential to build EEAT as well as to increase your credibility with Google's algorithm.
- Ask for them in moderation.
- Some may not show up for an extended period of time, do not duplicate them!
- Respond to every review. Positive and negative.

Warnings!

Eat the elephant one bite at a time! Do NOT try to do everything at one time.

Do NOT allow perfection to become the enemy of getting started on the path to your future.

Allow yourself to seek help and support when you need it. Much like I need a help fixing my car, you may need help with marketing.



Contact Me!



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