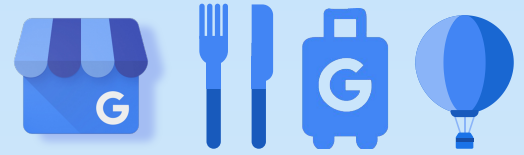


How businesses can make the most of Google



A guide for optimizing your Google Business Profile

Page 2. Top 11 Checklist for businesses on Google Business Profile

Page 14. Additional Tips for Food & Drink Businesses

Page 19. Additional Tips for Hotels

Page 23. Additional Tips for Tour Operators

Page X. Additional Tips for Service Businesses

Page X. Additional Resources



Google Business Profile

Top 11 checklist for businesses



1

Business Information

Ensure accurate, up-to-date business details on Google to enhance customer connection, engagement, and local discovery.

2

Business Category

Selecting the right business category accurately defines your services, ensuring your business appears in relevant customer searches.

3

Business Description

A concise overview of your business, its offerings, and what makes it unique is designed to attract potential customers.

4

Business Hours

Specify your operating times (including holiday hours) to inform customers when they can visit or contact your business, preventing frustration and building reliability.

5

Set Your Service Area

Define the geographical region your business serves, particularly relevant for service-based businesses.

6

Add Attributes

Highlight specific features or amenities of your business (e.g., "free Wi-Fi," "wheelchair accessible") to provide more detailed information to customers.

7

Adding Photos & Videos

Visually showcase your business, products, and services to make your profile more engaging and interesting.

8

Manage and Respond to Reviews

Actively monitor and reply to customer reviews to build trust and demonstrate customer care.

9

Add Chat

Add Whatsapp or SMS Chat, providing direct communication channels for customers to easily reach out and interact with your business.

10

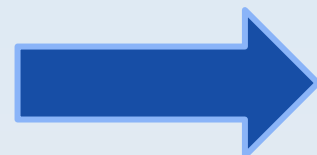
Add Social Links

Link your social media profiles to allow customers to connect with your business on various platforms and enable your social posts to show in search results.

11

Use Google Posts

Publish timely updates, offers, or events directly to your Google Business Profile to engage with your audience.



Business Information



A complete and up-to-date Google Business Profile is key to improving your visibility, building trust, and boosting engagement with potential customers. This significantly increases your discoverability on Google Search and Maps.

7x more clicks received by businesses with complete profiles

29% of customers are more likely to consider purchasing from businesses with a detailed profile

5x more views for regularly updated Business Profiles

Every month in 2024, **Google helped drive more than 2B+ direct connections**, including phone calls, requests for directions, messages, bookings, and reviews for **19M+ American businesses**.




Ensure Your Business Information is Accurate and Up-to-Date:


- Business name
- Business category
- Business description
- Business hours
- Photos & videos
- Service area
- Business attributes
- Messaging number



Your business on Google

11,258 customer interactions

 Edit profile

 Read reviews

 Messages Add

 Performance

 Advertise

 Edit menu

 Food ordering

 Waitlists

 Bookings



Business Category



Google Business Profile categories are crucial for your online visibility. They act as direct signals to Google, clearly defining your business's core services and products.

Selecting these categories ensures your profile appears in the most relevant Google Search and Maps results.

Your primary business category tells Google your core business, whilst your secondary categories detail other **valuable services and products** you offer.

Now you'll appear in more specific searches, connecting you with a wider range of potential customers.

You may add **up to 10 categories** in total: one primary and nine secondary.

Business category

Help customers find your business by industry. [Learn more](#)

Primary category

Asian restaurant

Additional category

Bar



+ Add another category

Save

Cancel

How To Add Business Category

1. Go to your Business Profile.
2. Select Edit profile.
3. Next to "Business category", select Edit .
4. From the "Primary category" box, enter a category.
5. Select Save.

Business Description



Google Business Profile description is a key tool for connecting potential customers with your business. It demonstrates what your business does and amplifies what makes you stand out.

Create your own business description or **use AI to suggest a new description** based on information from your Google Business Profile and other sources, such as your website.

Business information

About Contact Location Hours More

About your business

Business name

Business category

Description

Describe your business to customers on Google. [Learn more](#)

0/750

Suggest description

Save Cancel

Create an AI-powered Business Description

1. Go to your Business Profile and click edit.
2. Click Suggest description.
3. To get a different result, click Try again.
4. To use the current result, click Use. You will have the ability to edit.
5. Click Save

Set Business Hours



Maintaining accurate business hours on your Google Business Profile is essential for customer trust. This information is prominently displayed when potential local customers search for businesses like yours, helping you attract customers and influence their visit and purchasing decisions.

96% of customers are more likely to visit a business that displays hours of operation

91% of consumers search online before visiting a local businesses

During festive periods, customers rely heavily on accurate online information to plan their visits.

Avoid negative customer experiences by proactively **updating any changes to regular operating hours, including holiday or special hours.**



Hours

Holiday hours
Add

Wednesday	9 am–5 pm
Thursday	Closed
Friday	Closed
Saturday	Closed
Sunday	Closed
Monday	9 am–5 pm
Tuesday	9 am–5 pm

[Suggest new hours](#)

How To Set Business Hours

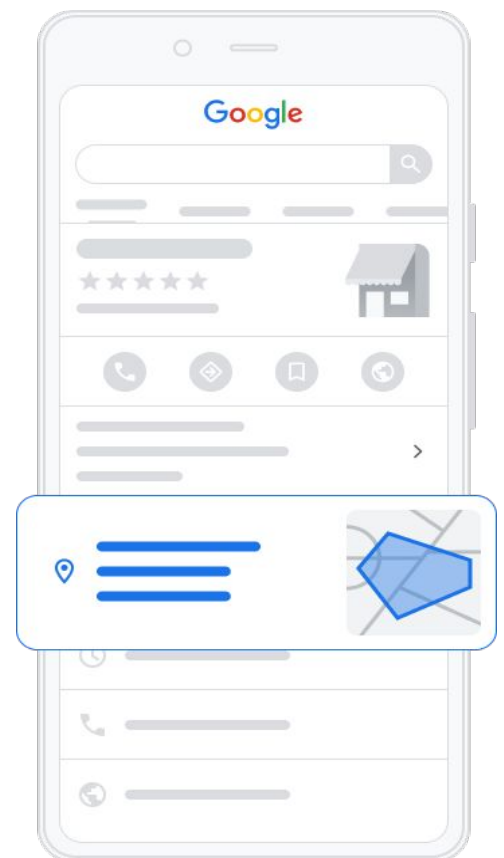
1. Go to your Business Profile.
2. Select Edit profile.
3. Next to “Business hours, click on the pencil icons next to each section .
4. Fill in your regular, special, and holiday hours and include any relevant categories like “pickup” or “online service hours.”
5. Select Save.

Set Your Service Area



Defining your service area tells Google and potential customers exactly where you operate. This ensures your business appears in relevant local searches, boosting your visibility and connecting you with customers within your operational boundaries.

- You can have **up to 20 service areas**
- When you set your service area, be as **specific and accurate** as possible
- The boundaries of your overall area shouldn't be more than about **2 hours of driving time** from where your business is based
- Applies to service-area businesses (no storefront) and hybrid businesses (storefront + delivery)



How To Set Your Service Area

1. Go to your Business Profile.
2. Select Edit profile and then Location.
3. Next to "Service area," select Edit.
4. Select a suggested service area or enter a service area.
5. Select Save.

