

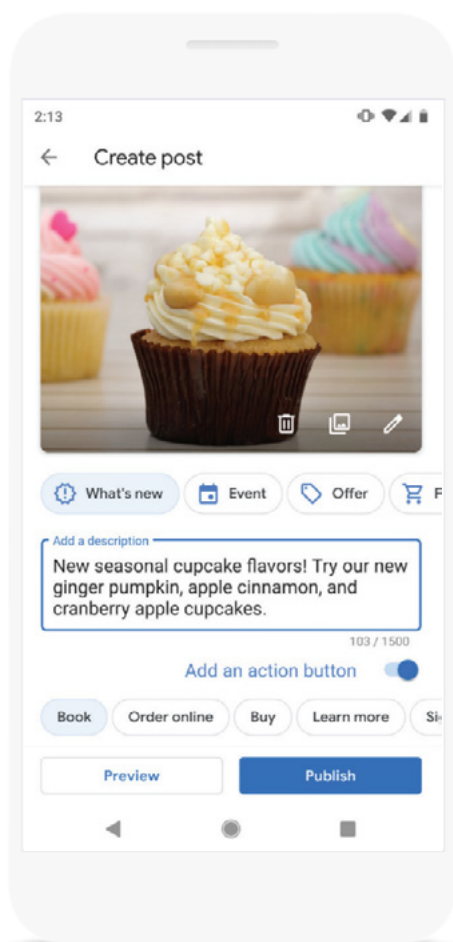


# Plano Public Library

Grow with **Google**

## Get Your Local Business on Google Search and Maps

A free Business Profile on Google helps your business stand out on Google Search and Maps. You can attract and engage customers with the features listed below.



**Update your profile** with current hours, address, and phone number.

**Post photos, offers, and news** directly on your Business Profile to catch attention.

**See your followers** from Google Maps.

**Respond to customer reviews** to build credibility and loyalty.

**Turn on messaging** to help customers get in touch.

**Explore Insights** to see how customers find and engage with your Business Profile.

**Create a free website** to tell your business's story online.

For additional resources check out  
[grow.google/grow](https://grow.google/grow)



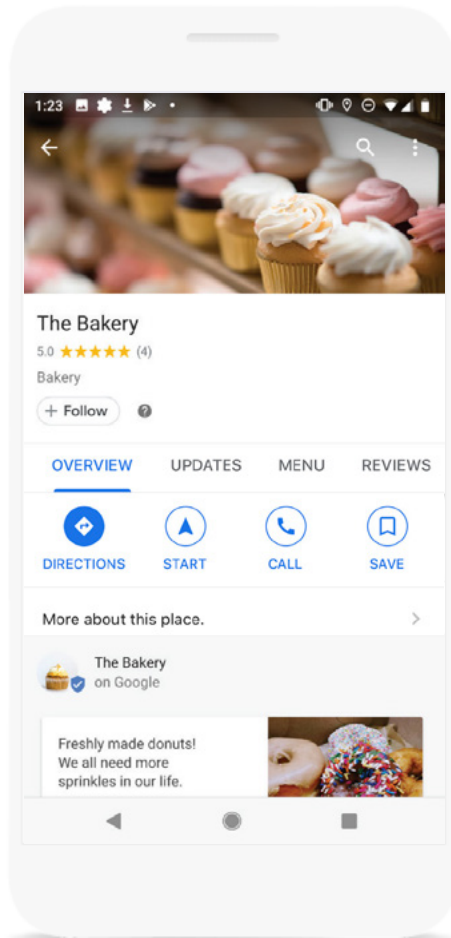
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Follow these steps to create and verify a  
Business Profile on Google:



- 1 Visit [google.com/business](https://google.com/business). Sign into Google or create a new account.
- 2 Enter the **name** of your business.
- 3 Choose a **category** that fits your business.
- 4 Do you have a **location customers can visit, like a store?** If yes, enter the business address. If you work out of your home, you can keep the address private.
- 5 Do you have a **service area?** You can add that, too.
- 6 Add a **phone number and website**, if you have one. You can also create a free website.
- 7 To verify your business, **request a postcard from Google**. When it arrives, follow the instructions to complete the process.

**Congratulations!**  
Once verification is complete your business can  
show up across Google Search and Maps.

*A grant from Libraries Lead with Digital Skills is enhancing Grow with Google programs at the Plano libraries! Grow with Google training materials are aimed at empowering small businesses to grow online or assist job seekers to prepare for and find work.*



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