Google Business Profile Setup

Set up your profile so it's accurate, follows Google's rules, and stays live. Three steps: name, place, prove. Then finish the details.

BEFORE YOU START **Search Google Maps first**

Already there? Click "Own this business" and claim it. Never create a second profile for the same practice.

Found on Google Maps? (yes: claim · no: create) _____

Google account that will own the profile _____

1 · NAME **Real name, one main category**

Use your practice name exactly as it appears on your sign, website and paperwork. No extra words. Solo: your own name. Group: one profile for the practice; clinicians in their own names, never one per specialty.

Examples: Harbor Practice · Alex Morgan, LMFT · not "Best Anxiety Therapist Portland"

Profile name _____

Main category (e.g. Psychotherapist, Psychologist) _____

2 · PLACE **An honest location**

An office clients can visit only if it has your name on it and is staffed during your hours. From home: say no and add a service area (address hidden). Online only: a gray area. With a real home office, say no to a location, add the areas your clients live in, and show street sign, house number, a lockable office, credentials, signage and your Google login on the verification video.

Office clients visit (address) · or service area (cities / zip codes) _____

Practice phone number (no call center or phone tree) _____

Website link (homepage, or that office's page) _____

3 · PROVE **Verify, however Google asks**

Video: sign or street, door, inside, one take, no edits, no clients. While you wait, don't change your name, address or category.

Method Google gave me · date started _____

Date verified _____

FINISH **Complete the profile**

Hours (or leave off if by appointment only) · description up to 750 characters, no links or prices · services · booking link · real photos · managers via People and access. Never share your password.

Description drafted (yes / no) · services added · booking link _____

Photos added · managers added _____

CHECK **See it live**

Searched my practice name on Google Maps: details correct (date) _____

Harbor Practice, Dana Reyes, Sam Okafor and Alex Morgan are fictional teaching examples. Google and Google Business Profile are trademarks of Google LLC. A profile doesn't guarantee rankings or inquiries.