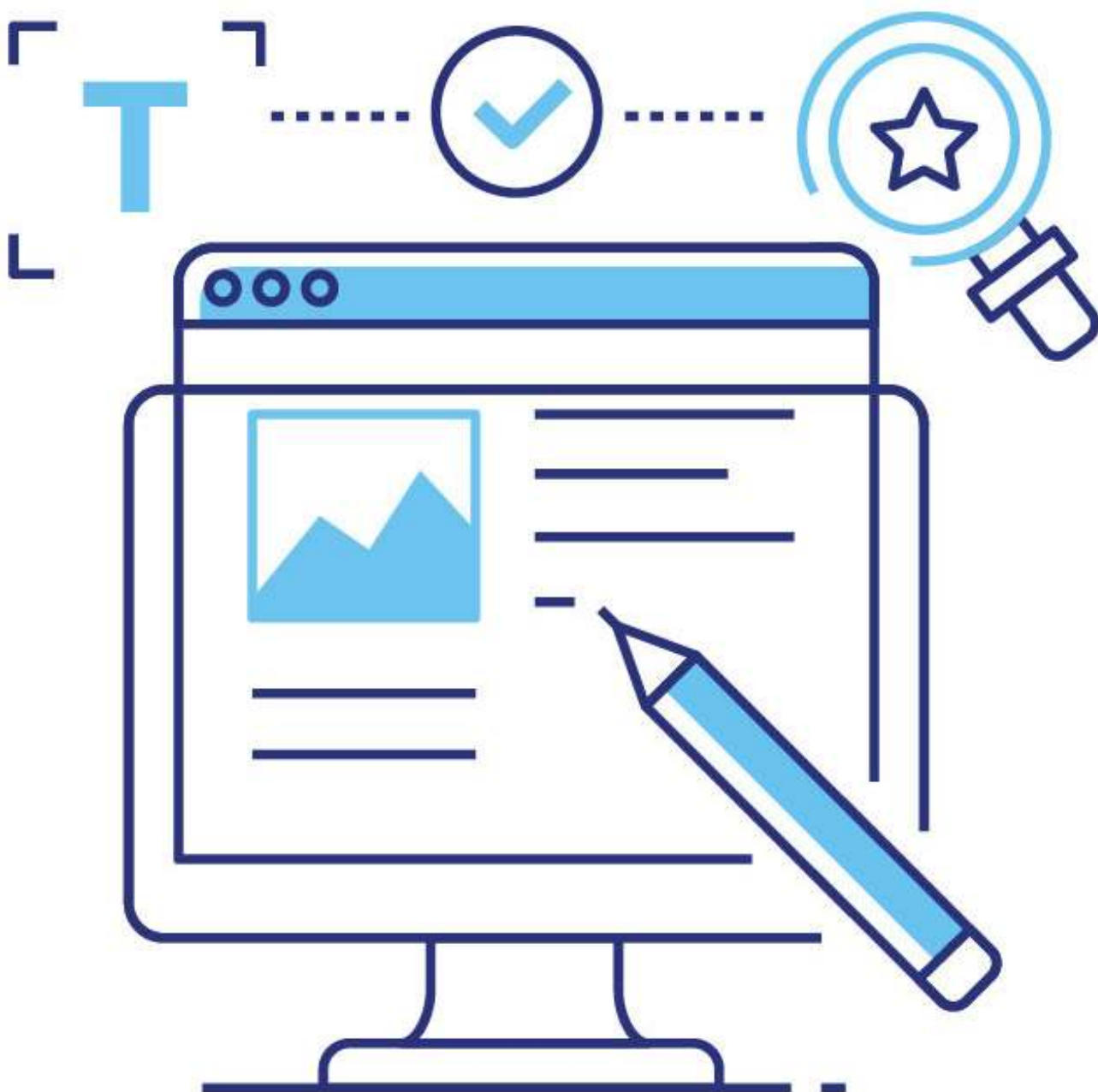


Google Business Profile Checklist



The Top 5 Reasons to Setup a Google Business Profile:

1. Over **88%** of local searches result in a phone call or visit within 24 hours. This means quality, organic leads that are ready to make a move.
2. Businesses with a Google Business Profile are **94%** more likely to be viewed as reputable, and the #1 deciding factor Sellers use when choosing an agent is that agent's reputation.
3. **84%** of Businesses found on Google happen from discovery searches. Organic marketing that doesn't cost you a dime.
4. Google Business reviews boost clicks by **380%**. Turn more leads into clients when they search for you and find you on Google with reviews to back up your success.
5. **87%** of consumers use Google to decide on a business.

"It's important to remember your competitor is only once mouse click away."

- Douglas Warner III

<https://publer.io/blog/google-my-business-statistics/>

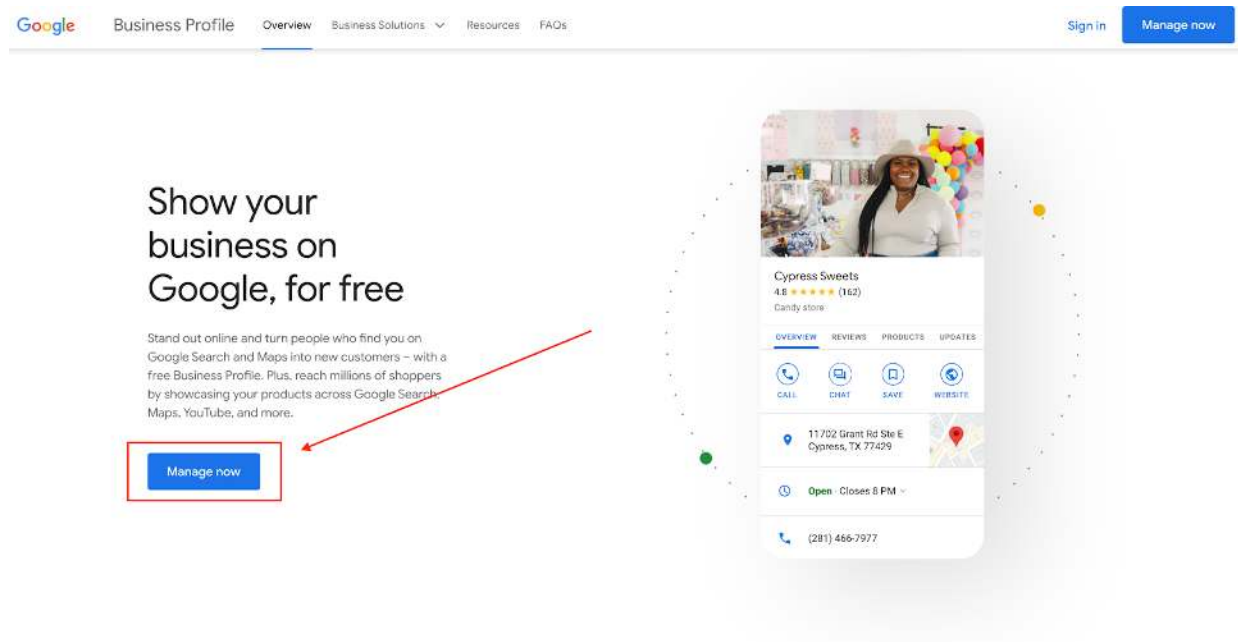
<https://zipdo.co/statistics/google-my-business/>

1. Setting Up Your Google Business Profile

The first step in creating a Google Business profile is to have a Google Account. If you don't already, sign up for a Gmail account.