[Watch our video tutorial](#)

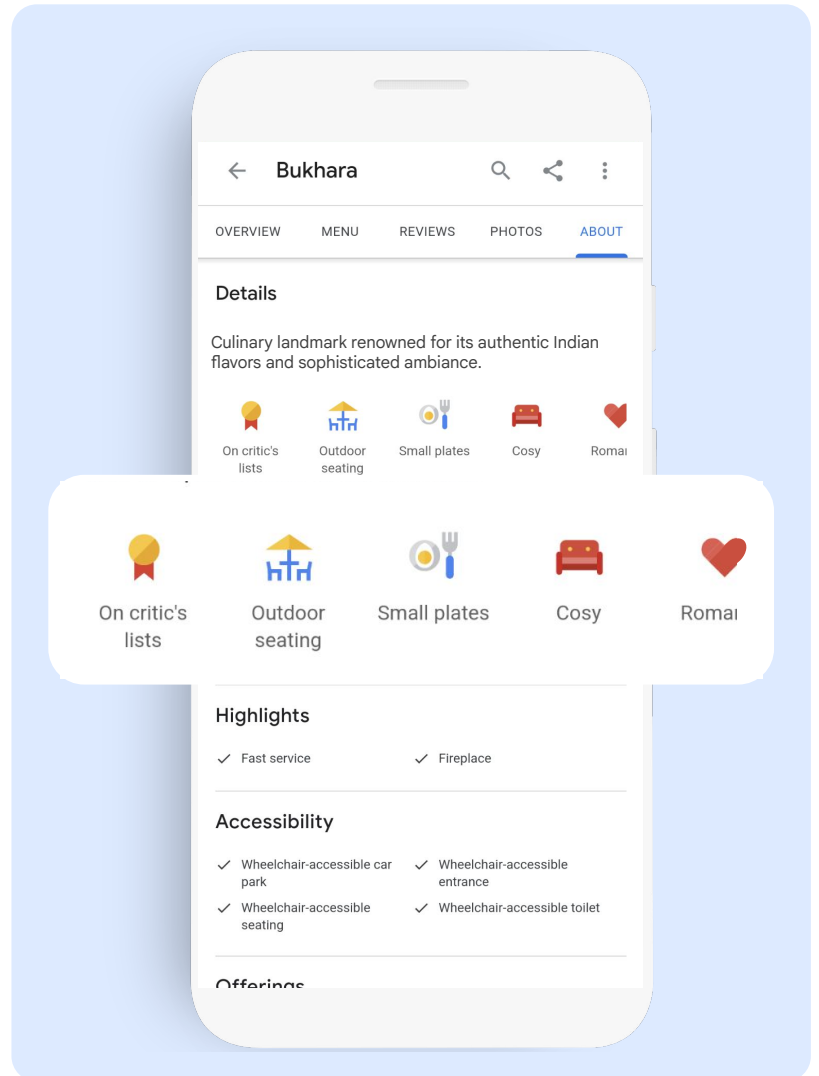
Add Business Attributes



Enhance your online **visibility and transparency** by leveraging key attributes on your Google Business Profile.

Details such as "pet-friendly," "Wi-Fi," or "outdoor seating" are displayed directly on Google Search and Maps.

Accurately utilizing these attributes significantly **increases your discoverability**, helping customers quickly locate businesses that offer the specific features they require.



How To Add Business Attributes

1. Go to your Business Profile.
2. Select Edit profile More.
3. Next to the attribute category you want to change, select Edit .
4. Next to the attribute you want to change, select Yes or No.
5. After you update the attributes, select Save.

Add Photos & Videos



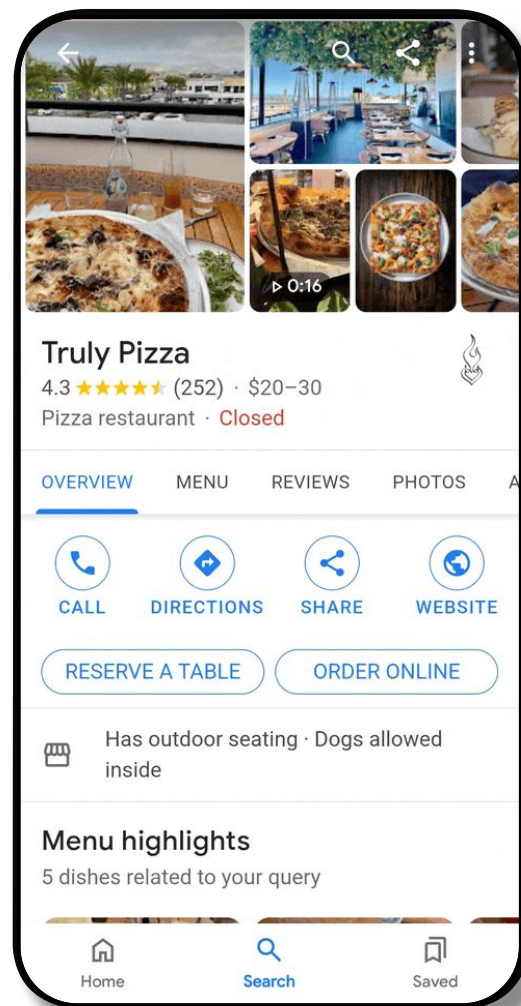
If your business profile could talk, what story would it tell?

High-quality photos and videos tell your story, show what makes you unique, and helps customers see why they should choose you.

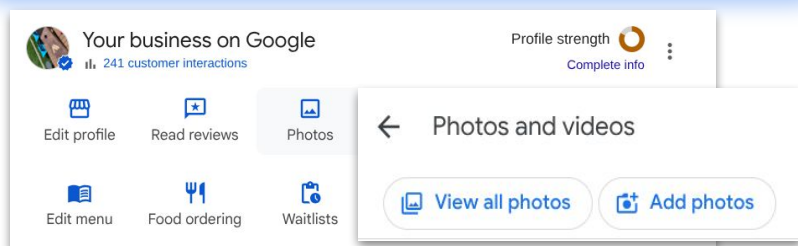
90% of people are more likely to visit you if you have photos of your business on Google Search and Maps

Businesses that add photos to their Business Profiles receive **42% more requests** for directions on Google Maps

35% more clicks through to their websites for businesses with photos



[More Tips Here](#)



How To Add Photos & Videos

1. Go to your Business Profile.
2. Select Photos and then Add photos and then Select images and photos.
3. Select the photo or video you want to upload.
4. You can choose multiple photos or videos.
5. Select Open.

[Watch our video tutorial](#)

Manage & Respond To Reviews



Reviews are essential for your business today. Positive reviews act as powerful social proof, building trust with potential customers and boosting your visibility in Google Search and Maps.

Since most consumers read reviews before making a decision, good reviews can be the deciding factor that leads a customer to choose your business.

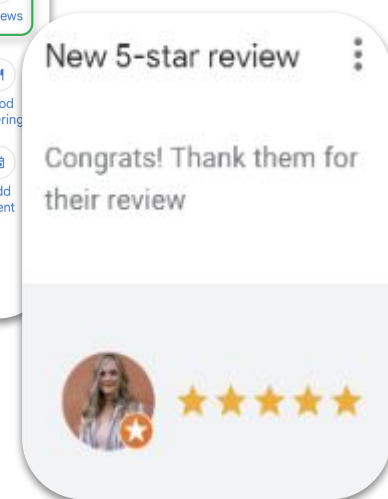
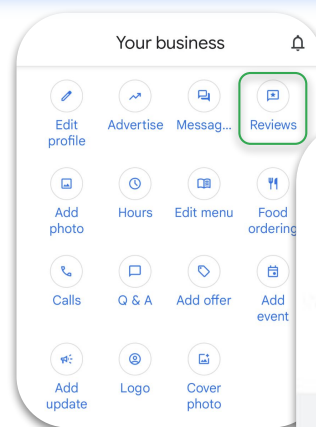
Responding to these reviews, both positive and negative, is equally important as it shows you value customer feedback and builds stronger loyalty.

91% of consumers use reviews to evaluate local businesses

65% of consumers say they are more likely to choose a business that responds to reviews

Create QR codes for reviews directly within your GBP: These easy-to-scan QR codes take customers directly to your Google Business Profile, encouraging them to leave more reviews.

Simply place these codes at your business location – on receipts, menus, or even your storefront window – and encourage customers to scan.



