

# Google Business Profile Setup Guide

SliceStack Studio

A real, screenshot-verified walkthrough for setting up and verifying a Google Business Profile via Google Search Console — mobile-first.

**How to use this doc.** Walk through it top to bottom — it covers linking your site through Search Console, then creating and verifying your Business Profile.

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## Before we start

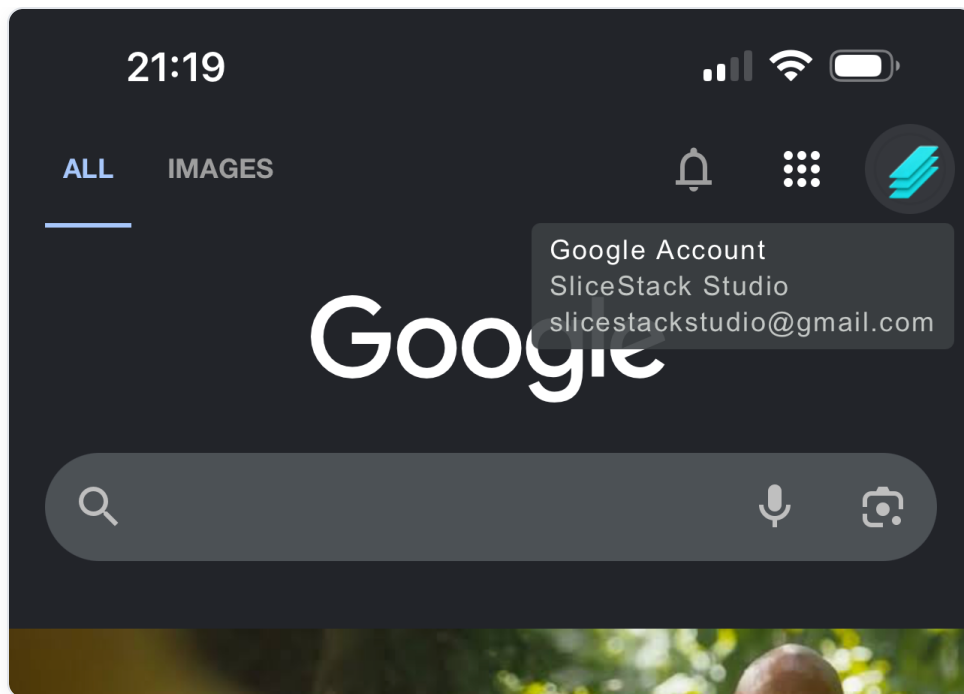
**You'll need:** a Google account you want tied to the business long-term, plus basic business info (name, address or service area, phone, hours, category, website URL).

### TIP

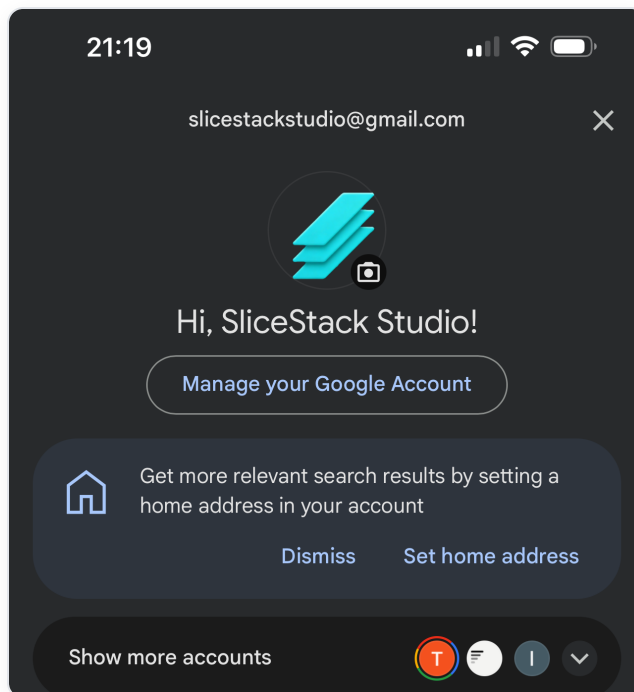
Use the same Google account for both Search Console and the Business Profile — it's associated with a better shot at instant verification, and it's the account that ends up as Primary owner, so pick one you'll keep long-term.

