

Google Business Profile or How to Create Your Identity on Google. Steps and Requirements

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Abstract

Google, the largest tool for online search, but also for promotion for any type of service, physical or digital product, comes with a new formula of what we collectively call the Google Business Profile. In this paper, we will try to present the steps to create the Google Business profile of our company, the advantages of this profile, as well as the tools available for free and for a fee, which we can use as a promotional arsenal.

We will also present nine important steps for a good Google Business Profile function, steps that a future successful user must follow.

Key words: e-commerce, marketing strategies, online business, google profile

J.E.L. classification: M31

1. Introduction

The great giant Google has nowadays become ubiquitous in everyday life; it is more than an arsenal of online tools, we consider it a real friend-consultant, which helps us in any problem encountered; we can find out any information with just one click, we can check prices for different purchases, or as a trading company, we can promote our products and services, segment customers, or why not, build their loyalty. What is very important in relation to the use of Google services is the fact that many of them are free, they cost us absolutely nothing, and on the other hand, they are indispensable to our digital footprint, both as an individual and as company.

2. Theoretical background

Google, in full **Google LLC** formerly **Google Inc. (1998–2017)**, American [search engine](#) company, founded in 1998 by [Sergey Brin](#) and [Larry Page](#), that is a subsidiary of the [holding company](#) Alphabet Inc. Hall, M. and Hosch, William L., "Google." Encyclopedia Britannica, November 3, 2022. <https://www.britannica.com/topic/Google-Inc>. As of 1998, since it was founded, Google has constantly diversified its work tools, reaching a diverse range of services.

The products that Google recommends are:

Google Ads, Android, Chrome, Google Cloud, Google for Education, Gmail, Google Maps, Google Photos, Google Play, Google Shopping, Google Search, Google for Small Business, Google Store, Google Workspace, YouTube, etc.

Within Google for Small Business, three secondary categories emerged:

- a) Google Business Profile
- b) Google Domains
- c) Google Workspace

Google Business Profile has been available for use as of 2017, starting with small content editing operations and reaching at the moment a multitude of actions of an unprecedented scale, Google encouraging small traders to make full use of the entire arsenal of functions available, most of them free of charge. ([How to manage and edit your Google Business Profile from Google Search \(searchengineland.com\)](#))

