

# Google BUSINESS PROFILE:

## Free Business Listing to Get Easily Found Online

Google Business Profile is an essential and effective small business marketing tool for your business, it is a free tool to promote your business profile and website on Google Search and maps. You will need a Google Gmail account.



After you have signed up for GBP, you should optimize your listing by adding; photos, videos, images, menus, hours, business details, products/services, post events and offers, and more!

- ✓ Sign up for Free: [Google Business Profile](#)  
Google will verify your business which may take a few days. Most businesses are verified by mail with a verification postcard from Google.
- ✓ [Verify Your Business](#) [Google 1 Minute video](#)
- ✓ After verification is complete, follow the optimization instructions: [Google Business Profile 13 Essential Optimizations](#)

**Additional resource:** [Small Business Guide to Google Business Profile](#)