## Step 1 — Confirm the Google account

Go to `google.com` on the phone/browser you'll be using, tap the profile icon top-right, and confirm you're signed into the account you want tied to this business long-term.



Tap the profile icon — a tooltip confirms which account is active.



Tapping again opens the full account panel. "Show more accounts" reveals any other signed-in accounts if you need to switch.

#### GOOD HABIT

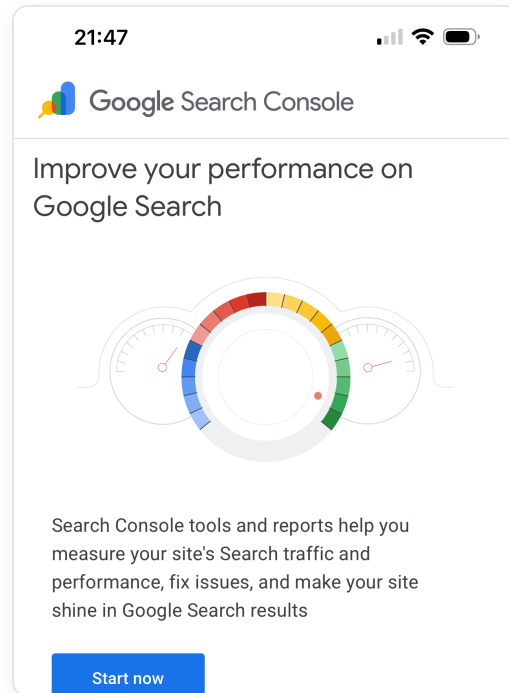
If you're ever unsure which account is active on a given Google property (Search Console, Business Profile, etc. can each behave independently), open a fresh tab to `google.com` or `myaccount.google.com` and check the avatar there directly — don't assume it carried over from another tab.

## Step 2 — Verify the site in Search Console

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### 2.1 Start Search Console

Go to `search.google.com/search-console` and tap "**Start now.**"

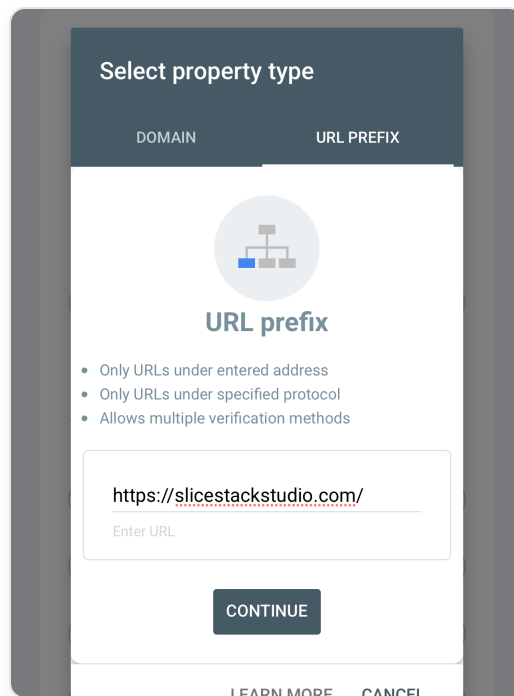


If you land on a hub screen with social platform options first, tap "Add a website" — ignore the platform-linking options, that's a different feature.

