



How to claim your Google Business Profile

A step-by-step guide to claiming, verifying and completing your profile – the single biggest lever for local search rankings.

Prepared by Union 10 Design
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Google My Business is now called Google Business Profile, and there is no separate app: you manage it directly from Google Search and Maps. Claiming and completing your profile is the single biggest thing you can do to improve your local (map) rankings. If your profile is currently unclaimed and has no reviews, this is the highest-value job in your local SEO plan.

Before you start

Use a Google account the business will keep long term, ideally one on the company email (for example an account on info@yourbusiness.co.uk) rather than a personal Gmail. Have your key details ready so every field matches exactly – business name, address, phone number, website and opening hours – and have proof of the business handy (premises, signage, a branded vehicle or invoices) in case Google asks for a verification video.

The steps

Tick each one off as you go.

☐ 1. Search for an existing profile first

In Google or Google Maps, search your business name and town (for example “[Business name] [Town]”). This matters because you must not create a second profile if one already exists. What you see next decides your route.

☐ 2. If you see a “Claim this business” or “Own this business?” link, click it

That means an unclaimed profile exists and you are claiming it. Sign in with the business Google account, then go to Step 4.

☐ 3. If nothing comes up, create it

Go to google.com/business, sign in with the business account, choose “Add your business to Google”, and enter the exact business name. Then set:

- **Category:** choose the primary category that best describes what you do, plus one or two supporting categories.
- **Location and service areas:** add your address, and set the areas you serve.
- **Phone and website:** add your main phone number and website address.

☐ 4. Verify the profile

Google offers one or more methods depending on the business: a recorded video, a live video call, a phone or text code, an email link, or a posted code. Video is now the most common. For video, record one continuous clip showing your premises, signage or branded vehicle and something that proves you run the business, following the prompts. For a postcard, a code arrives by post and you type it in. Google’s review can take up to five working days.

☐ 5. If it is already claimed by someone else, request access

If there is no claim link and the listing looks managed, click “Request access” and complete the form. Google emails the current owner, who has a few days to respond. First check whether a former staff member or a previous agency already holds the login, as that is usually the fastest route – especially likely for a long-established business.

☐ 6. Once verified, complete every field

This is what actually lifts rankings, so do not stop at verification. Add your opening hours, a natural description, your list of services, and plenty of photos (premises, team, installations, events, products), plus the opening date and relevant attributes.

☐ 7. Start gathering reviews

In the profile, use the “Ask for reviews” option to get a short link and send it to recent clients. Even ten to twenty genuine reviews will noticeably improve where you appear in the map results.

Two things to remember

1 Never create a duplicate profile. It splits your signals and can get the listing suspended. If one exists, always claim rather than create.

2 Whoever owns the Google account controls the profile. Use a business-owned account, and add anyone helping you maintain it as a Manager rather than an Owner.

Want us to handle this for you?

Union 10 Design helps businesses across the UK get found in local search – from Google Business Profiles to full local SEO. Get in touch at hello@union10design.co.uk.

Source: Google Business Profile Help, “Verify your business on Google” and “Verify with a video recording”.