Once you've signed into your Gmail account, head over to <https://www.google.com/business/> to get started!

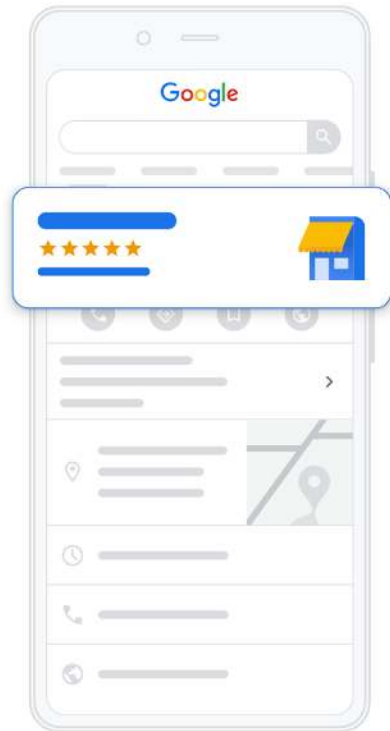
On the [google.com/business](https://www.google.com/business/) home page, click **Manage Now**



Google Business Profile Checklist - Google Docs

Enter your business name, this can just be your name plus REALTOR® EX:

Sarah Pinnell, REALTOR®



Get your business discovered on Google Search, Maps and more

Enter a few business details to get started

Business name*

Business name

Continue

Google Business Profile Checklist - Google Docs

Choose your business type. We recommend choosing **Service Business**



Choose your business type

Select all that apply to Sarah Pinnell, Real Estate Agent



Online retail

Customers can purchase products through your website



Local store

Customers can visit your business in person



Service business

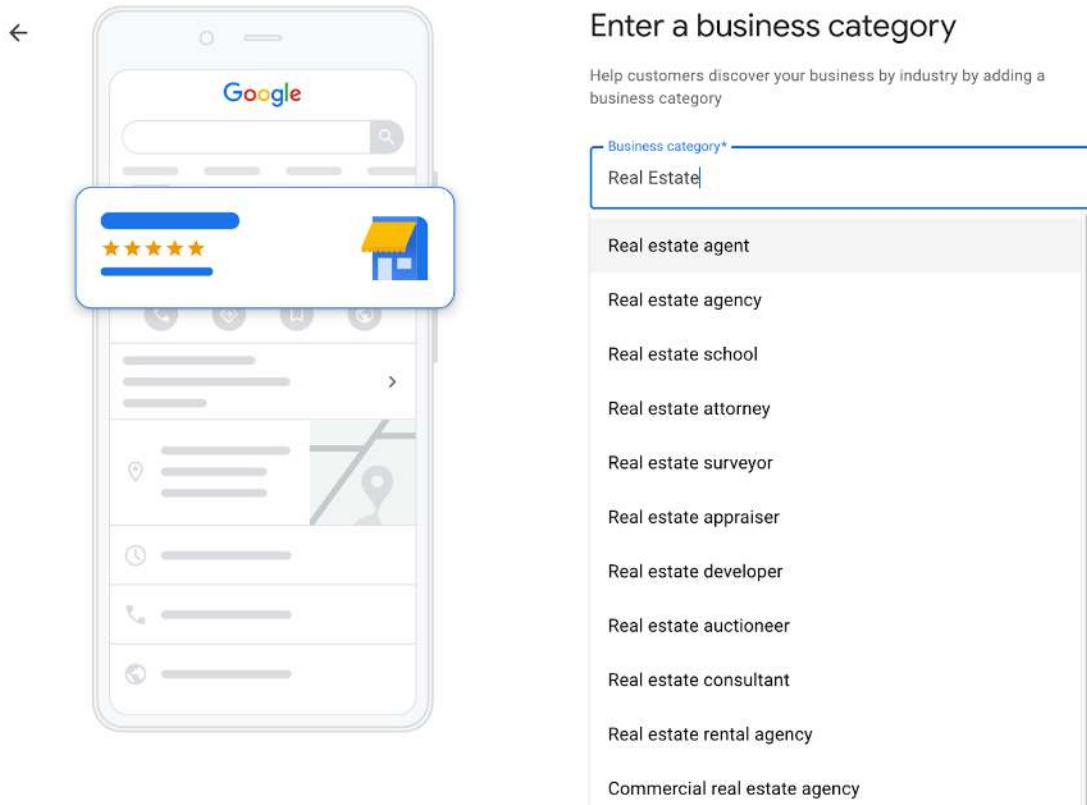
Your business makes visits to customers



Next

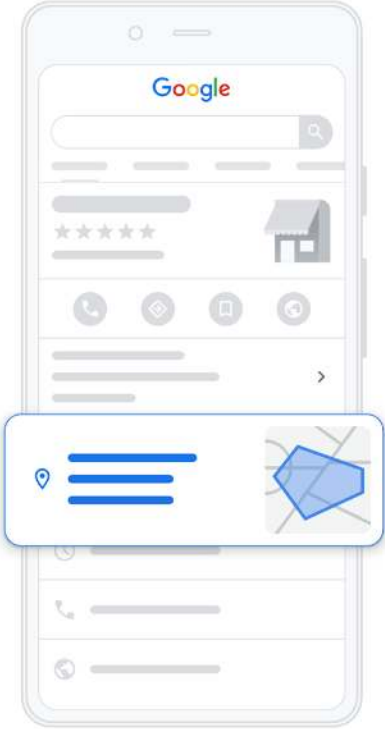
Google Business Profile Checklist - Google Docs

Enter a business category, when you start typing **Real Estate** you should see **Real Estate Agent** pop up. (There is no REALTOR® category at this time)



Google Business Profile Checklist - Google Docs

Enter the locations that you serve. Include all locations possible



Where do you serve your customers? (optional)

Add areas where your business provides deliveries or home and office visits. This will appear on your Business Profile.

