



Google Business Profile: Why You Need One & How To Get Started

Local prospects are actively searching online for promo – don't miss out on these orders. Set up a Google Business Profile and make sure your business appears at the top of searches.

What is a Google Business Profile?

A Google Business Profile is a free listing that lets your distributorship appear in Google Search and Google Maps results when customers are searching for services like yours. It displays key information such as your business name, location, phone number, website, hours and services – all in one easy-to-find place and often right at the top of search results.

Why Should I Have One?

A Google Business Profile helps you stand out and be found right at the moment customers are ready to buy – all without spending any money on advertising. It makes it easy for local prospects to find your business in Search and Maps, so you can reach customers in your specific community. Your profile builds credibility, provides business information and makes it easy for customers to contact you or visit your website, allowing you to make more sales.

How Do I Make Mine?

Follow these three simple steps to create your Google Business Profile today.



Claim

Search for your business on Google and claim your profile. If one doesn't exist yet, you can create a new listing in just a few minutes. Google will then verify that you own or manage the business.



Personalize

Add accurate, detailed information to your profile, including your services, business hours, contact information, website link and hours. The more complete your profile, the more helpful it is to potential customers and the better it will perform in search results.



Manage

Keep your profile up to date. Respond to reviews, update hours when needed and add photos or posts to highlight what's new. Regular management helps your profile stay visible, relevant and more likely to win the business of potential customers.

If you need extra assistance setting up your Google Business Profile, reach out to your account representative to learn about ASI's Local Listings, which keeps your business information accurate and up to date in 70+ online directories.