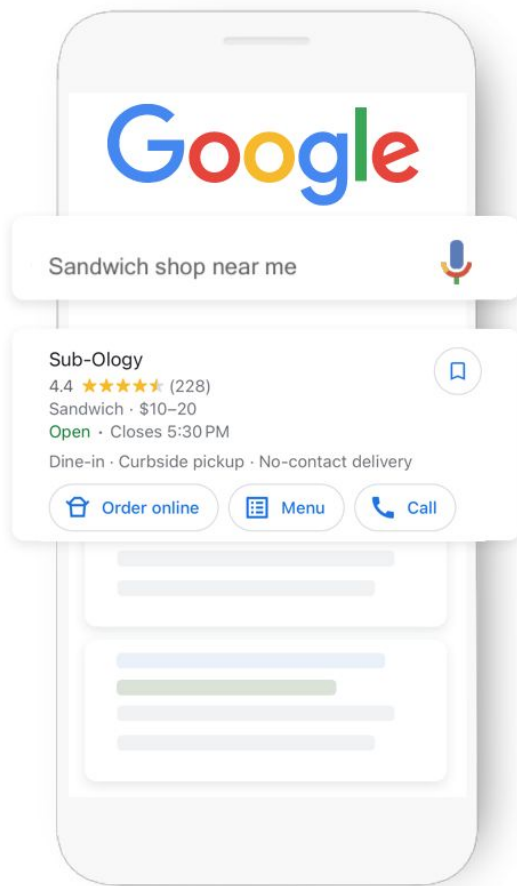# Grow with Google

Reach Customers Online with Google

Check out these tools and tips to improve website performance and help your business appear across Google.

Regularly publish useful, relevant content on your website. **Google Trends** can help you find popular search terms and trending topics. g.co/trends

Use **Google Search Console** to monitor your website's presence in Google's search results. g.co/searchconsole

Learn the basics of search engine optimization using Google's **SEO Starter Guide.** g.co/SEOStarterGuide

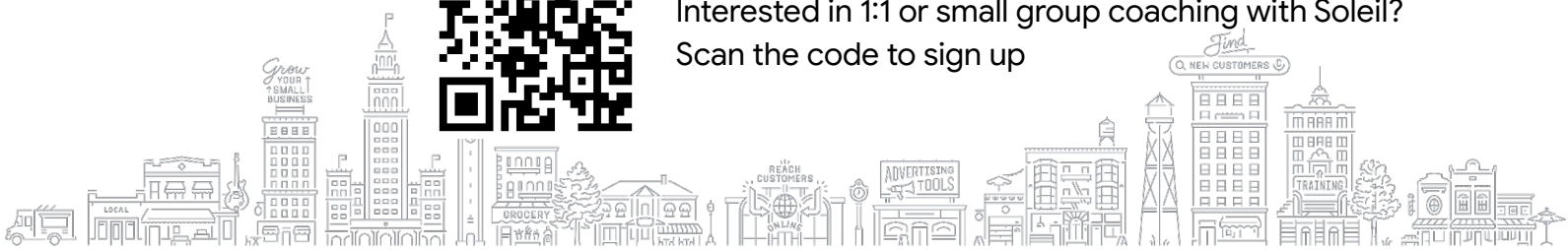Create a free **Business Profile** to connect with customers on Google Search and Maps. google.com/business

Reach more customers by advertising with **Google Ads**. google.com/ads

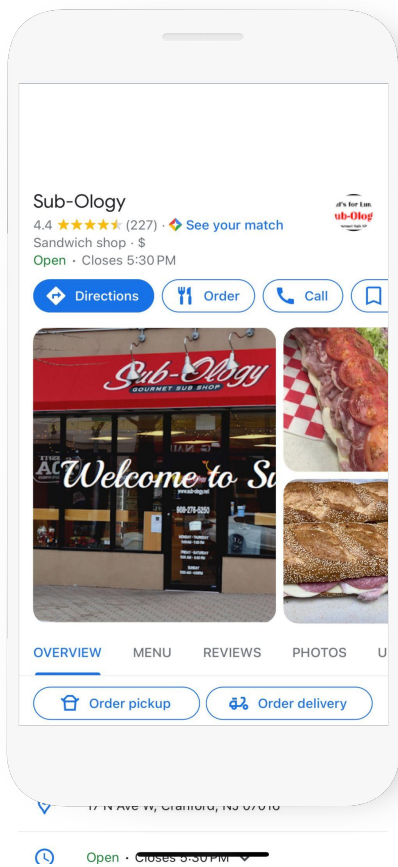For additional resources check out
google.com/grow

Interested in 1:1 or small group coaching with Soleil? Scan the code to sign up

Grow with Google

How To Create a Business Profile

Your free Business Profile lets you easily connect with customers across Google Search and Maps.

To create and verify a Business Profile:

1. Visit google.com/business
   Sign into Google or create a new account.

2. Enter the name of your business.

3. Choose a category.

4. Enter your business address.
   P.O. boxes are not allowed.

5. Add a phone number, website, or both.

6. To complete verification, request a postcard.

7. Once you receive the postcard, follow the instructions to complete the process.

Additional resources from Grow with Google

Google Career Certificates
grow.google/certificates

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

YouTube Channel
YouTube.com/GrowWithGoogle

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.

Interested in 1:1 or small group coaching with Soleil?
Scan the code to sign up