Search and select areas

Manhattan, New York

You can change and add more later

Garland, TX, USA

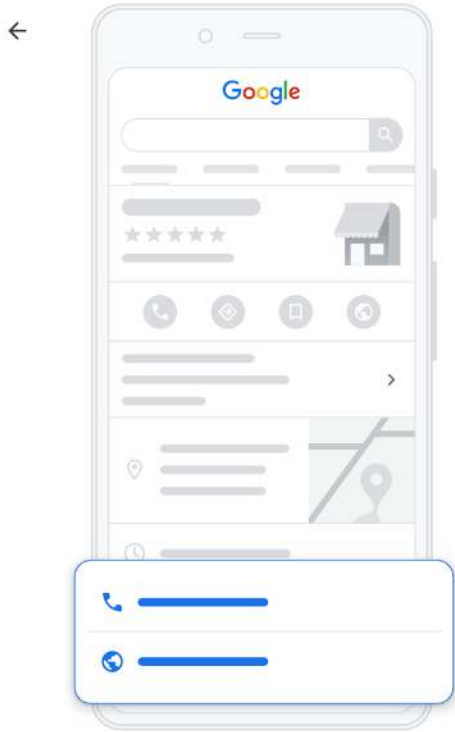
Richardson, TX, USA

Dallas-Fort Worth Metropolitan Area, TX, USA

Next

Google Business Profile Checklist - Google Docs

Enter the phone number and website you want potential clients to reach you at



What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing

 ▼

Phone number

1234567890

Website (optional)

thepaperlessagent.com

Next

Google Business Profile Checklist - Google Docs

Click **Continue** on this next step to continue setting up your Google Business profile



Put your business on the map

Start connecting with your customers across Google — all in one place



Get discovered by people in your area



Respond to reviews for your business



Manage your business details across Google



Get news and tips about how to improve your Business Profile



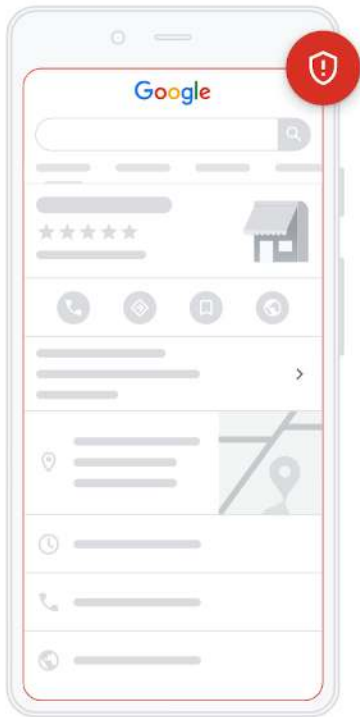
Get invitations to participate in occasional surveys and pilots

By continuing, you're agreeing to these [Terms of Service](#) and [Privacy Policy](#)

Continue

Google Business Profile Checklist - Google Docs

Enter the mailing address of your business



Verify

Please enter your mailing address to verify

The address you provide here will be hidden from the public. Post office boxes are not eligible.

Country / Region
United States

Street address

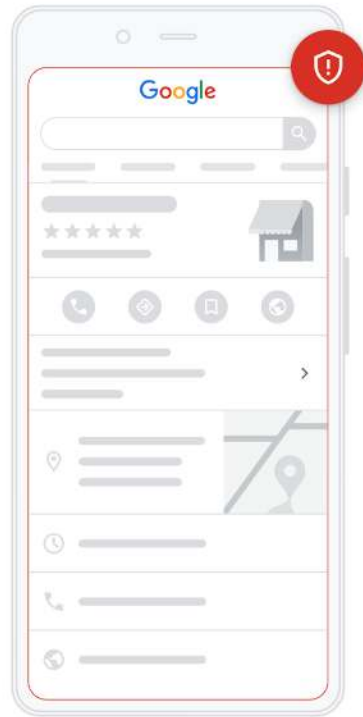
City

State ZIP code

Verify Later Next

Google Business Profile Checklist - Google Docs

Select the verification method you want to use, this step is to verify you are setting up your own business



Verify

Select a way to get verified

Google needs to verify that you manage this business.
[Learn more about verification](#)

☐ Phone code

☒ Email code

Get a code sent to an email address on
[@thepaperlessagent.com](#)

☐ Business video

Having problems?

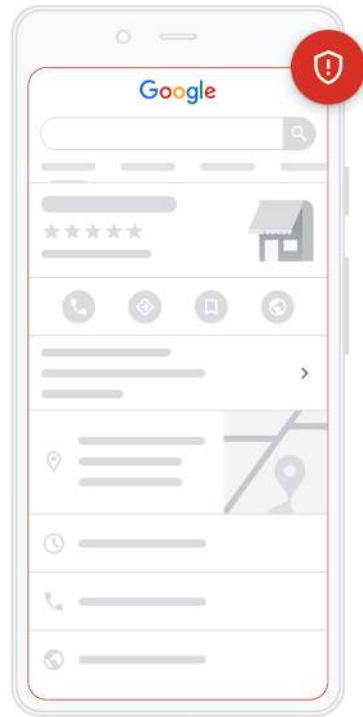
[Contact support](#)

[Verify Later](#)

[Next](#)

Google Business Profile Checklist - Google Docs

Enter the specific verification information you'll use and then you'll add the code Google sends



Verify

Get a verification code sent to your email

Enter the email address where your code will be sent

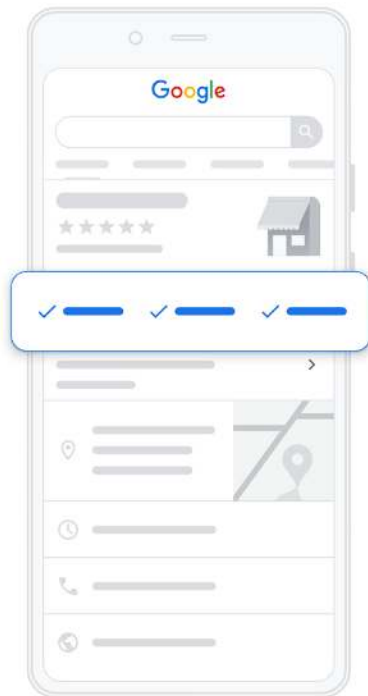
Enter email

sarah @thepaperlessagent.com

Change option Next

2. Customizing Your Google Business Profile

Start by adding the services that you offer, see examples below:



Customize profile

Add your services

Select the services your business provides and get matched with the right customers

Real estate agent

+ Appraisals

+ Beach property rentals & sales

+ Building lot sales

✓ Buying agent services

✓ Commercial property buying & sales

+ Farm sales

✓ First-time home buyer services

Show more

Don't see a service you offer? Create your own.