### 2.2 Choose URL prefix

On the "Select property type" screen, tap the **URL PREFIX** tab (not Domain — Domain requires DNS verification, which we're deliberately avoiding). Type the full site URL with

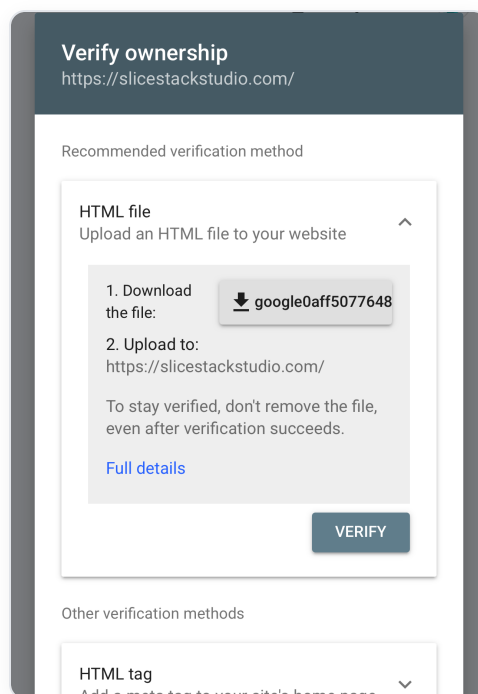
`https://`.



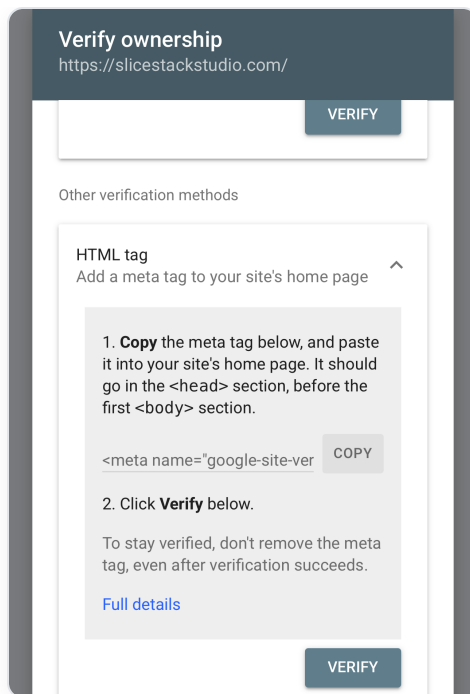
URL Prefix selected, full URL entered. Tap Continue.

## 2.3 Choose the HTML tag verification method

Google may default to recommending the "HTML file" method. Use **HTML tag** instead, listed under "Other verification methods" — a single line added to the site's `<head>`, no separate file to host.



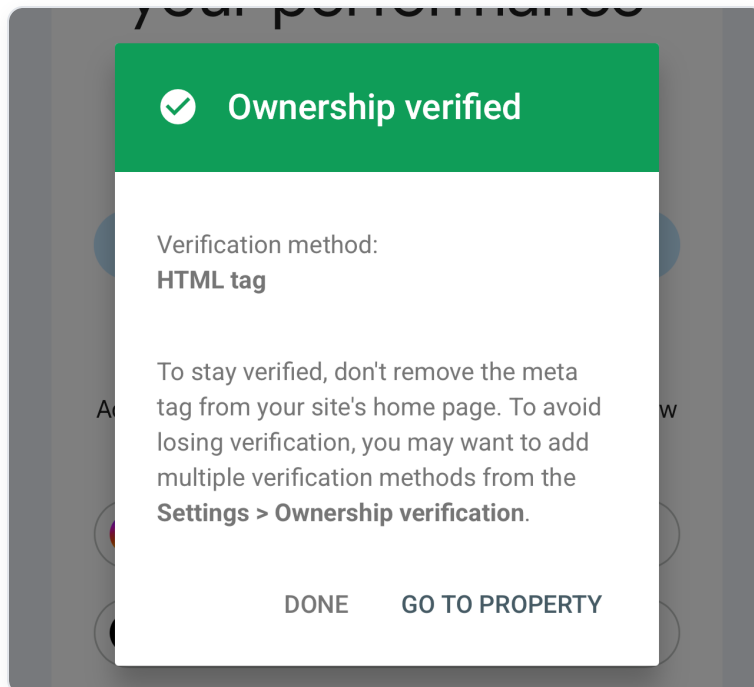
Tap "HTML tag" to expand it.



