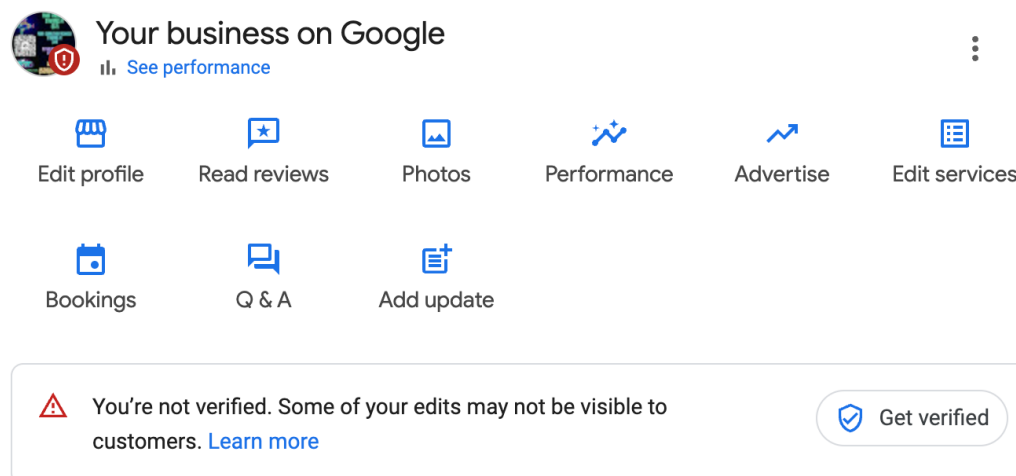


Creating a Google Business Profile is a great first step to gaining more local visibility through your Local Listing. Below are steps for creating a new profile:

1. Start by using Google Chrome as your browser. This will give you the best experience in setting up your profile. Other browsers (e.g. Bing, Safari, Mozilla, etc.) will not display all of the features you'll need to do your set up.
2. Go to business.google.com
3. Click 'Manage Now'
4. Enter Your Business Name (select 'create new business')
5. Enter your Business Category – “nonprofit organization”
6. Select “No” for business location since most clubs don't have a physical office location.
7. Enter your service areas (up to 20 locations)
8. Add a website (optional, but we highly recommend including it or your Facebook account, and phone number (****this does not have to be visible to the public but please note - this is the number Google will use to verify your business via text or voice call***). You can also have a secondary phone number.
9. Add photos to your profile
10. Note that you can add other managers to your Google Business Profile – you should have at least one or two backup people. You may want to add your Membership Chairperson, Secretary or Treasurer in addition to yourself.
11. Ask your members to write a review. There will be a link provided in your profile account.

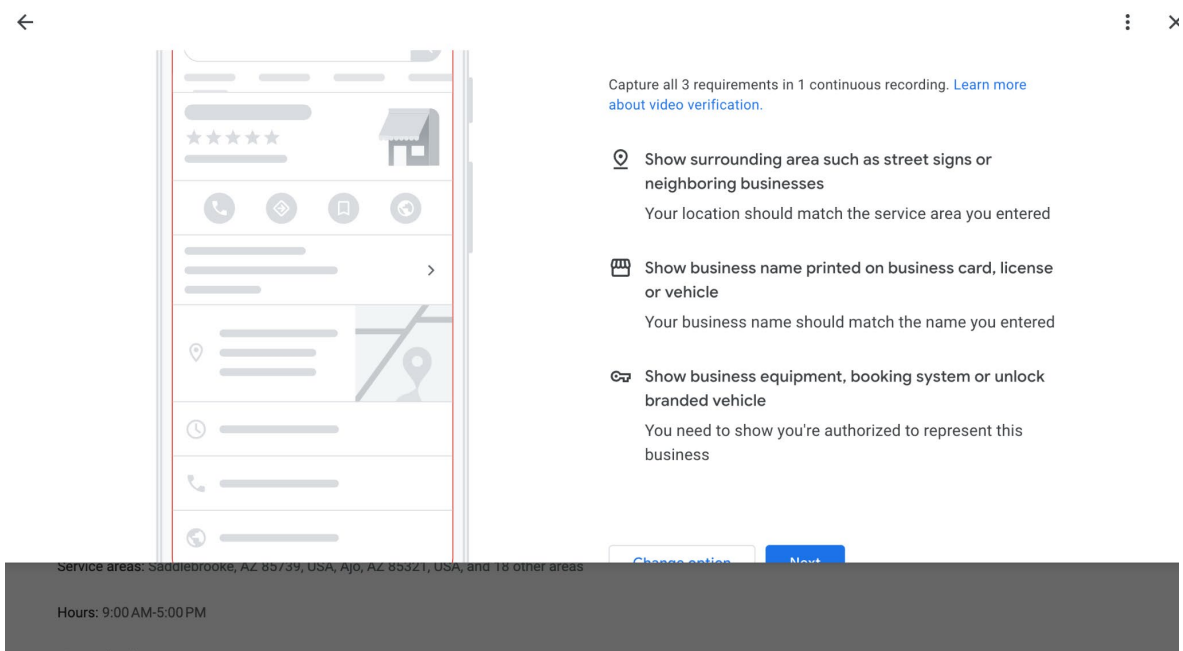
That's it! Your profile has now been created. It will not be visible to anyone until Google verifies it. When you're ready to verify your profile, go to business.google.com and select the 'Get Verified' button as shown below:



The screenshot shows the 'Your business on Google' dashboard. At the top left is a globe icon with a red 'i' and a 'See performance' link. Below this are six main action buttons: 'Edit profile', 'Read reviews', 'Photos', 'Performance', 'Advertise', and 'Edit services'. Below these are three more buttons: 'Bookings', 'Q & A', and 'Add update'. At the bottom, a white box with a red warning triangle contains the text: 'You're not verified. Some of your edits may not be visible to customers. [Learn more](#)'. To the right of this box is a 'Get verified' button with a shield icon.

There are a few different ways Google may want to verify your profile:

1. Via a voice call or text message. They will send a 6-digit code that you'll need to add to your profile. This is the preferred method of verification.
2. They will also ask for an email, but we noticed that they tend to create an email from your website url, which maybe incorrect.
3. If you have a physical address listed on the profile, they may also send a postcard with the 6-digit code.
4. If Google requires a deeper level of verification, you will be required to submit a video. This is done through the profile and they will ask for things such as the surrounding area (street signs), business collateral (business card, license or vehicle) and business equipment to show that you are authorized to represent the business.



Once your profile has been created and verified, you're ready to complete building it out and optimizing your business to get noticed!