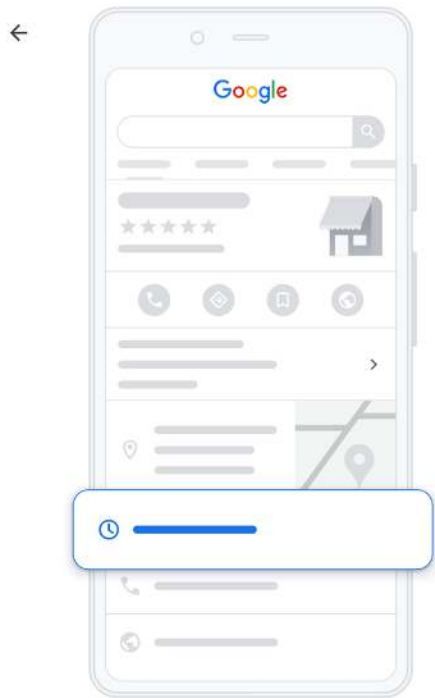
+ Add custom service

Skip

Next

Google Business Profile Checklist - Google Docs

Add your business hours, the hours you typically are available during the week:



Customize profile

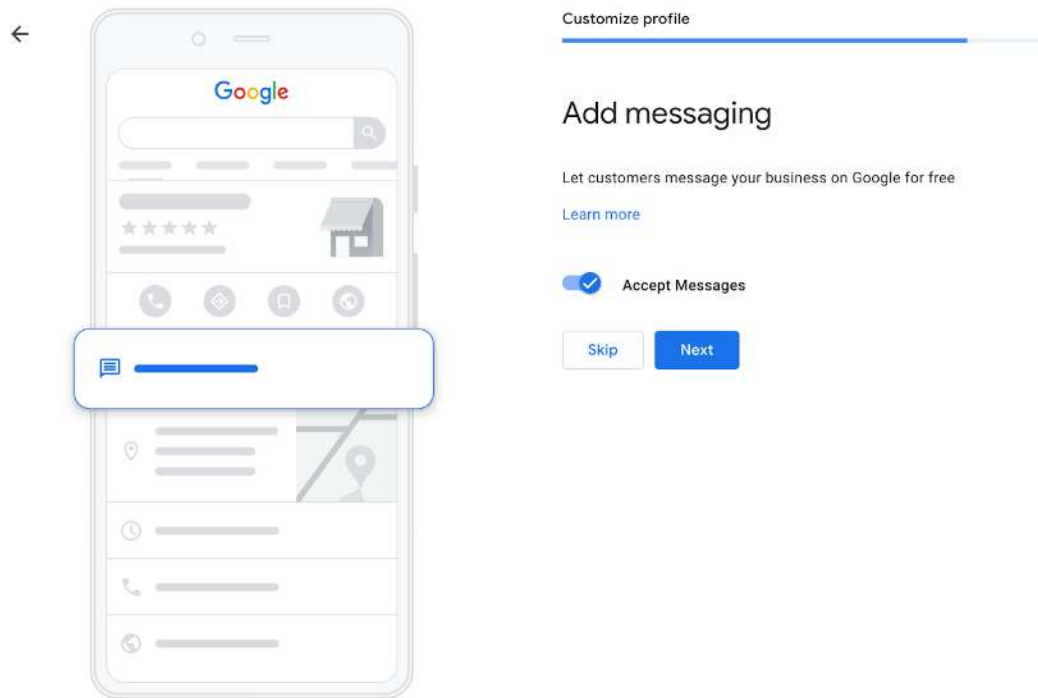
Add business hours

Let customers know when you are open for business
[Learn more](#)

Sunday	☒ Open
Opens at	— Closes at
Monday	☒ Open
Opens at	— Closes at
Tuesday	☐ Closed
Wednesday	☒ Open
Opens at	— Closes at
Thursday	☒ Open
Opens at	— Closes at
Friday	☒ Open
Opens at	— Closes at
Saturday	☒ Open
Opens at	— Closes at

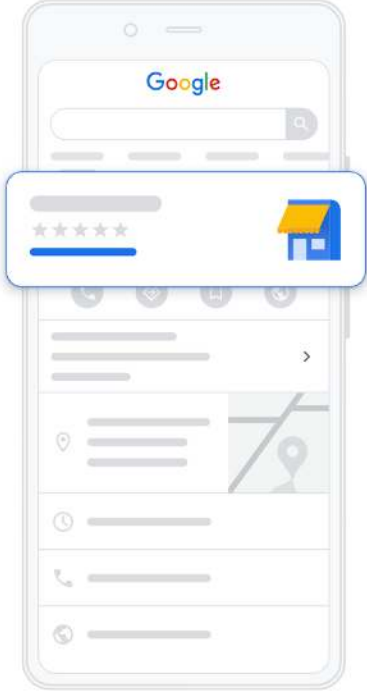
Google Business Profile Checklist - Google Docs

Turn on messaging to allow messages from people who find you on Google:



Google Business Profile Checklist - Google Docs

Add a business description, this can simply be your real estate bio:



Customize profile

Add business description

Let customers learn more about your business by adding a description to your Business Profile on Search, Maps, and other Google services.

[Learn more](#)

this is a test business profile, not actually a real estate agent :)