Tap Copy to grab the full verification tag. It's not a secret — it's meant to live in the page's public HTML source.

## 2.4 Add the tag and verify

1. Paste the tag into the site's `<head>`, right after the charset meta tag.
2. Deploy the change.
3. Back in Search Console, tap **Verify**.



"Ownership verified" confirms the tag was found. Ready for the next step.

## Step 3 — Create the Business Profile

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### 3.1 Search first, then create

Go to `business.google.com/add`. It'll ask you to search the business name first, to check whether a listing already exists before creating a new one.

Find and manage your business



Type your business name

Can't find your business?

[Add your business to Google](#)

Type the business name to search first.

Find and manage your business



Slicestack studio

**Slicestack studio**

Create a business with this name

If nothing's found, "Create a business with this name" appears — tap it.

### 3.2 Business name and category

Name and category are combined on one screen. The category field is searchable — type a description of what the business does and pick the closest match. It can be changed later.

This will help you get discovered by customers on Google Search and Maps

Business name\*  
SliceStack Studio

Business category\*  
Software company X

You can change and add more later

By continuing, you're agreeing to the [Business Profile Terms of Service](#). Your [apps data](#) will be shared with [Business Manager](#). The [Google Privacy Policy](#) describes how Google handles your data.

Next

Name pre-filled, category selected from suggestions. Tap Next.

### 3.3 Do customers visit in person?

Google now explicitly asks whether the business has a location customers physically visit.

←

Create profile

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes

☒ No

Next

Answer honestly. Most remote/service-based businesses should select **No**.

#### GET THIS RIGHT

Selecting "Yes" without a real, visitable address is a common cause of verification or compliance problems down the line. If it's a remote business, say No — you'll be routed to a service-area setup instead.

Create profile

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

casa grande

Casa Grande  
AZ, USA

Casa Grande  
Peru

Add the city/region(s) served. Optional, editable later.

### 3.4 Contact details

Phone number is required; website is optional here but should be filled in whenever the business already has one.

←

Create profile

What contact details do you want to show to customers?

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

 ▼

Phone number

4804407771

Website (optional)

<https://slicestackstudio.com>

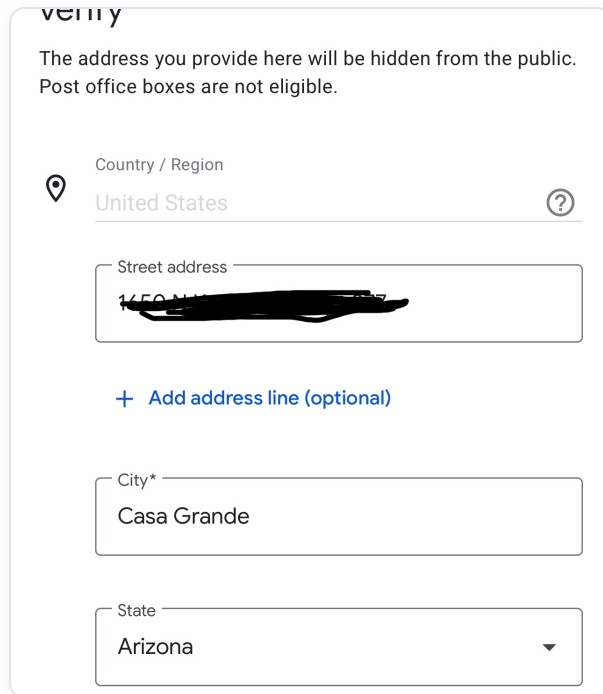
Phone + website filled in. "Add chat" is optional, skip unless wanted.