How To Respond to Reviews

1. Find your Business Profile on Google and navigate to the Reviews tab.
2. Locate the review you want to respond to and click Reply next to it.
3. Write your response in the text box.
4. Click Reply to publish your response.

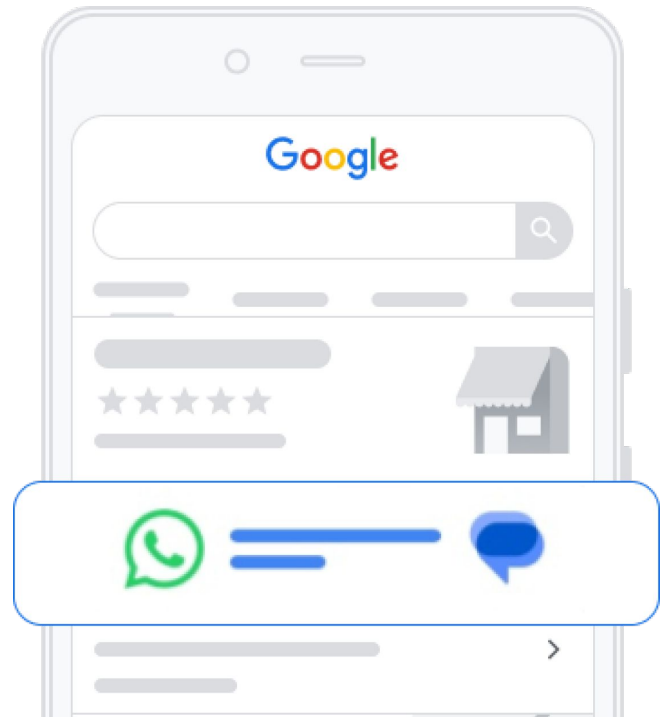
[Watch our video tutorial](#)

Add Chat Whatsapp & Text Message



Many customers value the convenience and speed of messaging when reaching out to a business. With Google's chat feature, you can provide a seamless, direct way for customers to connect with you via **WhatsApp or Text Message** right from your Business Profile.

Whether they're asking questions, booking appointments, or seeking support, this feature makes it easier than ever to stay responsive and engaged with your audience.



60% said WhatsApp is their preferred chat platform to interact with a store

67% of people prefer communicating by messaging a business to a call or email

How to Add Messaging Numbers

1. Go to your Business Profile.
2. Click Edit profile and then Contact.
3. In the "Chat" section, click the Down arrow.
4. In the drop down that opens, select either Text message or WhatsApp.
5. In the "Number" or "URL" field, add a phone number that can receive text messages or your WhatsApp click to chat URL.
6. Click Save.

[Watch our video tutorial](#)

Add Social Links



Linking your social media accounts to your Google Business Profile enhances your online presence by making it more comprehensive and engaging. This integration allows you to directly display events and deals, and boosts follower growth by featuring links to your social platforms directly on Google.

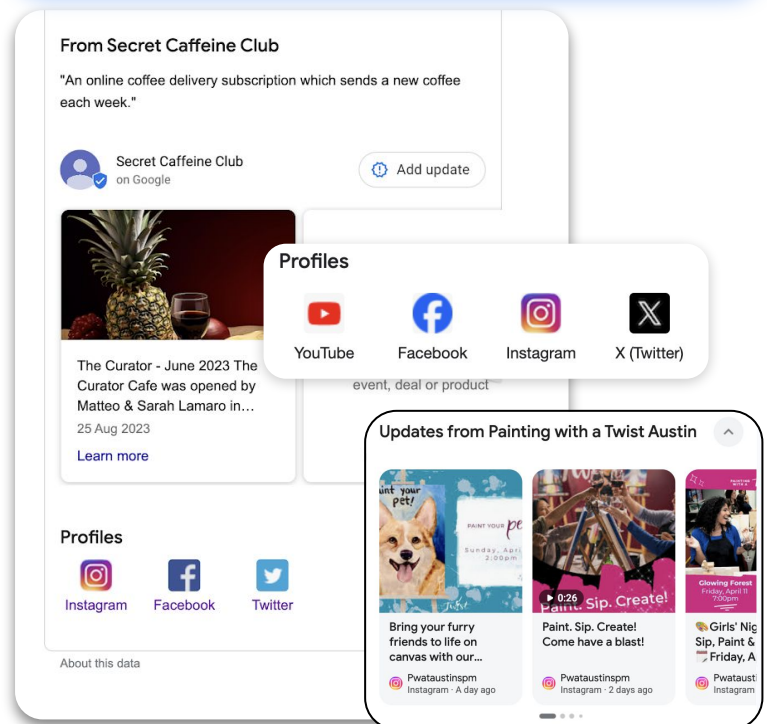


Case Study: The Power of Social

By adding social media links to their GBP with **Soci**, Painting with a Twist saw

- Increased Visibility: **+9% increase in GBP Impressions**
- Higher Engagement: **+10% increase in web clicks and phone calls**
- Cross Platform Discovery: **+14% increase Google-sourced users**

20% of customers check social media pages before visiting a business



How To Add Social Links

1. Go to your Business Profile.
2. Select Edit profile and scroll down
3. Next to "Social profiles," click on pencil icon.
4. Use the dropdown to select social platform and add your link. Prioritize adding Facebook, Instagram, X (Twitter), and YouTube links.
5. To add additional profiles, select Add social profile.
6. Click Save.

[Watch our video tutorial](#)

Create Google Posts



As people increasingly search Google for fresh, local information, it is important to share timely updates, events and offers to help your business stand out to potential customers on Google Search and Maps. Consider Google Posts as part of your social media strategy, as unlike static business information, posts create a dynamic and engaging presence.

50% of customers look for promotions or discounts when searching for a business online

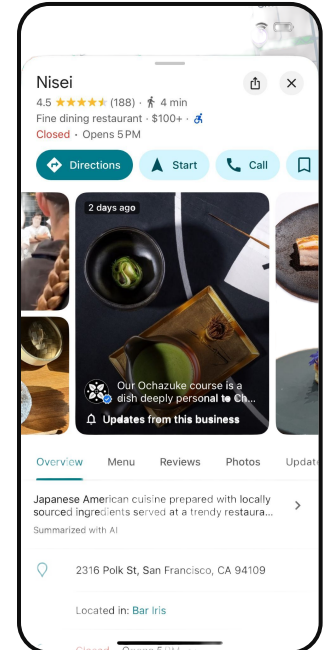
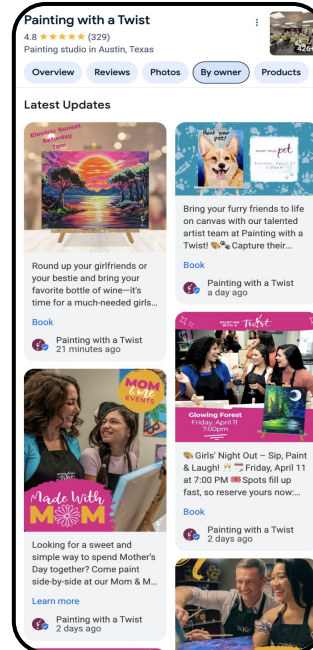
Searches for “unique things to do near me” have grown globally by over 100% YoY

Crate&Barrel

Case Study: The Power of Google Posts

By adding Google Posts to their GBP with **Uberall**, Crate & Barrel saw:

- Increased Visibility: **+31% Google Map Views** and **+6% Google Search Views**
- Higher Engagement: **Increased foot traffic** into stores and **conversions** based on Google Post promotions



🔔 Best Practices

- Include keywords (i.e. Mother's Day, Happy Hour)
- Include a great visual, description, and date
- Post at least once a week
- Use 3 different Google Post types: **Updates, Events & Offers**

How To Create Google Posts

1. Go to your Business Profile.
2. Select Add Post.
3. Select the post type: Update, Offer, Event
4. Select the elements you want to add to your post.
5. Add info for your post and publish.