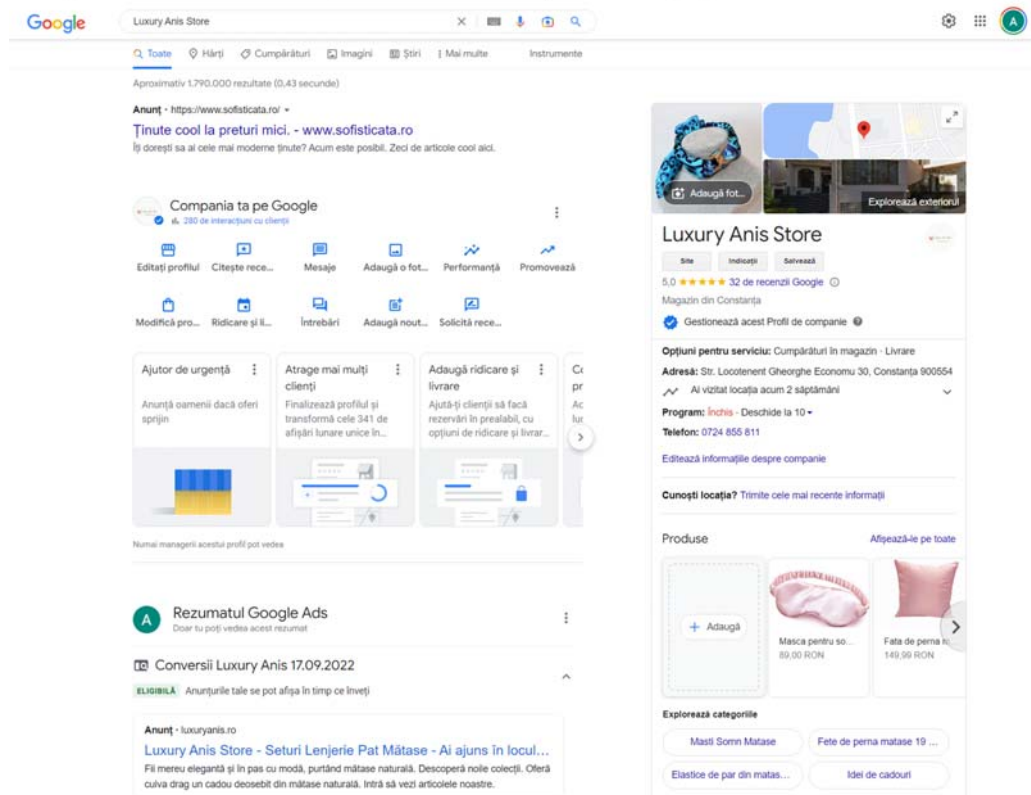
Google Business Profile, besides being free, allows you to influence the way you appear in Google Search, Google Maps and Google Shopping. It is extraordinarily good in terms of analysing local business information; there are many searches of this kind, especially if we refer to the services market. In special situations, where demand is higher than supply, GBP proves its effectiveness. An example would be the Neversea Festival in the city of Constanța, Romania, organized at the beginning of July every year, which generates a major interest in terms of the demand for accommodation, in the city on the shores of the Black Sea, causing an explosion in hotel rates and not only, being an opportunity for private accommodation units, but also for the entire HoReCa industry as a whole. It is estimated that approximately 80% of searches on Google Search are for local information, which obliges you as an information emitter in the business area to convey that element of uniqueness that differentiates you from the competition, in order to transform this profile visitor in real customer. ([Manage your business listing without leaving Google Search \(blog.google\)](#))

If until recently the management of the online profile was done from the Business Profile page, now Google invites us to do this directly from Google Search or Maps.

We can perform the following actions through Google Search, targeting our company profile:

- a) add or edit and correct information about our company.
- b) post different images or announcements aimed at offers or news regarding the product or service that we want potential customers and existing customers to see for loyalty building and reminder advertising.
- c) modify general company information, such as updating the work schedule, changing the company headquarters, etc.
- d) create a mini-website in a few minutes, based on the information inserted in the profile.
- e) track the moments when visitors upload photos to the company profile.
- f) create a rating by receiving reviews from the company’s customers.
- g) for businesses in the e-commerce area, more recently there is the possibility to insert the whole range of products in a carousel, which will be displayed on the profile page.

Figure no. 1. Search in Google Search - Possibility to edit the profile



Source: [Luxury Anis Store - Google Search](#)

3. Research methodology

This paper focuses on a marketing research conducted by combining office research with the observation method.