## Step 4 — Verification

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### 4.1 Mailing address

Google asks for a mailing address to verify the business is real, even for service-area businesses with no public storefront. This address is **hidden from the public**. PO boxes are not accepted.



The image shows a Google Business Profile verification form. At the top, it says "verify" and "The address you provide here will be hidden from the public. Post office boxes are not eligible." Below this, there are four input fields: "Country / Region" with "United States" selected, "Street address" with a redacted address "1450 N. ...", "City\*" with "Casa Grande", and "State" with "Arizona" selected from a dropdown menu. There is a link "+ Add address line (optional)" between the street address and city fields.

verify

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

Country / Region  
United States

Street address  
1450 N. ...

+ Add address line (optional)

City\*  
Casa Grande

State  
Arizona

Fill in the mailing address.

### 4.2 Instant verification (when eligible)

Verify

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You're now verified

You can reply to reviews, turn on chat and more

"You're now verified" can appear right after the address — no postcard, video, phone, or live-call detour needed.

#### GOOD TO KNOW

Instant verification isn't guaranteed for every business — Google decides automatically based on business type, location, and other factors it doesn't fully disclose. If it's not offered, expect video recording, phone/text, email, or a live video call instead; video has become increasingly common for new listings as of 2026.

## Step 5 — Optional polish

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After verification, Google walks through optional "Customize profile" steps — business hours, description, photos. None of these block verification; there's a Skip option throughout.

Customize profile

### Add business hours

Let customers know when you are open for business

[Learn more](#)

Sunday ☐ Closed

Monday ☐ Closed

Tuesday ☐ Closed

Wednesday ☐ Closed

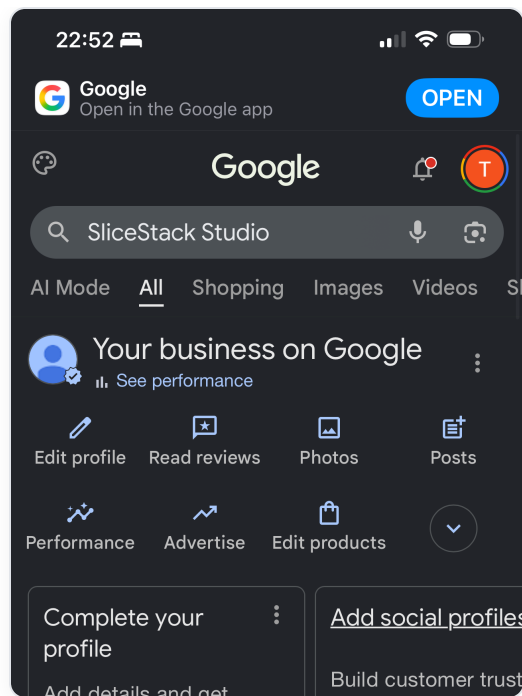
Thursday ☐ Closed

Toggle each day Open/Closed, set times or "24 hours." Same pattern repeats for every day.

## Step 6 — Confirm it's live, then check ownership

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"Verified" and "publicly showing up in Search/Maps" are not the same moment — indexing can take anywhere from a few minutes to a day or two. Check the source of truth directly instead of a plain web search: go to `business.google.com` or open the Google Maps app and search the business name.

