

The Ultimate Google Business Profile Guide



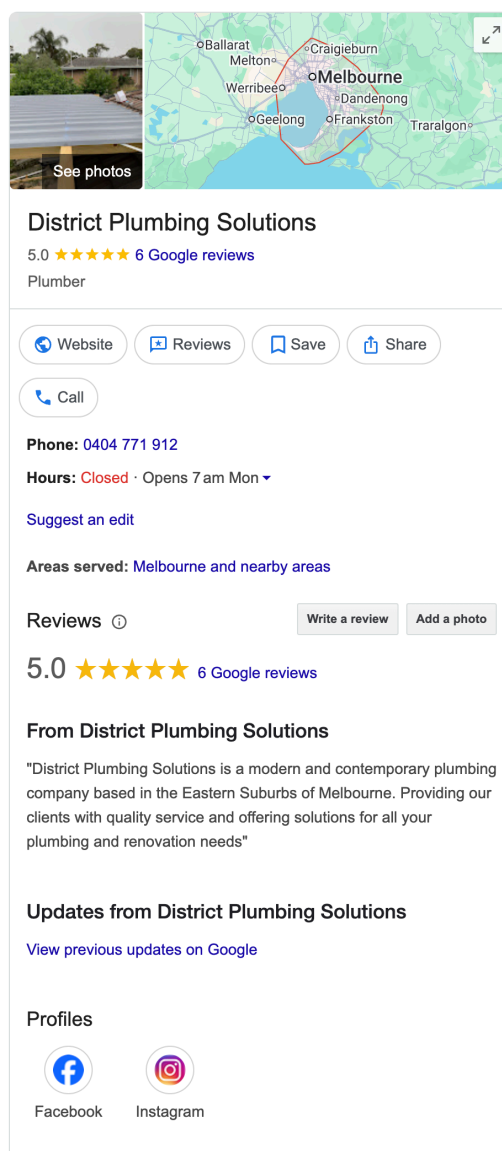
What is a Google Business Profile?

Google Business Profile (formerly Google My Business or GMB) is a free tool for businesses to manage their online presence on Google's search results.

When a profile is optimised correctly, Google components such as Maps, Search, and Shopping, can be key drivers of growth for local businesses and increase find-ability to generate more leads.

So, what does a Google Business Profile or GBP look like?

For example If you type the query 'Plumber Warrandyte' into Google, you will be met with a list of business results that have the name, image, opening hours, contact details and review star-rating of all the Plumbers in Warrandyte. This is how a business with a Google Business Profile is shown in Google's search results.



How to set up your Google Business Profile

The key to getting the most out of your Google Business Profile is to fill out as much as possible during setup and update it routinely on an ongoing basis. Here's a step-by-step guide to getting your company on Google:

1. Go to Google Business Profile Manager

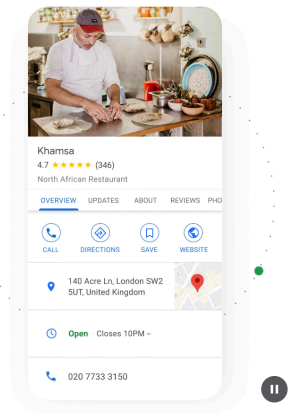
Head to this URL: <https://business.google.com/aunz/business-profile/> and click on Start Now button.

If you don't have a Google account, you'll need to create one to start using Google Business Profile. This part is simple – just click on 'Create account' on the 'Sign in' page, then follow the steps to set up and verify your account.

Stand out on Google with a free Business Profile

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalise your profile with photos, offers, posts, and more.

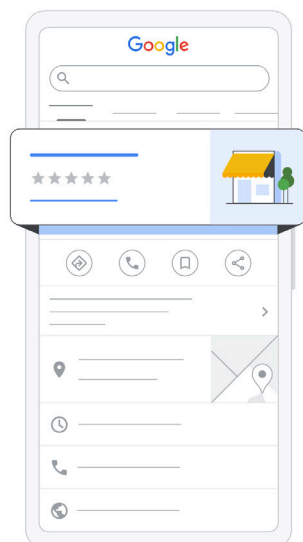
Start now



2. Enter your business name and category

You'll be taken to a page where you can search for your business name to find an existing listing.

