Google Business Profile Setup

What a Google Business Profile is

The free listing that appears when someone searches a business by name, or searches for a type of service near them. It fills the box on the right of a Google search, the pin on Google Maps, and the "local pack": the three business results with a mini-map shown above regular results for local searches.
Think of it as a storefront sign and a phone book listing combined and put on autopilot. Unlike a phone book, it is interactive: people see photos, read reviews, ask questions, check hours and see recent updates without leaving Google.

Businesses with no storefront

A profile is normally anchored to a physical address. A mobile business has none. Google has a listing type for this, the **service-area business**: it hides the home address and shows the regions covered instead. Choose it for any business that goes to its customers.

The five parts that matter most

- **The listing itself:** name, category, phone, hours, description (steps 3 to 10).
- **Reviews:** where word of mouth becomes visible to people who have never met the owner. One good conversation becomes a permanent, searchable trust signal.
- **Posts:** short updates on the listing. Posting where and when the business will be turns the profile into a live schedule rather than a static ad.
- **Q&A:** a public question section. Over time it absorbs the questions that keep repeating.
- **Messaging:** customers message the business from the listing.

How a listing earns trust

Google ranks listings on relevance, distance and prominence. Prominence comes mostly from reviews, listing completeness and how often the listing is updated. An empty, unverified listing sits at the bottom. A verified listing with real reviews, real photos and regular posts sits at the top. Closing that gap is the point of this SOP.

Setup steps

1. In your browser, go to google.com/business. (Slide 3)
2. Select Create your profile. (Slide 3)
3. Enter the business name and select the category. (Slide 4)
4. Select Next. (Slide 4)
5. Indicate your preference for a location customers can visit. For a mobile business, choose no storefront. (Slide 4)
6. Choose the service-area option. Several areas can be added. (Slide 5)
7. Enter the service areas, then the contact information. (Slide 5)
8. Enter the mailing information. This is part of the verification process and is not shown publicly for a service-area business. (Slide 6)
9. Enter the hours of availability. (Slide 7)
10. Write the business description. (Slide 8)
11. Add a storefront photo if one exists. (Slide 8)
12. Add business photos. Google may offer Google Workspace; it can be skipped when using a free gmail.com address. The email address used here is the one that manages the profile. (Slide 9)
13. Select Continue to start the verification process. The verification method varies (for example video, phone call or postcard); follow Google's prompt. (Slide 10)
14. Once verified, the profile is live. (Slide 11)
15. Copy the profile's review link and save it with the client's records. From the profile, use the option to ask customers for reviews and copy the link it gives. SOP-006 needs this link for the review request email.

What customers see: slide 12 shows the browser and Google Maps displays. No map pin is shown when no customer-visitable location was selected during setup. That is expected for a service-area business.

Appendix: why we never post reviews for a client

Screens: slide 13 (full text).
The rule: we never post a Google review for a client, and we never ask friends or family to either, however honest the praise.
Why it fails Google's policy: either rule alone disqualifies it.

- **No completed customer experience.** Watching part of a service is not being a customer of it.
- **Conflict of interest.** Google's policy covers consulting relationships and close personal or professional ties, paid or not.

Why it matters more than it seems:

- Early on, losing even one review to removal is a big hit.
- Google looks for patterns, such as shared connections or reviews clustering around the same names, and one doubtful review can bring scrutiny on a whole batch.
- Google now shows a public warning banner on profiles where it detects fake review activity, right where the business is trying to build trust.
- A review that would not survive scrutiny undercuts the whole strategy of letting real reviews build trust.

What it means for the client: the same discretion that keeps us from reviewing their business applies to everything we see while working with them.
If someone wants to vouch without being a customer:

- Send the praise to the owner directly, for use as a testimonial on their own website or materials.
- Post it on their own social media as an observation, not a review.
- If they later become a paying customer, their review is fully legitimate.

Questions anytime

Text or call Chris. Happy to walk through the first one together.
(905) 963-0800
Christopher.Morewood@launchpadprojectmanagement.com
Christopher Morewood, PMP® · Launchpad Project Management ·
launchpadprojectmanagement.com
27Oct2026