[Watch our video tutorial](#)

Additional Tips For Food & Drink Businesses



1

Update and Manage Your Menu

Ensuring your structured menus, menu photos, and menu links are all up-to-date is key to enhancing customer discovery, consideration, and ultimately, action.

2

Enrich Your Structured Menu

Rich structured menus with photos and descriptions convert browsers into diners, and setting a preferred menu provider ensures your information is accurate.

3

Google Posts for Restaurants

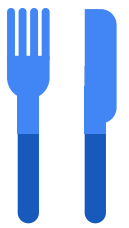
Restaurants can use Google Posts to share events, offers, and menu specials directly on their Google Business Profile, attracting and engaging potential diners.

4

Accept Online Orders & Reservations

Attract and convert more customers on Google by offering seamless online reservations and food ordering capabilities right within your Business Profile

Update & Manage Your Menu



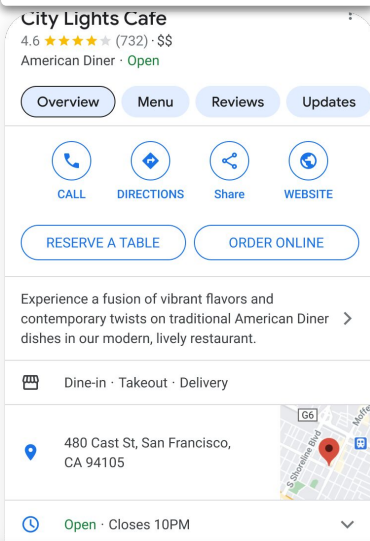
For restaurants, accurate and current menu information is crucial for attracting diners. Ensuring your structured menus, menu photos, and menu links are all up-to-date is key to enhancing customer discovery, consideration, and ultimately, action. The more detail your menu has, the more opportunities there are for it to surface in different Google Search and Maps experiences.

84% of users look up the menu online before deciding on a new restaurant

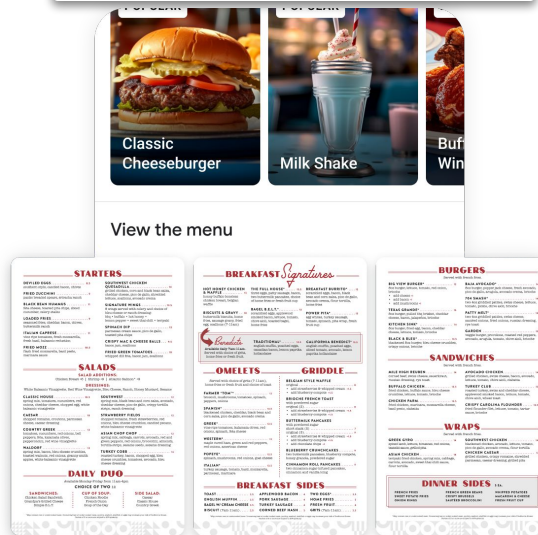
43% of final restaurant decisions are made after looking at the menu

40% of people already have a dish in mind when they search for food

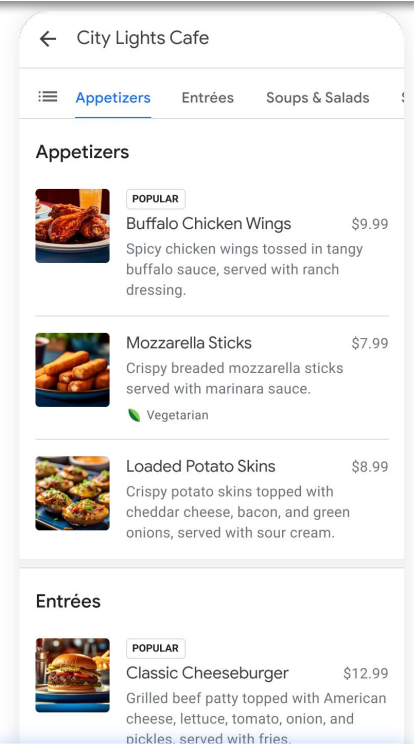
Menu Links



Menu Photos or PDF



Structured Menu



Add Menu Link

1. Go to your Business Profile.
2. Select Edit profile, Business information, Contact, Menu link.

Add Menu Photo or PDF

1. Go to your Business Profile.
2. Select Edit menu.
3. At the top, select Photos of menu.

Add Structured Menu

This can be done through a variety of ways:

- A. Add menu items through the [GBP Menu Editor](#) ([Video Tutorial](#))
- B. Create a structured menu with [AI](#) ([Video Tutorial](#))
- C. Set a [preferred menu provider](#) from available menu sources

Enrich Your Structured Menu



For restaurants, menus are the top factor diners use to decide where to eat. Providing a comprehensive & visually rich structured menu is vital to driving customer discovery, consideration & action.

A user is **32% more likely** to click on a menu item with a photo

82% of people buy a dish just because of how it looks in a picture



What makes a great Menu?

Comprehensiveness

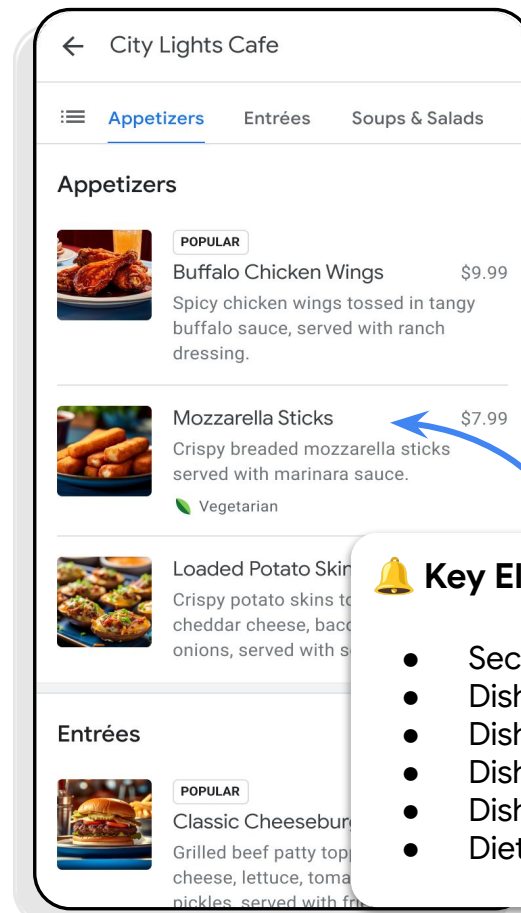
Menus should have a complete view of items, lunch/dinner/brunch, all sides, drinks, specials, and so on.

Richness

Prices, descriptions, photos, and dietary information all key foundational elements in driving decision making.

Freshness

Menus are up-to-date, representing latest offerings, seasonal items or specials.



Key Elements

- Section names
- Dish names
- Dish descriptions
- Dish prices
- Dish photos
- Dietary Attributes

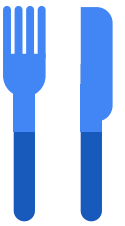
Case Study: The Power of Menus



By adding dish images and attributes to their menu with **Yext**, Condado Tacos saw:

- **+10% MoM** increase in menu interactions
- **+15% YoY** increase in organic Search impressions for “Mexican Restaurants”
- **+134% YoY** increase in organic Search impressions for “Vegetarian & Vegan Menu Options”

Google Posts For Restaurants



Connect with existing and potential customers through your Business Profile on Google Search and Maps through posts. You can create and share announcements, offers, new or popular items in stock, or event details directly with your customers.