69 / 750

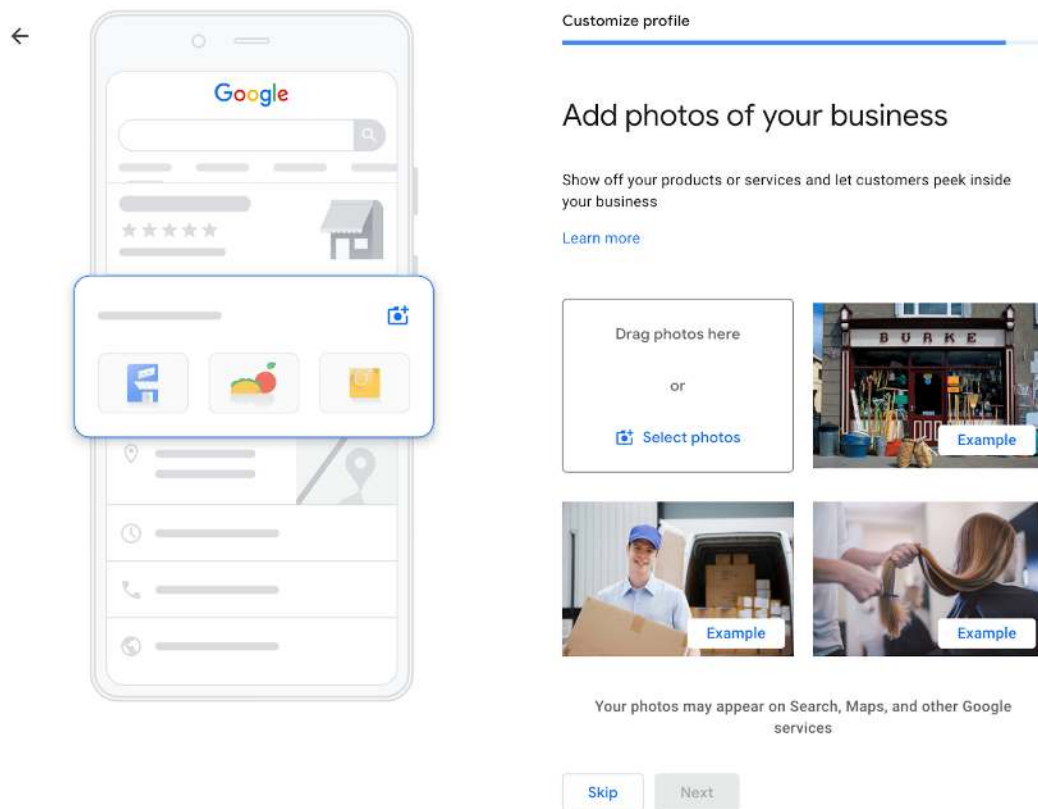
Skip

Next

Google Business Profile Checklist - Google Docs

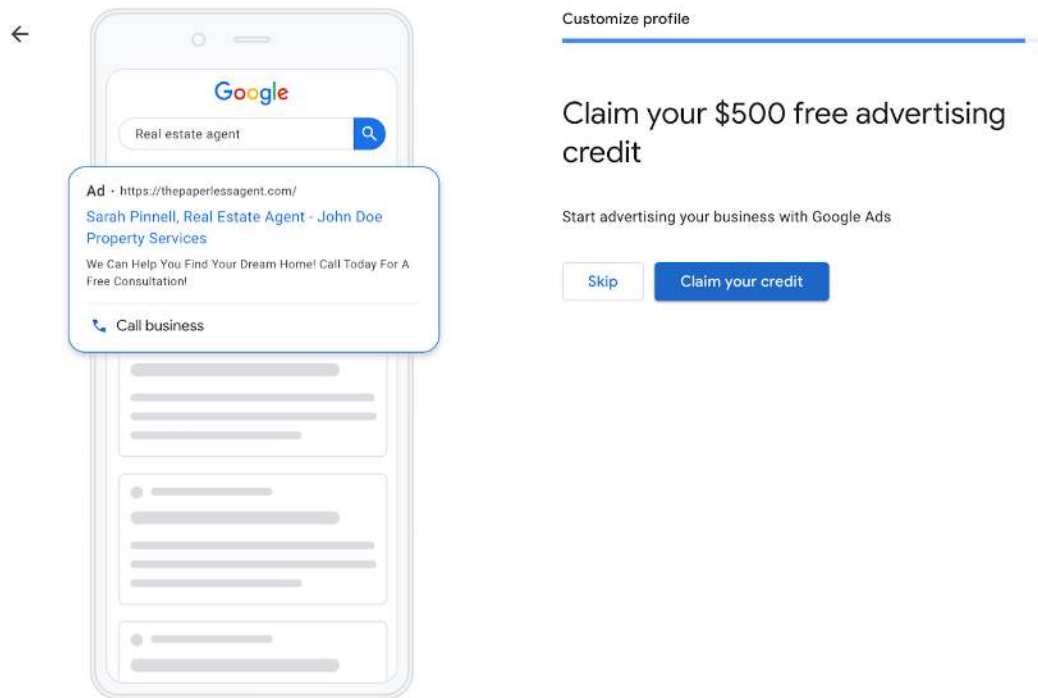
Add your logo

OPTIONAL: Add photos of your business, this can include photos of homes you've sold or the front of your business if you have a brick and mortar office location. You can skip this step and come back to it later if you don't have any photos to add



Google Business Profile Checklist - Google Docs

OPTIONAL: Google will give you a \$500 advertising credit to start advertising your business

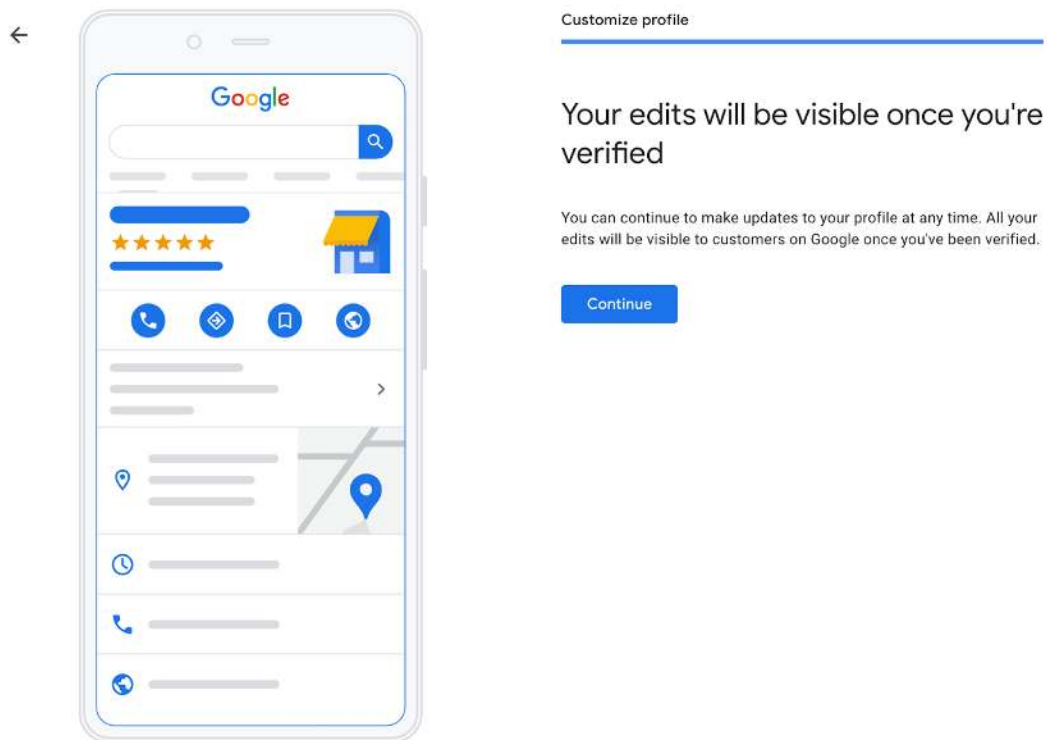


Get a detailed demo and checklist for setting up Google Ads, only in the Marketing Club. Try it now for just \$1.