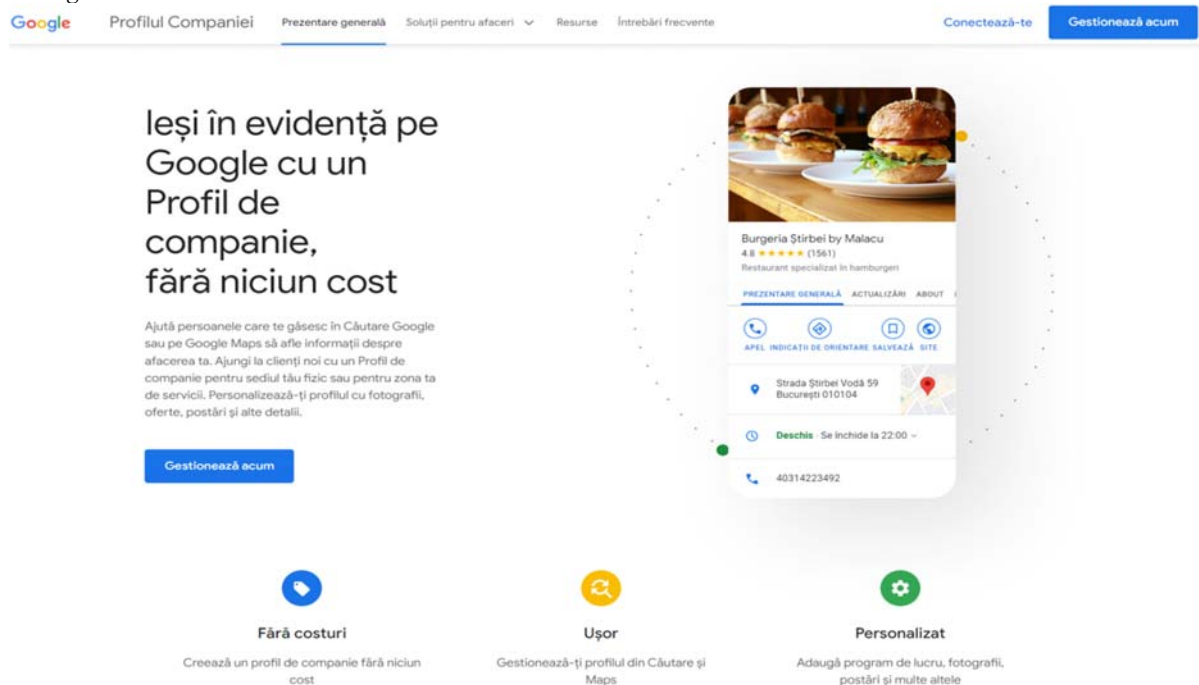
The information collected and used in this research belongs to the type of secondary information. We used various sources, divided into two categories, classic sources (books, articles, etc.) and online sources. The vast majority of sources used are online.

4. Findings

Nine important steps in order to achieve a good functioning of the Google Business Profile:

1. GBP account creation. Verifying a new name or claiming an existing one. If the name already exists and you have a connection with it, you only have to use the Claim command. If it doesn't exist, you will build everything from scratch. It is a relatively simple process; you only have to follow the fields to fill in that Google greets you with.

Figure no. 2. GBP account creation



Source: [Google Business Profile – List your business on Google](#)

2. The second step is the actual verification, here Google intervenes and will take all steps to ensure that you are the true owner of the company and implicitly of the name you want to use in your business. Verification usually requires Google to send you a verification code by post, which you can use to complete the registration process. This verification process can take between 2-3 weeks, so arm yourself with patience, bearing in mind that you will receive the verification code by post and not by a courier company. Most of the time, a more detailed check is carried out when you reclaim an already existing account.

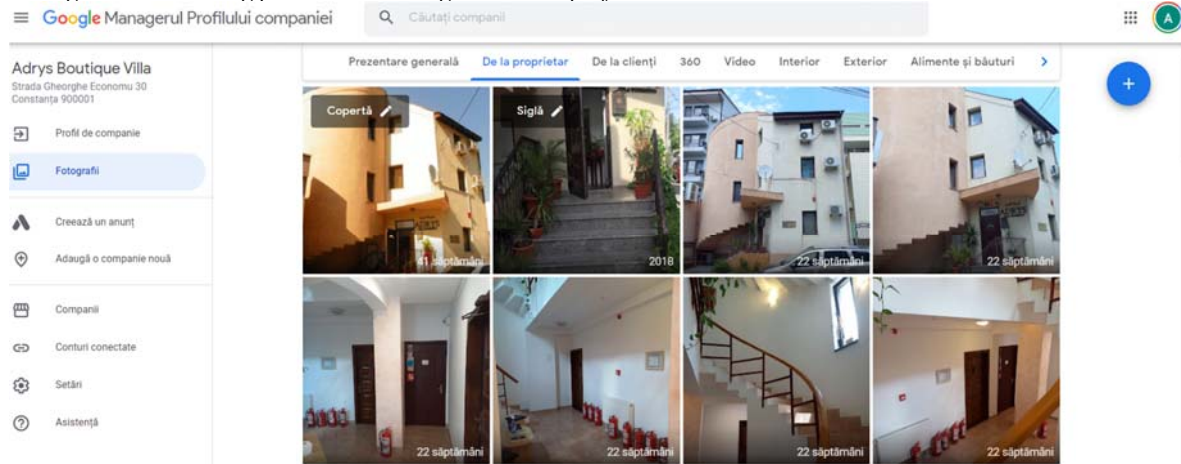
3. The choice of Categories for your business is an extremely important step, the accuracy of your choice impacts on the future action taken by your potential customers. You can choose a maximum of one main category and several secondary categories. The chosen main category must describe exactly the activity performed by you; basically it must correlate perfectly with what you do. ([How to choose a category for your Business Profile - Google Business Profile Help](#)) After choosing the main category, we move on to the secondary ones. Choosing, for example, 2 secondary categories, causes Google to divide your business into 2 channels, which implies a better segmentation of your