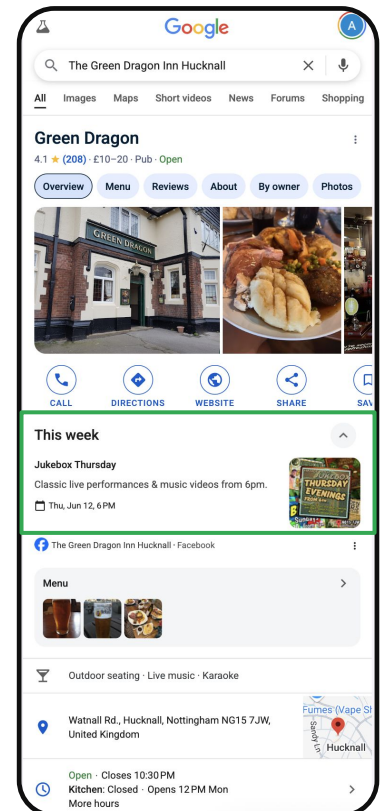
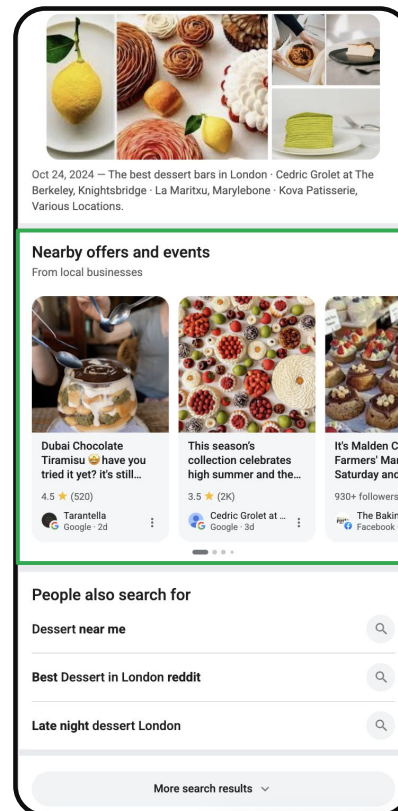
62% of diners say they're motivated to visit a restaurant with a limited time offering

48% of diners said a special offer would motivate them to revisit

50% of diners look for promotions or discounts when searching for a business online

As people increasingly search Google for fresh, local information, we've launched a new feature that gives restaurants a prime opportunity to **highlight deals, events, and specials prominently on your Google Business Profile.**

Drive immediate engagement by sharing timely updates like "Happy Hour Specials" or "Trivia Night" through Google Posts. You can even connect your social media profiles to your GBP for automatic updates.



How to use Google Posts for Restaurants

1. Go to your Business Profile.
2. Select add update and select the post type:
3. Select the elements you want to add to your post.
4. Add info for your post.

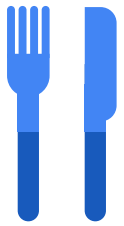
[Watch our video tutorial](#)

This feature is currently available for single-location food and drink businesses in the US, UK, AU, CA, and NZ. Stay tuned for updates!

Google

Sources : 2025 Touchbistro Diner Trends Report, 2025 Uberall The Lowdown on Local Search, Google Internal Data

Accept Online Orders & Reservations

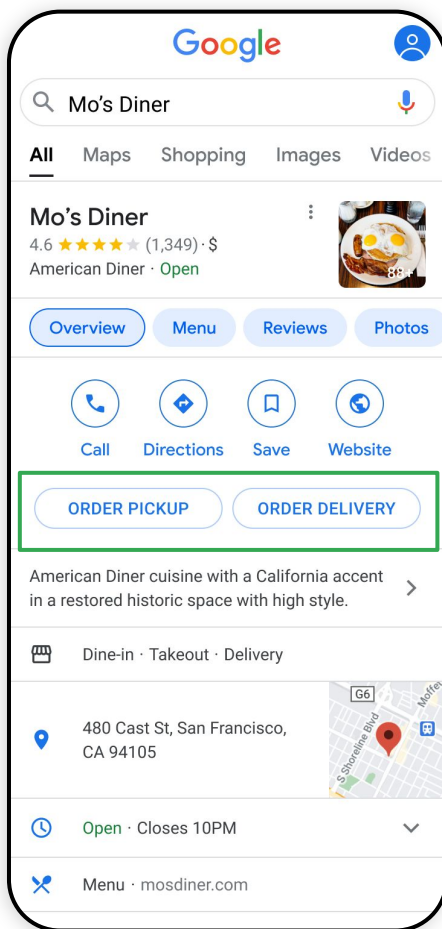


Drive more bookings and food orders by making it easy for customers to transact with you, whether reserving a table or ordering takeout, directly from your Google Business Profile.

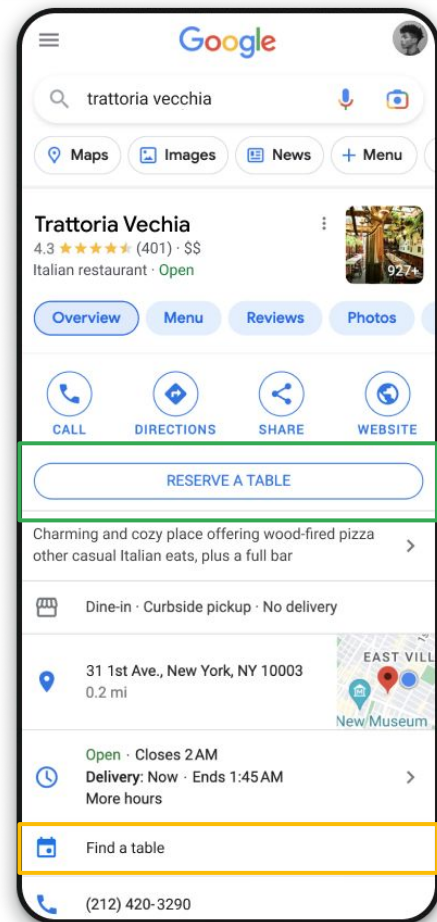
80%

of US consumers expect to be able to book a table or place an order from a restaurant online

Online Ordering



Reservations



Manage your Online Orders

1. [Accept online food orders](#)
2. [Set a preferred ordering provider](#)
3. [Remove an ordering provider](#)
4. [Add your own ordering link](#)

[Watch our video tutorial](#)

Manage your Reservations

1. [Set up bookings through a 3P provider](#)
2. [Add your own booking link](#)
(Note: Booking links will display as an **"Action link"** vs. an **"Action button"**)

[Watch our video tutorial](#)

Additional Tips For Hotels



1

Manage your hotel's amenities

Managing your hotel's amenities, like check-in/out times, on Google Business Profile is vital for attracting guests and boosting visibility.

2

Free Booking Links

Free Booking Links allow hotels to display their direct booking rates and availability on Google Search and Maps at no cost, driving commission-free direct bookings from interested travelers.

3

Travel Ads For Google

Performance Max for travel goals makes it easier to reach hotel guests and drive more direct bookings across Google's full range of advertising channels

Manage Your Hotel Amenities



Google provides a summary of your hotel's amenities that customers can view from Search and Maps. Hotel highlights give potential customers a quick glance at some of your hotel's amenities.

Hotel highlights take the form of bright and colorful icons that appear next to your amenities in the Placesheet. Highlights can include information such as “Pet Friendly,” “Free Wi-Fi,” and “Free Parking.”

United Kingdom → Cambridge CHF 181 • Oct 28-29

Sponsored highlights

Overview: Restaurant, Pet-friendly, Great breakfast, Near public transit

Prices: Great location, Modern vibe, Great service

Location: Air-conditioned

Address: 2 Station Square, Cambridge CB1 2GA, United Kingdom [Directions](#)

Contact: +44 1223 320960 [Website](#)

Check-in time: 2:00 pm

Check-out time: 12:00 pm

Amenities:

- Free Wi-Fi
- Bar
- Wheelchair accessible
- No free breakfast
- No hot tub
- No spa
- Air conditioning
- Restaurant
- Kid-friendly
- No parking
- No fitness center
- Pet-friendly
- Full service laundry
- Smoke-free property
- No pools
- Not all inclusive

While Google surfaces most amenities, hotels can directly edit certain attributes in their Business Profile, such as Hotel Information and check-in/check-out times.