1. Creating Google Ads
2. Google Ads Blueprint

Google Business Profile Checklist - Google Docs

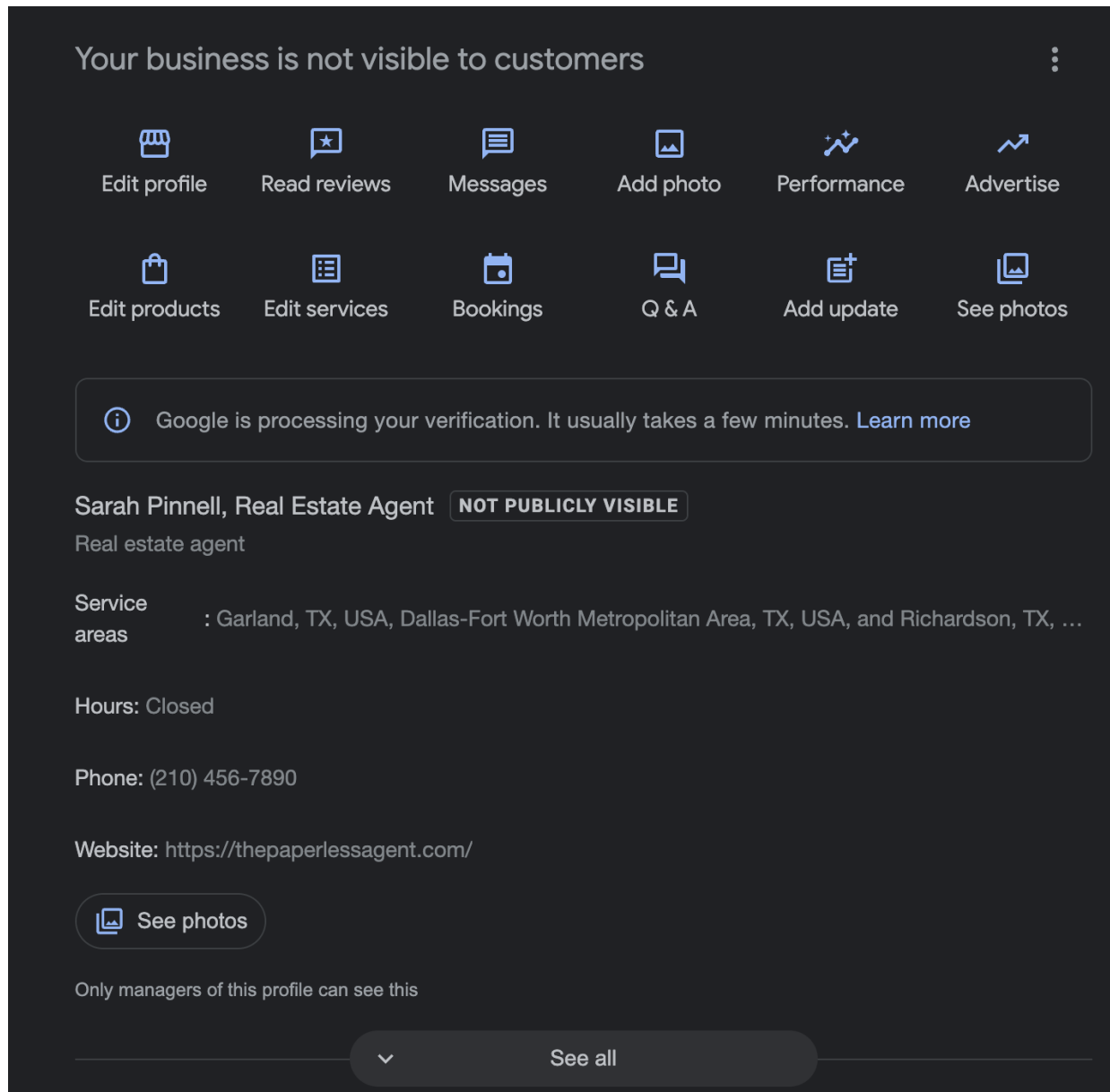
Once you've reached this screen, your Google Business profile setup is complete! Google will need to verify you're a real business, this should only take a few minutes. Once Google does verify your business your Business profile will be visible to all!



Google Business Profile Checklist - Google Docs

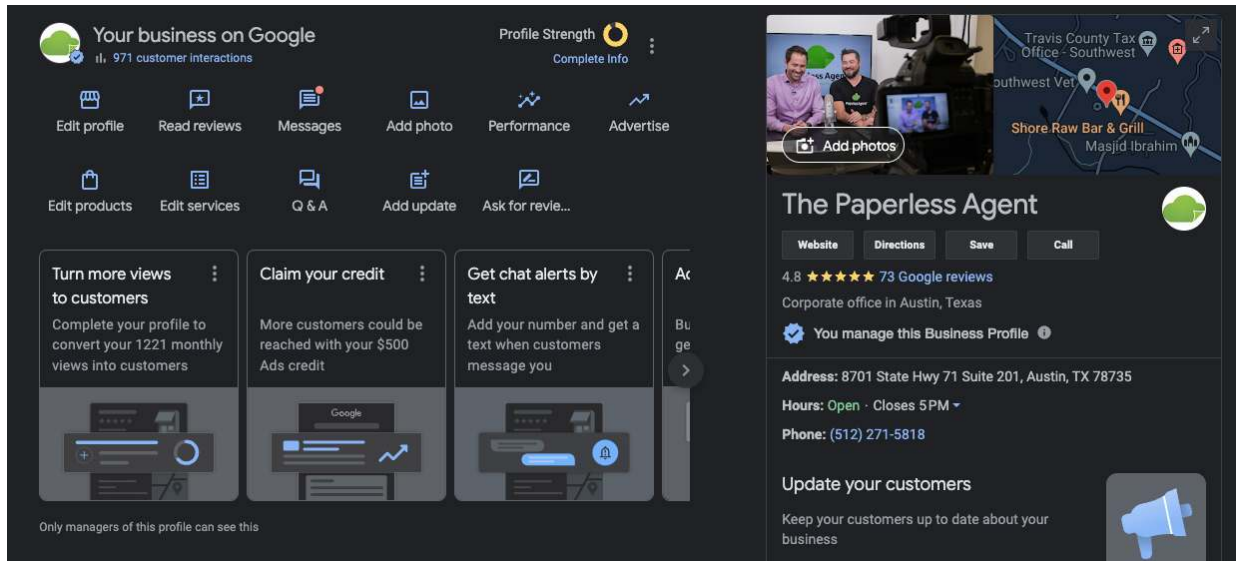
Here's an example of what your Business profile will look like before it's verified:

Note you can continue to make edits to your profile while you're waiting on verification.