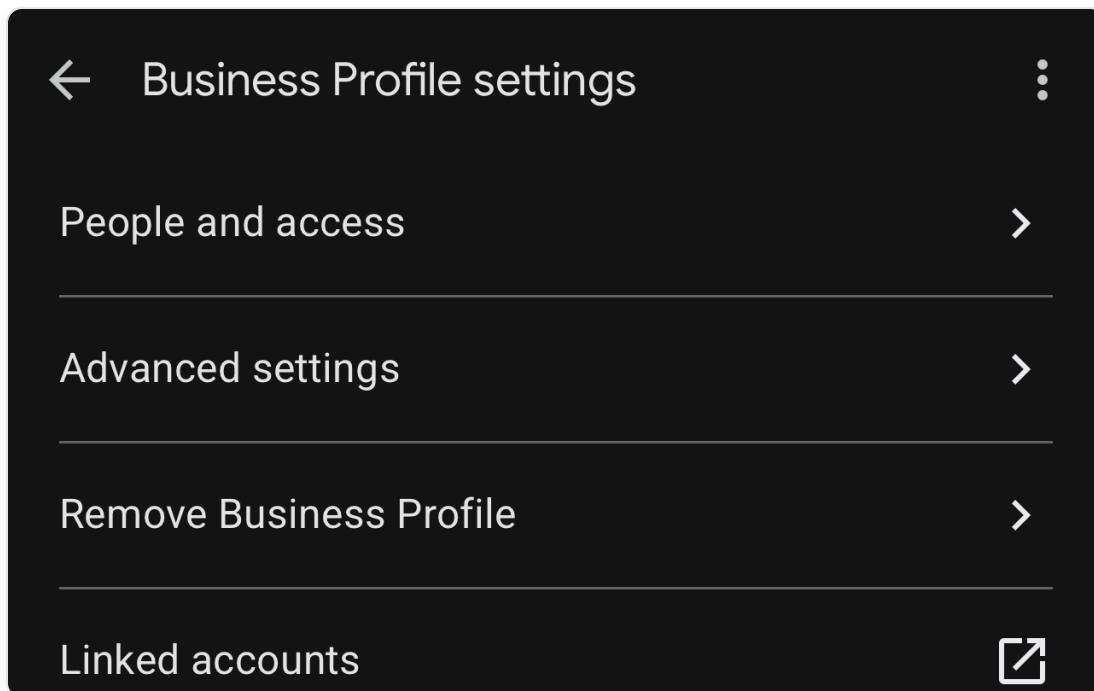


The management card appearing in Search confirms the profile exists and you have access, regardless of whether it's showing in the public local pack yet.

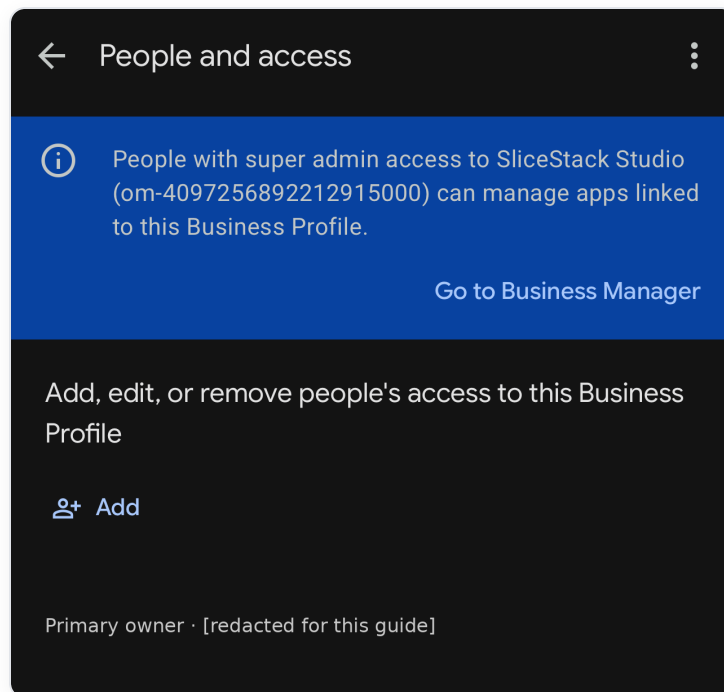
### Critical check: who actually owns this profile?

The account shown as "active" in a browser tab doesn't always match which account the Business Profile actually got created under — this can silently diverge, even when you're confident which account was active. **Always check this immediately after creating a profile.**

Go to the account menu ( : ) on the "Your business on Google" card → **Business Profile settings** → **People and access**.



Business Profile settings menu.



Shows the actual Primary owner on record for this profile.