How to Manage Your Hotel Amenities

1. Go to your Business Profile.
2. Select Edit Profile.
3. Select Hotel Details. This will open a separate tool to edit the info.
4. Search for the attribute you want to add and fill in the information.
5. Select Save.

Free Booking Links



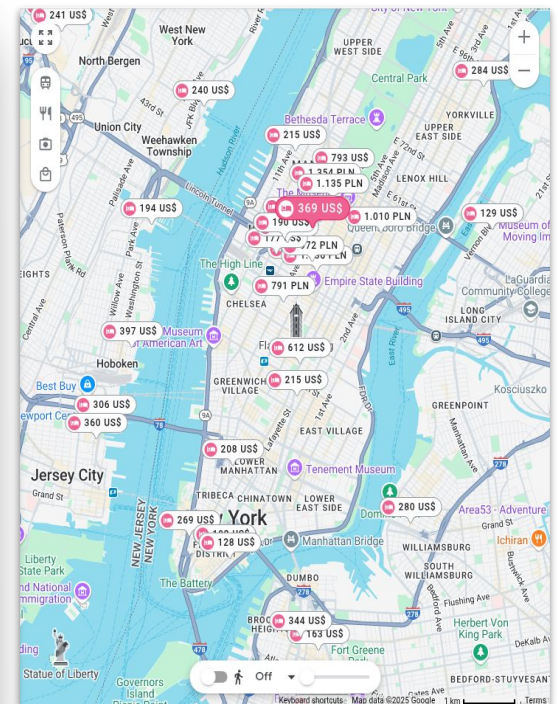
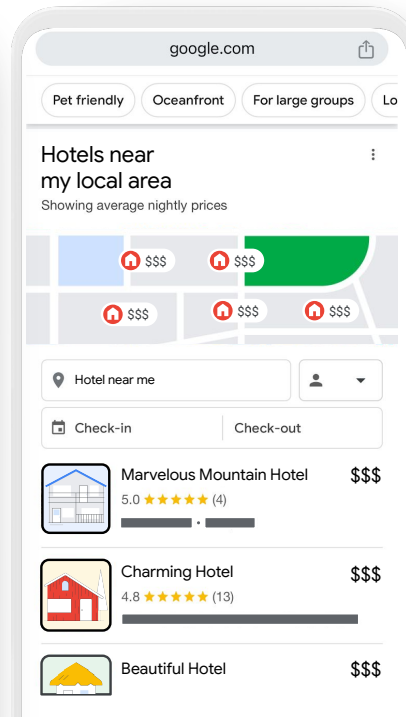
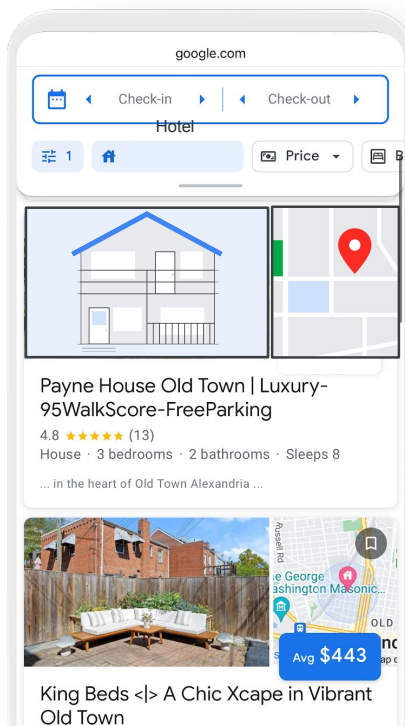
Millions of travelers around the world search for Hotels on Google.

We have made it free for any hotel, online travel agency, or aggregator to appear in our Hotels booking links, regardless of whether they advertise on Google.

Help your next guest find you and watch your direct bookings grow.

30% Incremental direct bookings via FBL for Hotels with over 100 organic clicks.

12+ Incremental bookings per month per Hotel from FBL for Hotels with over 100 organic clicks per month.

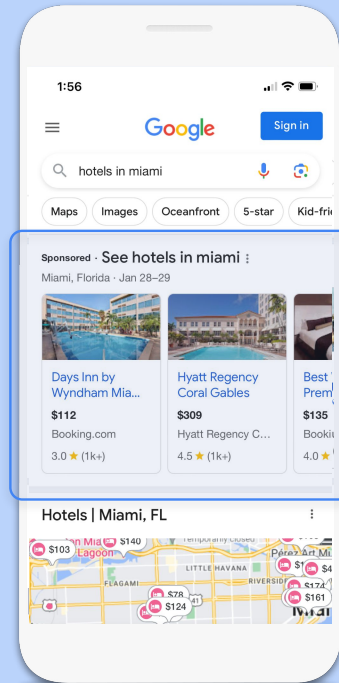
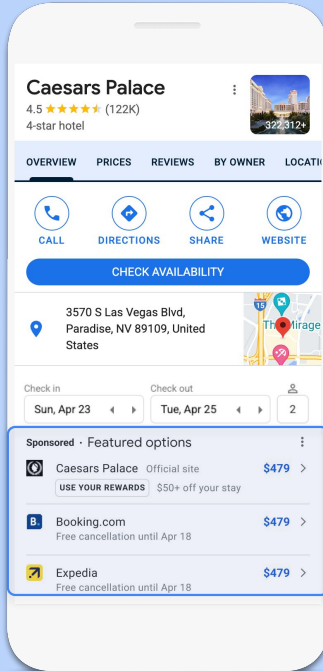


Find out if [you are eligible](#) to add and manage rates in Google Business profile. Contact [your partner to](#) enable rates.

Travel Ads For Google



Performance Max for travel goals makes it easier to reach hotel guests and drive more direct bookings across Google's full range of advertising channels and inventory including Booking Links and Travel Promotion Ads with one simple set up by delivering the right message to the right audience at the right time.



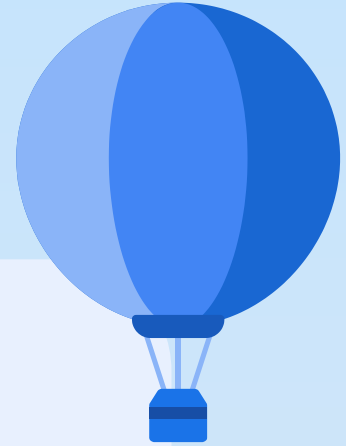
Booking Links can help deliver more bookings and direct traffic to your website by helping users discover prices and booking options.

Travel Promotion Ads can help drive clicks and more direct traffic by serving up your offerings prominently while a user is still exploring.

How to Create Pmax For Travel Goals

1. Create a hotel properties feed using hotel picker
2. In your Google Ads account, click the Tools icon .
3. Click [Business data](#).
4. On the "Data feeds" page, click the plus button , and then click Hotel properties feed from the dropdown options.
5. Select "Choose hotels from a map" to create a hotel properties feed.
6. Click Choose hotels.
7. Search for and select your hotel(s)
8. Enter a name in the "Name this data feed" field.
9. Click Save.
10. When all of your properties have been selected and the data feed is named, click Apply.
11. After applying the changes, you can go back and create a new Performance Max for travel goals campaign.
12. During Pmax creation choose "Hotels" for the What are you advertising option. Then select Data Feed that you created before.

Additional Tips For Tour Operators



1

Enable Booking with Connectivity Partners

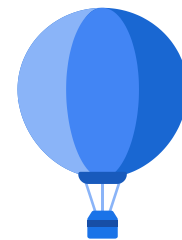
Travelers frequently use Google to research and plan activities, generating over 4 billion monthly connections. Attraction and tour operators can leverage Google's "Things to do" feature by partnering with a connectivity provider to get their offerings listed directly.

