



GOOGLE BUSINESS PROFILE GUIDELINES

Keep your business information up to date. Make a point once a week to check there have been now suggestions added by Google or visitors to your profile.

Make sure to edit your business profile if you change your hours of operation, contact information, etc. Nothing annoys customers more than showing up within operating hours only to find you closed. If you have special hours for holidays or even as a one-off, make sure they are reflected in your Google Business Profile.

Verify your location

Verified business locations are “more likely to show in local search results across Google products, like Maps. When you add or claim your profile, you can verify it through phone, text, email, or video.

You may need to verify with more than one method and often the available methods depend on things like business category, public info, region, support hours, and volumes. Pick a type of verification if you are given a choice. The standard verification methods are:

- Phone or text – Select Phone or SMS >> Answer the call or open the text with the code >> Enter the code into your profile
- Email – Select Email >> Follow the prompts in the email
- Video recording - You will need to upload a video one continuous recording, including your Google Maps location, capture outside signs, like your street’s name, nearby businesses, or the area around your business. Business or equipment. To show that your business is at this Google Maps location, capture your operations. This can include things like stock for sale, branded equipment, marketing materials, and tools you use to serve your customers. OR Proof of management. >> Upload >> Wait for review
- Live video call – same as the video recording but as a live video call
- Postcard – Most postcards arrive at your location within 6 -14 days >> Enter Code under the verify section on your Google Business Profile

Often, Google will review verifications to maintain the integrity of all profiles which can take up to seven business days. When you’re verified, you get a notification

After verification:

- It can take a few weeks for your updated business info to show across Google.
- You can update and add to your info at any time. Learn how to edit your profile.
- You can connect with your customers through your profile. Learn about posts, reviews, and messaging.

Add real images and videos of your business

Your Google Business Profile includes a logo and cover photo. Use images consistent with those on your social profiles to make it easier for people to recognise your brand. Add images and videos to showcase your location, work environment, and team.

Post pictures of your builds, staff, office or display homes. Make sure they look professional, and aren’t low res. According to Google, businesses with photos receive more requests for directions and more clicks through to their websites.



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Choosing The Business Category As Well as Services & Attributes For Your Construction Business

Enter your business name. If it does not appear in the drop-down menu, click Add your business to Google. Then select the appropriate category for your business and click Next. Here are a few categories help you get started:

- Custom home builder
- Home builder
- Building consultant
- Building restoration service
- Construction company
- Residential Builder

Google Business Profile makes it possible to add additional products / services that are relevant to your business's categories. As of 2023, adding keywords to the services section has been found to be correlated with rankings.

Custom home builder

Exterior design services
Home addition construction
Home building
Home renovations
Interior design
Predesigned floor plans for homes
Architectural Designs
Block Work
Building Work
Concept Designs
Custom Built Homes
Custom Designed Home
Custom Home Building
Custom Luxury Home
Design And Build
Design And Construction
Design Plan
Dream Home
Floor Plans
Homes Plans
House Plans
Knockdown Rebuild
Major Renovation
Narrow Block

New Home
Renovation And Addition
Significant Renovation
Site Evaluation
Sloping Block

Home builder

Exterior design services
Home addition construction
Home building
Home renovations
Interior design
Predesigned floor plans for homes

Building consultant

Additional category
Onsite Estimates
Bespoke Home Designs
Custom Home Designs
Bespoke Home Plans
Custom Home Plans