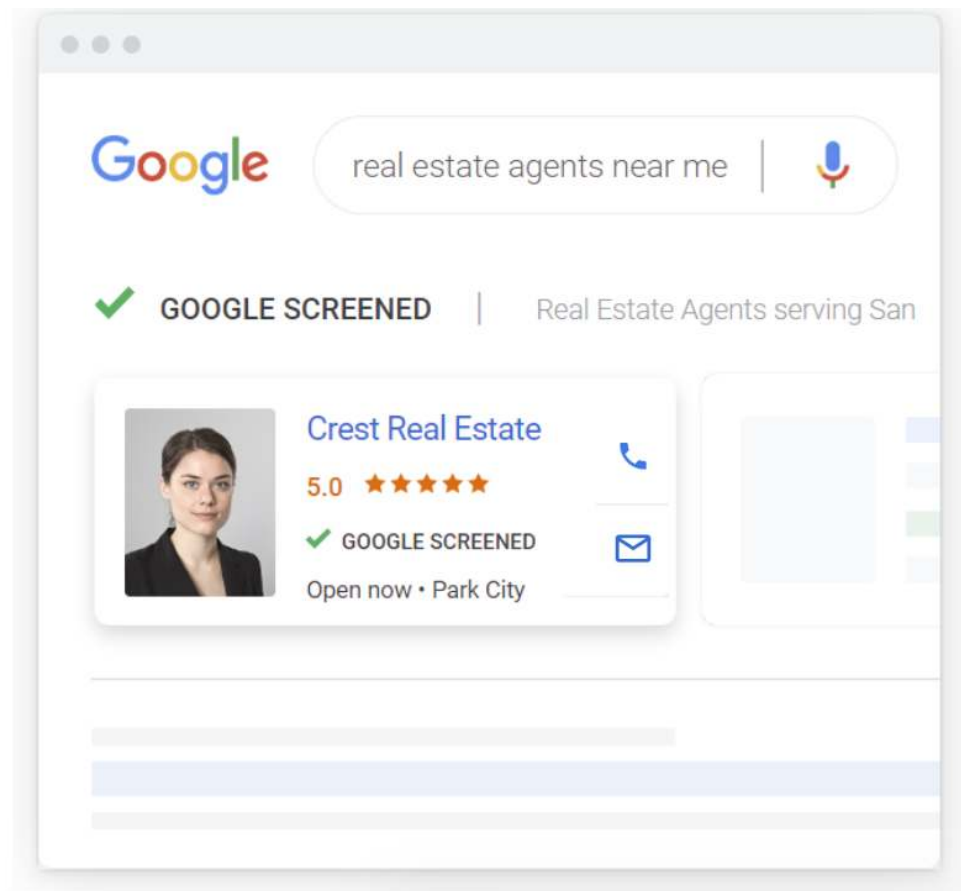
Google Business Profile Checklist - Google Docs

Here's an example of what you'll see after your profile has been verified and is live on Google:



Next Steps - Become a Google Verified Agent

Once you've successfully set up and had your Google Business profile verified, it's time to get to work on becoming a **Verified Agent**.



Becoming a Google Verified Agent helps service providers build trusted reputations online!

Before you can apply to become a Verified Agent you'll need 2 things...

1. Verified Google Business Profile
2. Minimum of 5 Business Reviews

Get the 5-Star Online Review Generation System and the Online Review Templates Pack for FREE when you try out the Marketing Club for just \$1. [Try it now!](#)

After you've gathered your 5 online reviews and had your Google Business profile verified, follow the following steps to become a Verified Agent and take advantage of **Local Service Ads**.

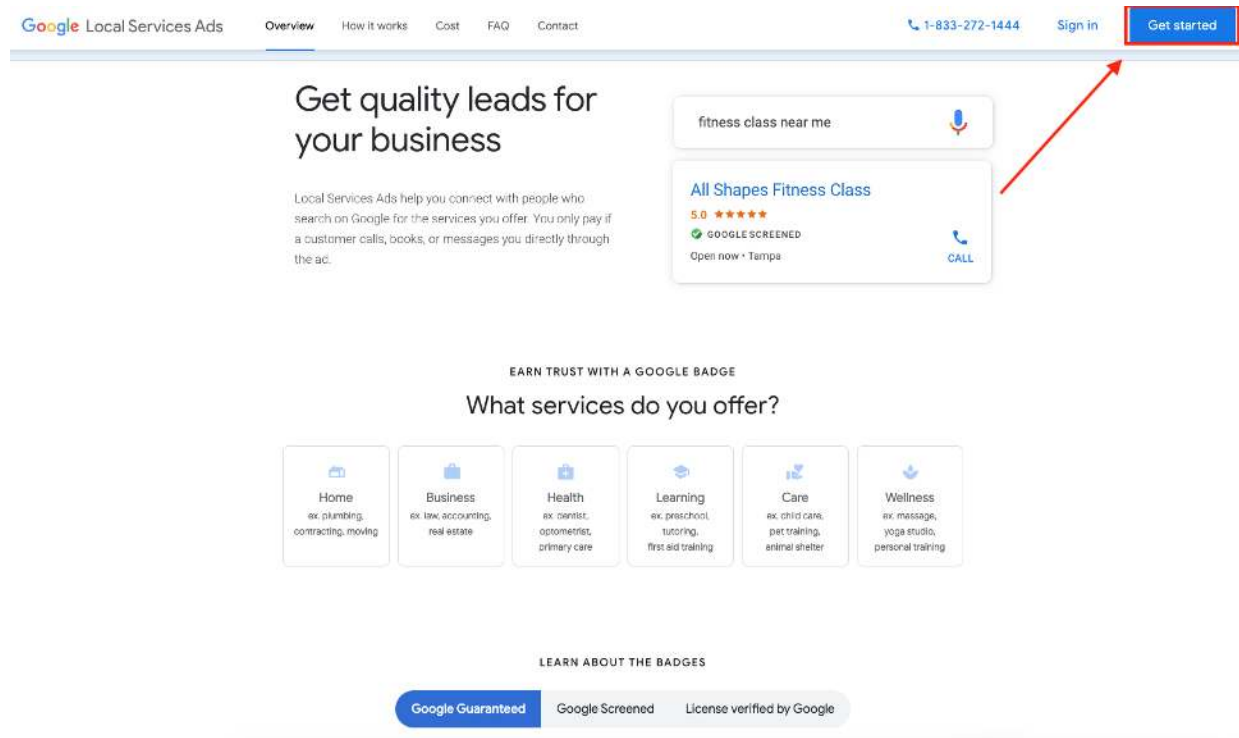
Local Service Ads help you connect with people who search on google for the services you offer. Unlike a regular Google Ad, you only pay for a Local Service Ad if a customer calls, books, or messages you directly through the ad.

Google Business Profile Checklist - Google Docs

Sign into your Google Account and head to the following website:

