



GOOGLE BUSINESS PROFILE GUIDELINES

Maintaining control over your presence on Google is essential. Here are the basic controls for your profile.

Primary Owner: The primary owner is the first person to claim or verify a listing. The primary owner has the ability to remove other owners and cannot remove themselves from a listing until they transfer primary ownership to another user.

Owner: Listings can have multiple owners. Owners have full permission to edit the details of a business and the ability to add and remove users.

Manager: Managers have the same edit permissions as owners, but they are not able to manage users. The main difference between owners and managers is that managers are not able to grant access to new users.

Owners of Business Profiles can invite users to become owners and managers. Each person can have their own access and they don't share sign-in info. Owners and managers have different levels of access to the profile.

- Only owners can add or remove users.
- Managers can remove themselves from a profile.
- Only the primary owner can transfer primary ownership.

Invitees will have the option to accept the invitation and immediately become users. When they accept your invitation, you'll get a notification email. Users in the account can find the names and email addresses of the owners and managers.

You can find all active users and people who are invited to become users. To cancel pending invitations, click Remove in the row.

If you want to transfer ownership of your profile, you can learn how to transfer ownership of a profile.

Understand new owner & manager limitations

The new owner or manager of a Business Profile must wait for 7 days before they can manage all the features. During this 7-day period, they get an error if they:

- Delete or undelete a profile.
- Remove other owners or managers from a profile.
- Transfer primary ownership to themselves or a third user.

If the new owner or manager deletes their account within the first 7 days, they're removed from the profile. If they change their mind, they must be added again.

Tip: If an existing owner or manager tries to transfer primary ownership of the profile to a new owner or manager still in their first 7 days, they get an error.

Remove owners & managers

1. Go to your Business Profile. Learn how to find your profile.
2. Click Menu and then Business Profile settings and then Managers.
3. Click the person you'd like to remove and then Remove manager.

If you can't click Remove, it could mean that:



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- You're trying to remove the primary owner from the profile. Transfer primary ownership to someone else, then remove the user from the profile. Learn how to transfer primary ownership.
- You're signed in as a manager. Only owners can remove other owners and managers.

If you remove a user, they'll get an email notification. They can't edit business information or take any administrative actions. But their past responses to reviews, posts, comments, and other actions will remain.

To transfer primary ownership of a Business Profile:

- Go to your Business Profile.
- Select three-dot menu >> Business Profile settings >> Managers.
- Select the person you'd like to change access.
- Select the role >> Primary owner.
- Select Save.