

Getting found *on Google*

Two free Google tools help people find your business: your **Google Business Profile** (how you show up on Google Maps and in local search) and **Google Search Console** (which tells Google your website exists and shows you how people find it). Both belong to you, so you set them up in your own Google account. It takes about 20 minutes each, and you never have to share a password with anyone.

Part 1: Google Business Profile

- 1 Start your profile**
Go to business.google.com/add and sign in with the Google account that should own it. Use a business email you'll keep for years, not a staff member's personal one. Click **Add your business to Google**.
- 2 Fill in the basics**
Follow the prompts for your business name, category, phone number and website. Pick the category that best describes what you do. You can add more later.
- 3 Verify it**
Google chooses which options you get: a video, a phone call or text, an email, or a postcard in the mail. Video is the one Google recommends if it's offered. Reviews take up to 5 business days, and most postcards arrive within 14 days.
- 4 Working from home? Hide your address**
Open your profile, click **Edit profile**, then **Location**. Next to **Business location**, click edit, turn off **Show business address to customers**, and save. Only do this if customers don't visit you.
- 5 Add your service area**
In **Edit profile** → **Location**, click edit next to **Service area** and add the towns or postal codes you serve (up to 20). Google asks that it stay within about 2 hours' drive of your business.
- 6 Finish it properly**
Add your hours, a short description, your services and 10 or more real photos. Then ask happy customers for a review. Reviews do more for your spot on the map than anything else.

Part 2: *Google Search Console*

Pick the option that matches your website. Both end in the same place: your site verified in your own Search Console account.

If your website is on Wix

- 1 **Check you're ready**
Your Wix site needs a Premium plan and your own domain connected. Search Console can't connect to a free wixsite.com address.
- 2 **Open the SEO Setup Checklist**
In your Wix dashboard, open the **SEO Setup Checklist** (it lives under the SEO section; typing **SEO** into the dashboard search bar finds it).
- 3 **Connect to Google**
Click **Connect to Google** and sign in with your own Google account. Wix verifies your site for you.

Any other website (Squarespace, WordPress, Shopify and more)

- 1 **Add your domain**
Go to search.google.com/search-console, click **Add property**, choose **Domain**, type your domain without www (for example *yourbusiness.ca*) and click **Continue**. Click **Copy** next to the long code that starts with *google-site-verification=*.
- 2 **Add the code where you bought your domain**
Log in to the company you bought your domain from, open its **DNS settings**, and add a new **TXT** record. Leave the host blank (or type @), paste the code as the value, and save.
- 3 **Verify**
Back in Search Console, click **Verify**. If it fails, wait an hour and try again. DNS changes can take a while to show up.
- 4 **Send Google your sitemap**
In Search Console, click **Sitemaps**, type **sitemap.xml** and click **Submit**. That's the address Wix and Squarespace use. Ask me if your site is on something else.

After that

Google can take a few days to a few weeks to show your new site in search. To speed it up, paste your home page address into the search bar at the top of Search Console and click **Request indexing**.

Stuck?

Email me a screenshot of where you are and I'll walk you through it, by email or on a quick call. Additional help is priced per job.

Based on Google Business Profile Help, Google Search Console Help and the Wix Help Center, October 2026. Menus can change; if a button has moved, the steps are the same.