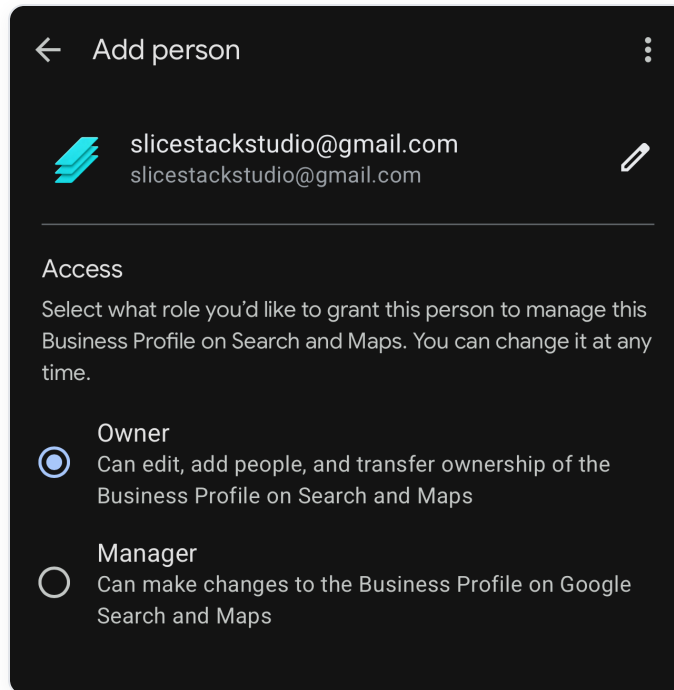
## Step 7 — Fixing a wrong-account mismatch

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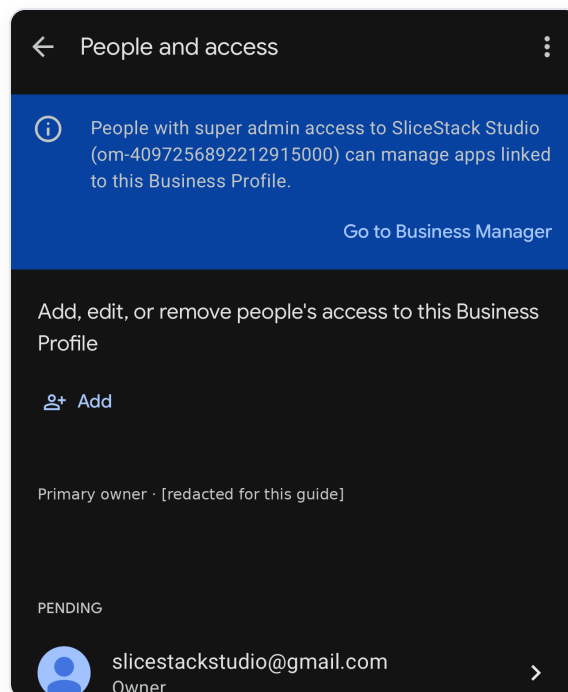
If the wrong account ended up as Primary owner, here's the actual sequence to fix it — there's a required order, you can't just remove the wrong account outright.

## 7.1 Add the correct account as Owner

Tap **Add**, enter the correct email, and set the role to **Owner** — not Manager. Manager can't transfer ownership later; Owner can.