niche of future customers. Expanding to more categories is more risky, because the number of potential customers will be divided proportionally with the number of channels used.

4. Adding images to the Google Business Profile

The images must be of very good quality and must be related to what you do, especially in the situation where you carry out your activity in a niche. The images uploaded by you must make the visitor of your profile enter the atmosphere of your business, understand exactly what you do and, more than that, present through the images the element of uniqueness that differentiates you from your competition.

Figure no. 3. Adding photos to the Google Business profile



Source: [Adrys Boutique Villa – Photos \(google.com\)](https://www.google.com/maps/@44.1833333,28.9166667,15z/data=!3m1!1e3!3m2!1sAdrys+Boutique+Villa+Strada+Gheorghe+Economu+30+Constanța+900001)

5. Adding public contact information: address, phone number, email, website (if any). If you have existing profiles on social networks (Facebook, Instagram, Tik-Tok, Twitter), the phone number must be the same, in order for Google to properly index and optimize the information related to your profile in the search engines. You must also add the description of the company; you can use up to 750 words, so you have a lot of freedom of expression.

6. Receiving and managing reviews from your customers

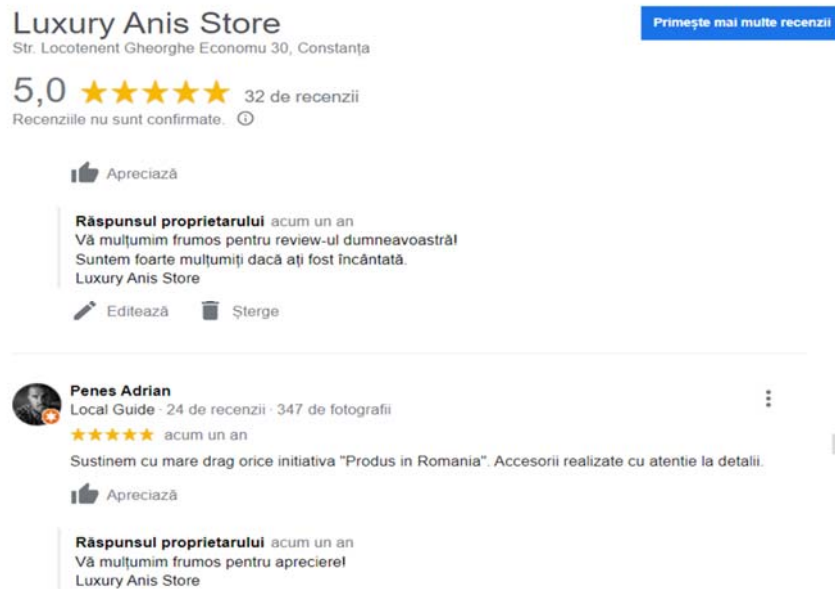
A very important aspect, which is also important in terms of SEO and the indexing of your information in Google, is paying special attention to the reviews received. It is essential to respond to all reviews with polite messages, regardless of the score obtained. We mention that on Google Business the reviews are given by stars, from 1 to 5 stars. The higher the average of the reviews, the better you are indexed, but also searched for and accessed by your customers.