If you can't find your listing or it doesn't exist yet, simply click 'Add your business to Google'. Then select the appropriate category for your business (e.g. pet groomer) and click 'Next'.



Get your business discovered on Google Search, Maps and more

Enter a few business details to get started

Business name*

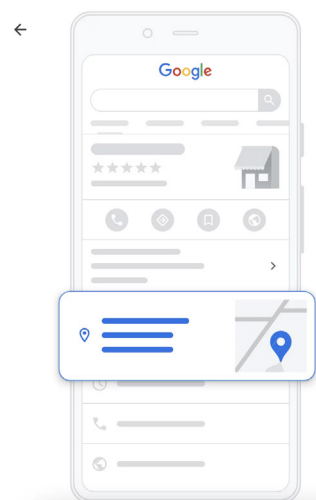
Continue

3. Input your business address

You'll then be taken through a series of steps to input details on your business address.

If your business has a physical location that customers can come and visit, select 'Yes' to input the address. Occasionally, Google will request you to position a marker for the business location on a map.

Similarly, if your business offers in-person services such as plumbing but doesn't have a physical location that customers can visit, you can detail the full list of service areas at this stage of the setup process. If you service multiple areas, Google will also give you the option to add all of your different service areas. Then click 'Next'.



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Enter your business address

Add a location where customers can visit your business in person

Country / Region
Australia

Street address

Suburb

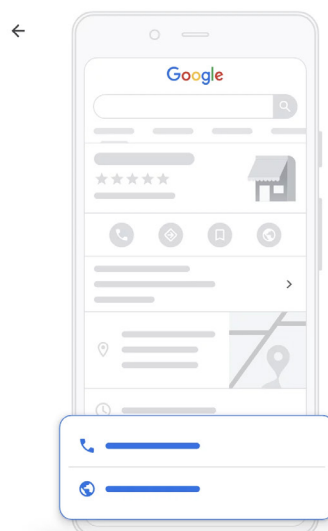
State

Postal code

Next

4. Put in your contact details

On the next page, you'll be asked to put in your contact details, including your phone number and website address. If you don't have a website, you can also put an alternative page, such as your Facebook page or Instagram page.



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What contact details do you want to show to customers?

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

Phone number

Website (optional)

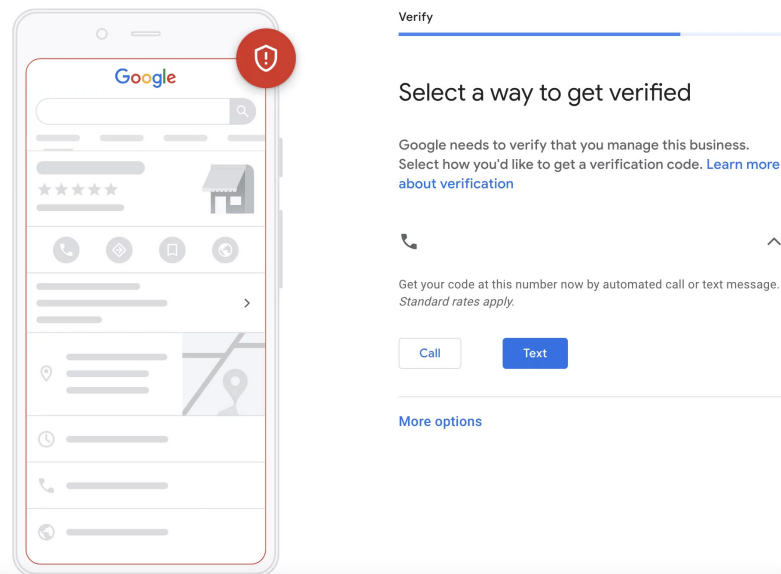
Skip Next

5. Finish and verify your business

Once you've completed this, you'll need to go through a verification process to validate your business details. Enter your real physical address, not a post office box. This information is only used as part of the verification process and is not displayed on your Google Business Profile or shared with the general public via the search results. Then, click 'Next'.

If your business has a physical location you will receive a postcard by mail to verify your company address. Whereas, if you are setting up a Google Business Profile for a service-area operation, you will receive an email as part of your verification process.

Once you receive your five-digit code, enter it on the next screen and click 'Verify'. The following page will confirm that your business profile is verified, then select 'Next'.