2

Get Started with Travel Ads

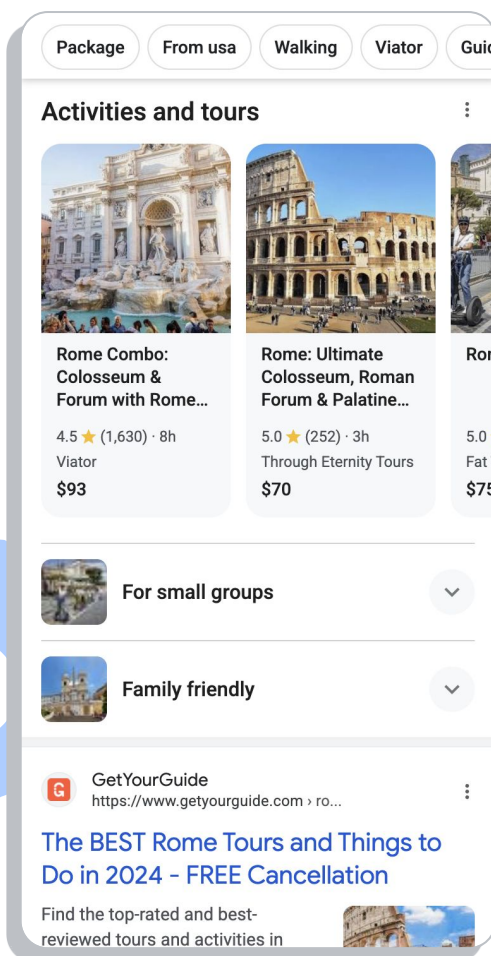
Google Things to do campaigns enable you to directly advertise your activities and attractions on Google Search, these campaigns can boost your visibility and drive direct bookings.

Enable Booking with Connectivity Partners



Travelers come to Google to search for things to do and get more information before they decide to book

On average, local results in Search drive more than 4 billion connections for businesses every month, including website clicks, phone calls, directions, and reservations



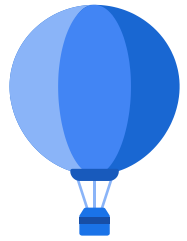
Searches for “unique things to do near me” have grown globally by over 100% YOY

How to Enable Booking

If you're an individual attraction, tour operator, activity provider, or a reservation system, you can team up with one of Google's connectivity partners. They'll help get your properties listed on Google's "Things to do" feature.

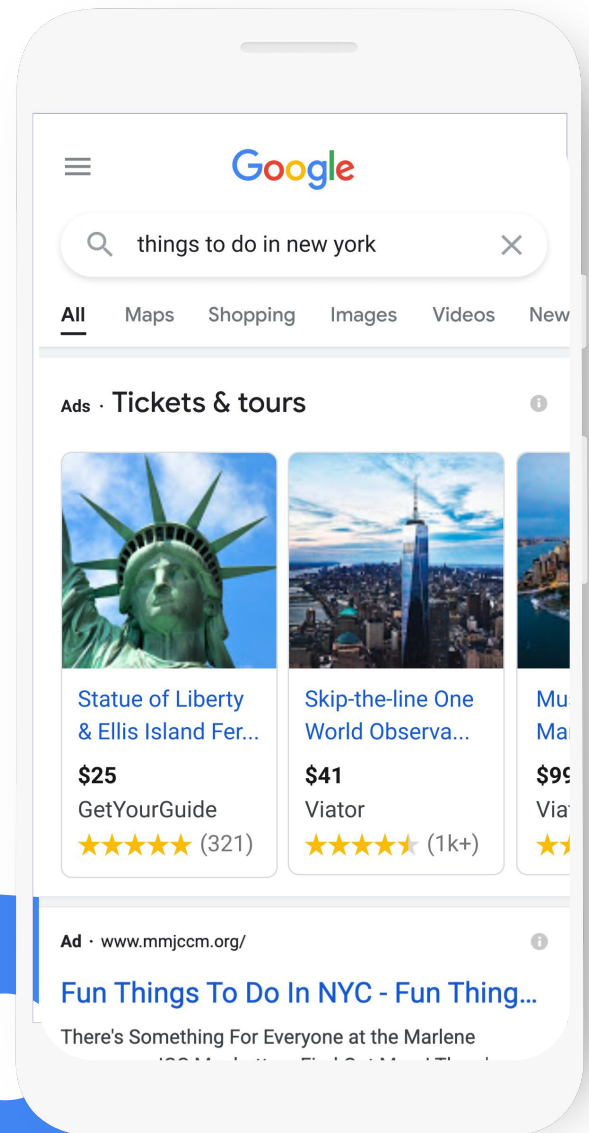
[Check The List of Connectivity Partners](#)

Get Started with Travel Ads



Google Things to do campaigns help you advertise your activities, and local attractions directly on Google Search. These ads appear when travelers look for things to do in a specific city or destination, and they send interested visitors straight to your website.

By connecting your business information and product feeds, Google automatically matches your offerings with relevant traveler searches, putting your tours, attractions, and activities in front of potential customers who are ready to explore. This means you can reach highly engaged travelers, increase your visibility, and drive direct bookings to your landing page.



How to Create Travel Campaigns

How can you tell if your business might be a good fit for Things to do?
[Check Requirements](#)

Additional Tips For Service Businesses

1

Accept Service Appointments with Booking Partners

Users come to Google to search for the right local service provider for their needs.

2

Update and Manage Your Service List

Organize your services into categories with descriptions and prices, all at no extra cost.

3

Local Service Ads

Maximize your local visibility at the top of the Google Search and Google Maps search results page

4

Accept Service Appointments with Booking Partners

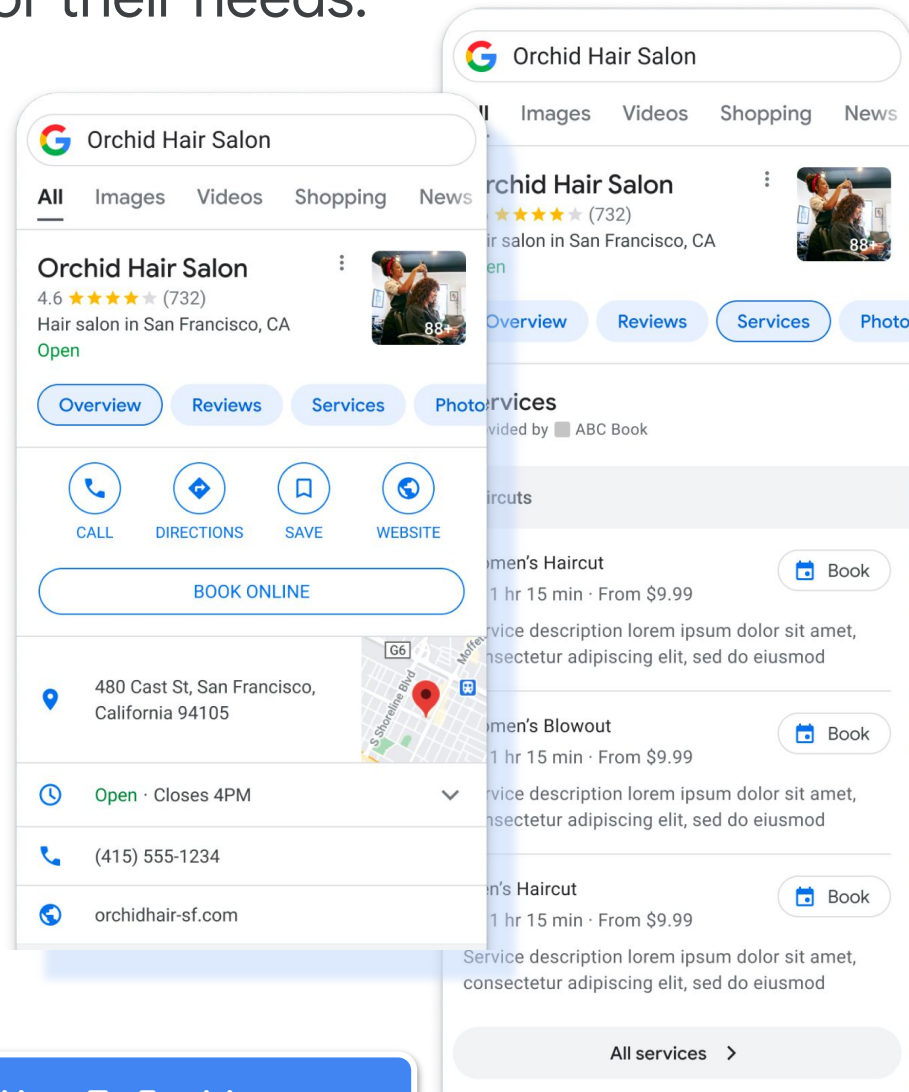


Users come to Google to search for the **right local service provider** for their needs.