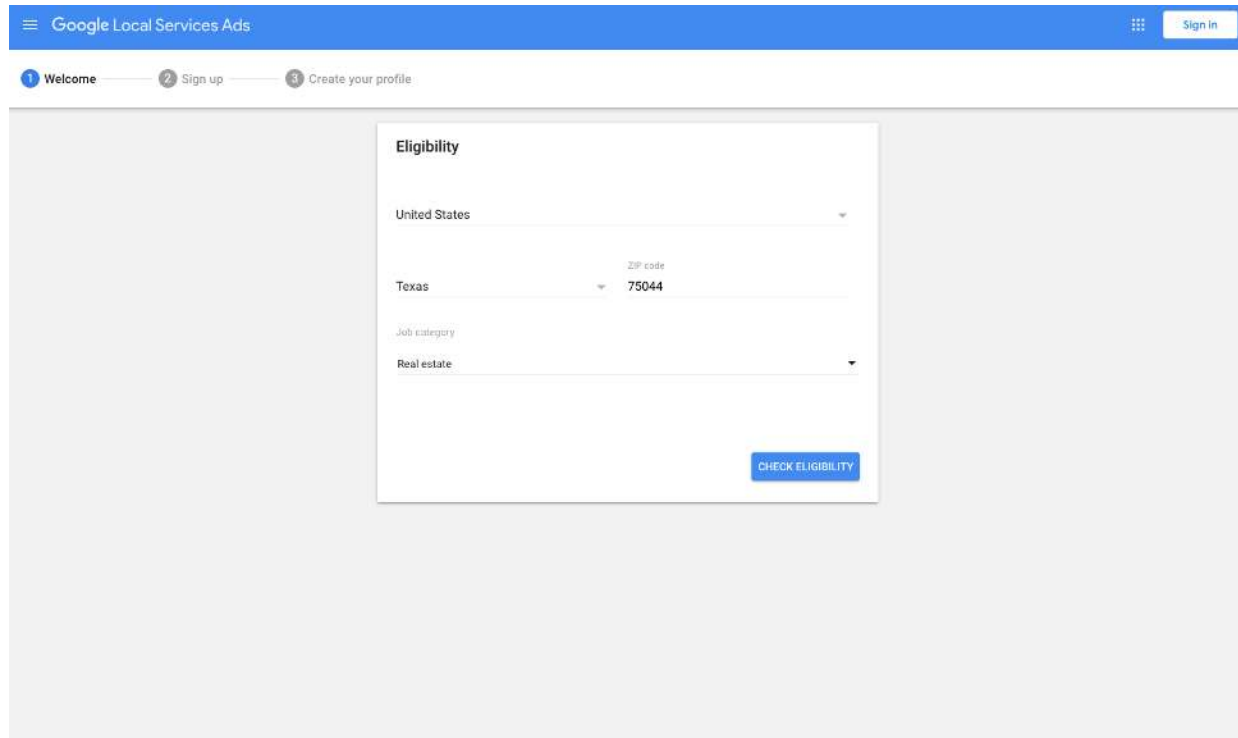
<https://ads.google.com/local-services-ads>

In the upper right hand corner click **Get Started**.



Google Business Profile Checklist - Google Docs

Check your location eligibility to be able to run Local Service Ads by filling out the prompted information:



The screenshot shows the Google Local Services Ads interface. At the top, there is a blue header with the text "Google Local Services Ads" and a "Sign in" button. Below the header, a progress bar indicates three steps: "1 Welcome", "2 Sign up", and "3 Create your profile". The main content area is a light gray rectangle containing a white "Eligibility" form. The form has the following fields: "United States" (a dropdown menu), "Texas" (a dropdown menu), "ZIP code" (a text input field containing "75044"), and "Job category" (a dropdown menu containing "Real estate"). A blue button labeled "CHECK ELIGIBILITY" is located at the bottom right of the form.

Google Local Services Ads

Sign in

1 Welcome 2 Sign up 3 Create your profile

Eligibility

United States

Texas ZIP code 75044

Job category Real estate

CHECK ELIGIBILITY

Google Business Profile Checklist - Google Docs

Enter the email you used to set up your Google Business profile:

Google Local Services Ads

1 Welcome 2 Sign up 3 Create your profile

Create an account

Choose which Google email to use for Local Services ads. If you don't have a Google Account, enter your current email to create one. You will receive emails about leads and billing.

Email

sarah@thepaperlessagent.com

Want to give account access to more than one email? Call us for help at +1 844-263-6884 (9:00 AM - 9:00 PM EDT, Monday - Friday).

This email is already associated with a Local Services ads account. Do you want to sign in to your existing account or continue creating a new account?

☐ Go to my existing account

☒ Continue creating a new account

BACK NEXT

Google Business Profile Checklist - Google Docs

Fill out the remaining fields and follow the prompts to finish your submission for the verification process.

The screenshot shows the 'Create your profile' step of the Google Local Services Ads setup process. The interface includes a progress bar at the top with three steps: 'Welcome' (completed), 'Sign up' (completed), and 'Create your profile' (current step). The main form area is titled 'Business details' and contains the following fields and sections:

- Business details**
 - Enter information as you want it to appear in your profile
 - Business name
 - Business registration name (optional) Name your business as registered with the government or state
 - Parent Business (optional)
 - Business phone
 - Website (optional)
 - Owner's first and last name will not be shown to customers:
 - Owner's first name
 - Owner's last name
 - Total number of real estate agents
 - Year founded
 - Languages Spoken
 - Street address
 - City
 - State
 - ZIP code: 75044
- Business details** (Sidebar)
 - Set up your service area
 - Set up your service types
 - Business hours
 - Preview your ad

Final Steps:

Background Check:

- Business Check
- Owner Check
- Professional Check

**Note: No background check is required by Google if your state requires a background check to obtain a Real Estate License.*

Insurance Requirements

- Professional liability insurance (if local law required)

License Requirements

- License checks for each real estate agent in the firm

These checks will be completed by a Google Local Partner before you can obtain Verified Agent status.



Turn Cold Leads into Lifelong Clients with Marketing Club

Here's how it works...

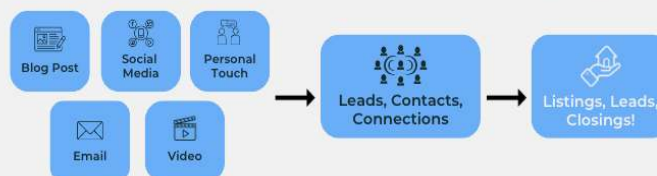
When it comes to converting leads and keeping a full pipeline, there's no better strategy than the **5-Step Real Estate Marketing System**.

Through omnipresent marketing, this system establishes your expertise, builds trust, and sparks natural real estate conversations with your database.

We've helped thousands of agents implement this system and watched their businesses grow – some even double or triple their GCI.

Now, with our Marketing Club software, it's never been easier to get these results. We create the marketing, the software handles the posting and scheduling, and you get to focus on the parts of real estate you enjoy!

The 5-Step Real Estate Marketing System



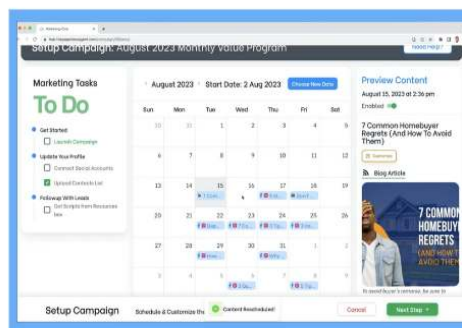
Put Your Client Generation on Auto-Pilot!

Generating clients has never been easier. With Marketing Club, all you have to do is:

1. Select the campaign you want to run.
2. Click launch.
3. Follow up with leads at the end of the month.

Our marketing software does the heavy lifting - the social posting, the emailing, posting blogs to your website, and so on - automatically.

Then it analyzes who is engaging and **gives you a list of leads to follow up with!**



Ready to Get Started?

Thanks to our partnership with Cole Realty Resource, you can **try 14-days for just \$1!**

[Click here to get started for just \\$1!](#)