



## 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.

You Need To Make Sure Your Primary Email THAT YOU CONTROL 100% Is The Primary Owner!! That way as staff move on ... as they often do it is a simple task to remove them.

### 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:

- 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.