As user expectations evolve, more industries are offering online bookings: 55% in **Beauty**, 40% in **Home**, 40% in **Auto**, 33% in **Professional**.

In fact **25% of consumers would avoid a beauty business** if they did not offer online bookings.

Google enables booking partners to enable a prominent **“Book Online”** button on your profile and **bookable services lists** that redirects the user to your booking page.



How To Enable Appointment Booking

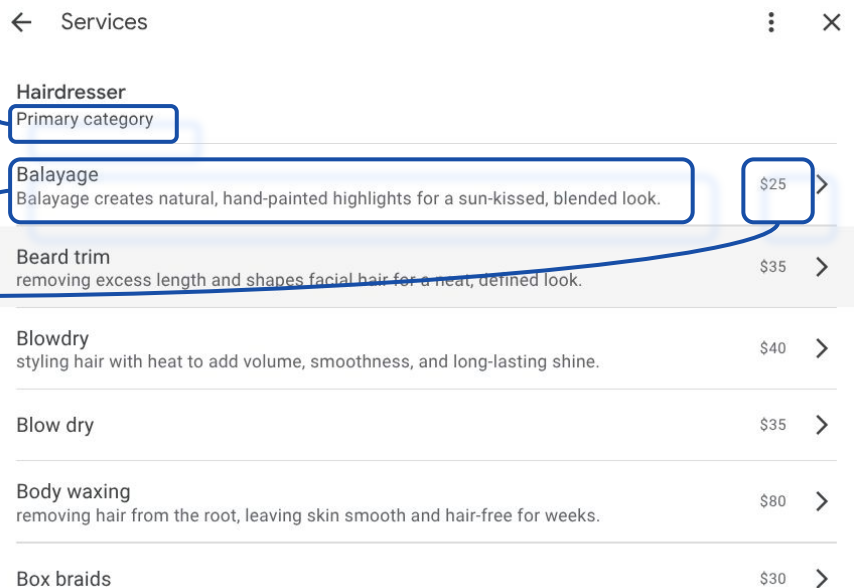
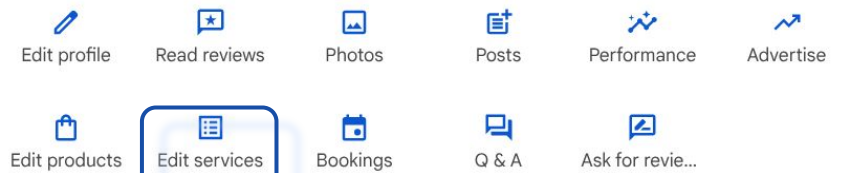
If you're a service provider that falls into one of [these eligible categories](#), please contact your booking provider and tell them to either opt you in to their existing Reserve with Google integration or have them sign-up to become a booking partner.

Update and Manage Your Service List

You can categorize your services on your Google Business Profile to highlight your different specialties. For example, a salon might offer hair, nails, and spa services. Breaking these down into **separate categories makes it easier for users to find exactly what they're looking for rather than just seeing a general "salon" listing.**

TIP: Add Categories, Descriptions and Prices of your Services

- If your business offers different types of services, you can **categorize** them in groups to keep things organized.
- You can also write **descriptions** and **prices** for each service.
- This feature is available at no charge to all businesses that offer services.



Add Service categories

1. [Go to your Business Profile.](#)
2. Select Edit services
3. Add a new business category.
4. Enter the business category
5. Select Save.

Local Service Ads



Maximize your local visibility at the top of the Google Search and Google Maps search results page

Local service ads are designed to put your business directly in front of people in your service area who are actively searching for what you offer. **You appear right at the top of Google Search, and get discovered first.**

With Local Services Ads, you **only pay for results!** You're charged exclusively for leads, like a call or message from a potential customer, so your budget goes directly toward growing your business.

77% of US consumers expect to be able to book services online



electrician near me

Sponsored · Electricians | New York

Gan Electric

5.0 ★★★★★ (242) · Electricians

5+ years in business · Serves New York

Open 24/7 · 24/7 emergency services

Book Get phone number

How Local Services Ads works?

- Tell us about your business
- Set your budget
- Complete Screening and Verification
- Go live and get discovered

At this time, Local Services Ads are available only for certain service categories.

To check if Local Services Ads are available in your area,

[Check your business eligibility.](#)

How To Start Local Service Ads

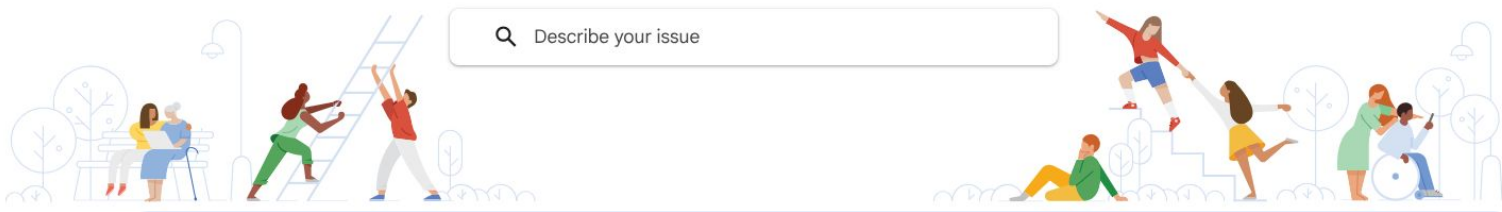
To sign up today, click [Get Started](#). For more information or help creating your account, contact our sales team at **1-833-272-1444**.

GBP Support Options



How can we help you?

🔍 Describe your issue



1. Start with the [Google Business Profile Help Center](#)

This is the fastest way to solve most issues. It's a comprehensive library of articles and guides that address the most common questions and problems

2. Chat with the AI Help Guide

This interactive experience helps Users find answers to their questions through guided support. *(Currently only available in US)*

3. Use the "Contact Us" Form

If you can't find an answer in the Help Center, you can contact Google's Support team directly.

- Describe your issue in the text box.
- Google will suggest relevant help articles first. If those don't solve your problem, you'll be presented with contact options (often email/form submission).

4. Ask the [Google Business Profile Help Community](#)

The community is an active forum where you can post your question and get help from "Product Experts" who have a deep knowledge of GBP. For complex issues, these experts can sometimes escalate your case directly to Google.

GBP Support Best Practices

1. Choose the symptom that best describes your issue. Selecting "Other" may delay our response as we internally triage your issue.
2. For issues related to Verification, use the [Google Business Profile Verification tool](#)
3. For issues related to Suspended or Disabled profiles, use the [Google Business Profile appeals tool](#)

[Help Community](#)

[Contact Us](#)



Additional Troubleshooting Links

ISSUE	RESOLUTION
Lost Access to GBP Login	File a ticket here
Google Business Profile verification	Support article here
Duplicate listing	File a ticket here
GBP suspended	Raise a reinstatement request here
My profile has been hacked	File a ticket here (Business Redressal Form)
Incorrect phone number listed on GBP	File a ticket here
Fake reviews on your GBP listing	Before you flag a review, check our content policy and criteria specific to reviews. Reporting a review will not guarantee it will be removed from your listing. You can flag a review by following these steps in your Google Business Profile