

Set up your Business Profile

The single most important thing you can do to be visible — and it’s free. Gather the details on the left, follow the steps on the right.

Gather this first

BUSINESS NAME exactly as it should appear

CATEGORY e.g. farm shop, bakery, café — pick the closest

ADDRESS OR AREA where customers find you — or the area you deliver in

PHONE

OPENING HOURS including exceptions: holidays, season

LINK website, web shop or booking

DESCRIPTION 2–3 sentences with the words customers use: products, place, “farm shop”, “organic” ...

Step by step

- ☐ Go to google.com/business and sign in (free account).
- ☐ Create or claim your business — does it already exist? Take it over.
- ☐ Verify — with a code by post, phone or video.
- ☐ Fill in everything from the left column. Half-finished profiles get skipped.
- ☐ Upload at least 5 photos (see below).
- ☐ Create your review link (share with a QR code at the till) — ask your first five customers.

The photos — at least five

- ☐ The food or products, close up and real
- ☐ The place from outside — so people recognise it
- ☐ The place inside — the counter, the shelf, the table
- ☐ The people — you and those who do the work
- ☐ Something happening — harvest, baking, a market

Done? Turn the sheet over — page 2 keeps the profile alive, month by month.



Keep the profile alive

A quarter of an hour a month, same day every month. Tick off – a living profile is shown more often and chosen more often.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Opening hours are correct including holidays and season	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
2–3 new photos uploaded season, new products, people	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
All new reviews answered the positive ones too – personally	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Asked happy customers for a review goal: 5 new per month	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
One post or update published e.g. seasonal product, market, new hours	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Address, phone and link are correct everywhere they appear	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Checked the statistics views, direction requests, calls	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐

Tip: do it at the same time as the monthly check in your marketing plan. Put this sheet on the noticeboard – being seen is the whole point.