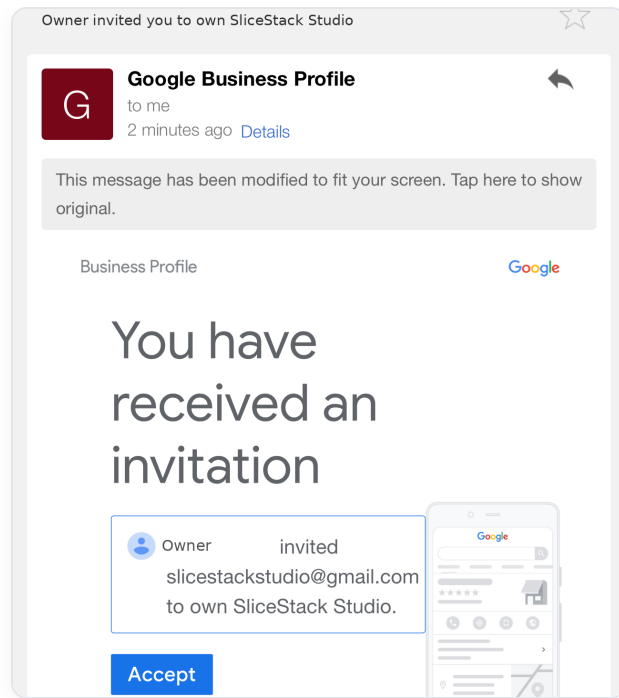
Email entered, Owner role selected. Tap Invite.



The invited account shows as "PENDING" until it accepts.

## 7.2 Accept the invite from the other account

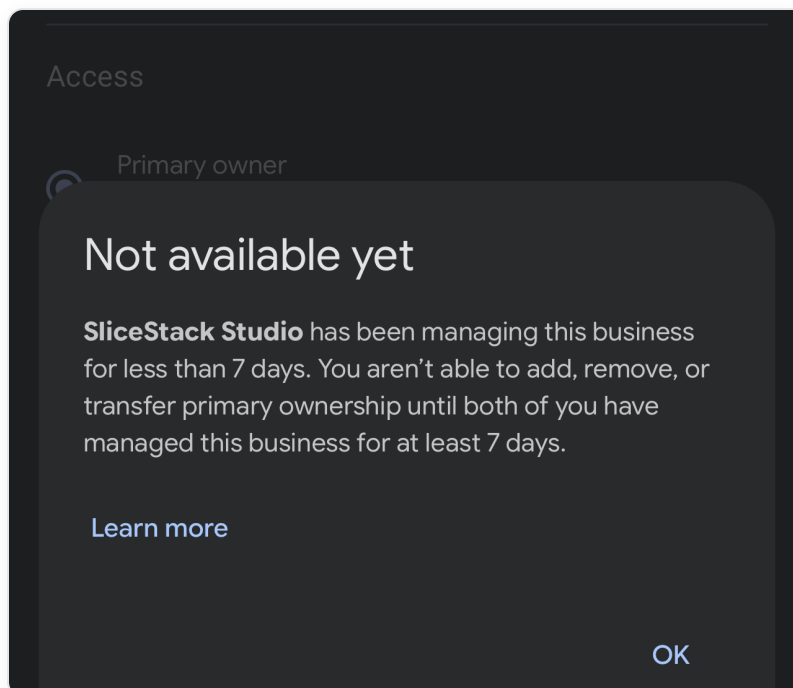
The invited account needs to sign in and accept — it'll show up as an email.



"[Owner] invited you to own [Business]." Tap Accept, signed in as that account.

### 7.3 The 7-day cooldown

Even after the invite is accepted and the new account shows as an Owner, Google blocks the actual primary-ownership transfer (and removing the old owner) for **7 days** from when the second account started managing the business. This is a real anti-fraud safeguard, not a bug.



"You aren't able to add, remove, or transfer primary ownership until both of you have managed this business for at least 7 days." Set a reminder and come back.

#### IN THE MEANTIME

The original owner keeps full access and nothing is broken — this is purely a waiting period before the transfer/removal actions unlock.

## Bonus: who review replies show as

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A common worry: does replying to a review from a personal Google account make the reply look like it came from you personally instead of the business? **No.** Per Google's own documentation, review replies always display under the business name, and the personal name of whoever replies is never shown. This is automatic regardless of which owner/manager account actually types the reply.

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Built from a real, live walkthrough — screenshots and UI details cross-checked against Google's Search Console and Business Profile support documentation as of July 2026. Google updates these flows periodically; if what you see on screen doesn't match this doc, trust the screen and update this doc to match.