7. Adding offers, news posts, etc. When it is possible and you have a certain interest in promotion, it is advisable to create posts with certain offers of products and/or services that you sell. If you have an online store, you can upload your entire range of products, with the related features.

It is advisable to post periodically, in order to keep the interest of your clients as high as possible, it is not for nothing that it is said that until you get noticed, you do not exist.

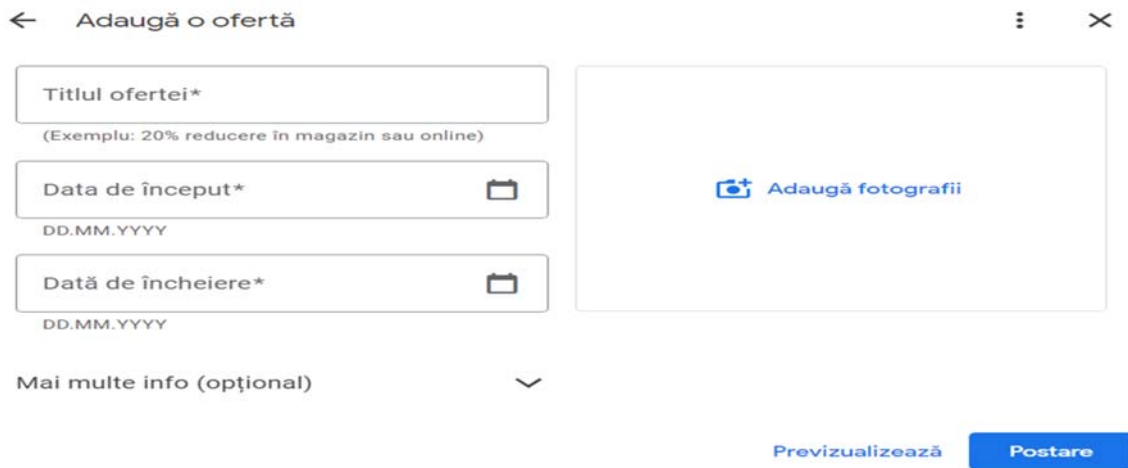
At this stage we can also set the CTA, or Call to Action, either by inserting a link to the targeted page on the website (product page, home page, category), in this situation we want the action to end with a sales conversion, or inserting a phone number to be contacted.

Figure no. 4. Profile reviews www.luxuryanis.ro



Source: [Luxury Anis Store - Google Search](http://www.luxuryanis.ro)

Figure no. 5. Adding the Google Business Profile offer



Source: [Luxury Anis Store - Google Search](http://www.luxuryanis.ro)

8. Messaging setting to communicate directly and quickly with your customers.

The stages are as follow. You set up and activate the chat in the Google Maps application to offer customers the very important alternative of sending messages to your company and then they can also request offers through a button in the company profile. In the application, access the Updates section, then tap Messages.

9. Creating customised Google Ads advertisements.

From your Google Business profile, you can create Ads by transferring them to your Google Ads account. These ads are not free, they require certain technical knowledge, but they can be an added value for your business, especially if you are operating in the online trade sector.

5. Conclusions

Google Business Profile constantly proves its effectiveness, being a catalyst between the business environment and online visitors or potential customers. Nowadays, any business, no matter how large or small, is connected to the online environment, a growing phenomenon, with any action we take on Google or Maps, we are put in contact with the information we are looking for in a few seconds. Personally, we think that this tool is indispensable for the business environment; it is our online business card, a digital footprint in the online environment, which brings us extremely many benefits.

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