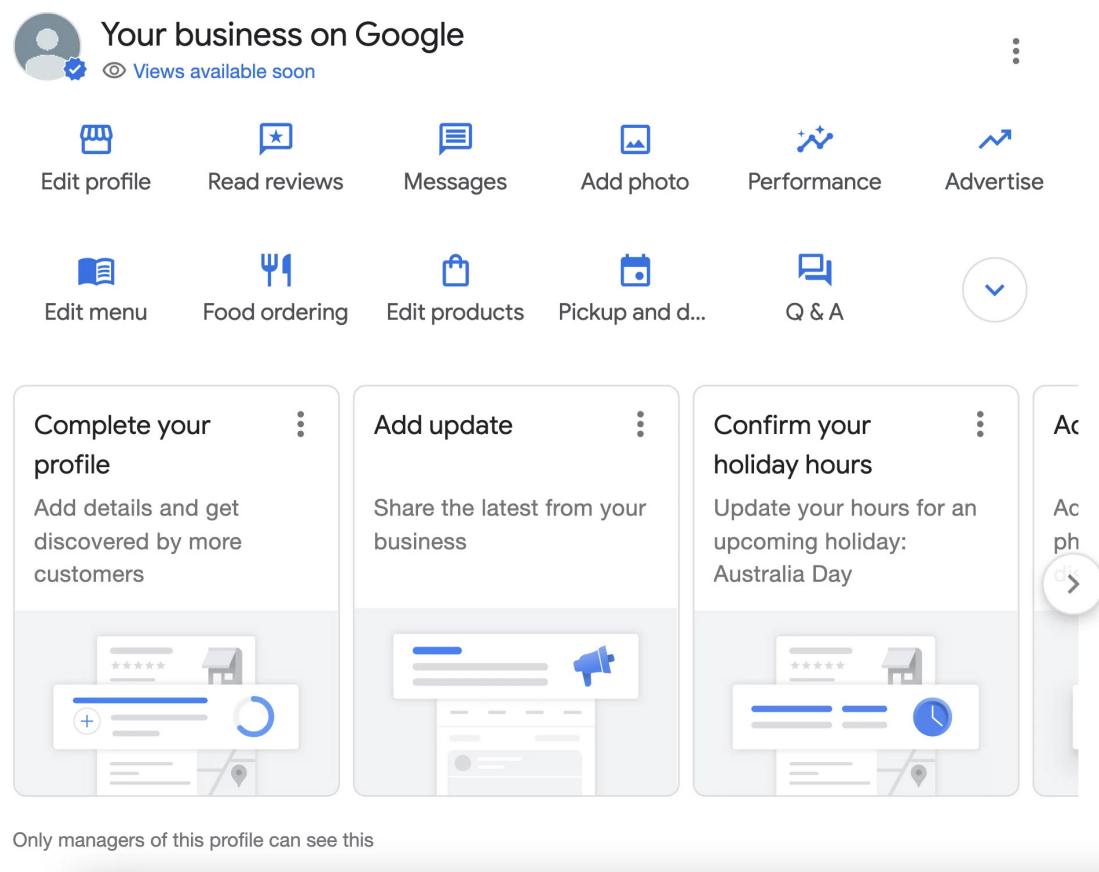
6. Manage your listing

After your listing is verified, you'll be able to manage different aspects such as:

- Add key business information – opening hours, contact details, business description, messaging preferences etc
- Add photos and videos
- Create posts to promote any new offers
- Manage your Google Reviews
- Add in a Q&A section
- Update your menu or showcase product collections

You can also connect booking systems or online scheduling tools to your profile, making it easy for customers to book directly through Google. And don't forget to include links to your website, social profiles and any other places you appear online to help customers find you wherever they search.

All of the above features can be managed via the Business Profile dashboard. Here you can optimise all key elements of your profile, view insights, manage reviews and messages and create Google ads.



Once your listing is live, keep it active by posting regular updates through your Google Business Profile dashboard. Share photos of your business, team or recent work; respond to reviews and answer common questions. These small actions boost visibility and show customers that you're open, active and engaged.

How Easy Was That?

If you're ready to take your business to the next level with a professional logo or a website that truly represents who you are, I'd love to help bring it all to life. And if you get stuck setting up your Google Business Profile at any stage, don't worry — just reach out. B Creative is here to make your brand look great and get you seen, every step of the way.

