TURBOMINDZ CREATIVE STUDIOS · ABOUT 15 MIN TO DO

A Google Business Profile with no storefront

You have no shop, and every guide assumes you do.

Choose 'service area' and hide the address

During setup, say you deliver goods or services to customers. You will still be asked for an address — Google needs it to verify you exist — but there is a setting to hide it from the public listing. Set it before you publish, not after.

A home address that goes public for a week is a home address that is now in several data brokers' copies of Google's index.

Set the service area honestly

List the towns or postcodes you will actually travel to. Listing the whole state to appear everywhere does not make you appear everywhere; it dilutes the signal that you are local to anywhere.

Pick the primary category carefully, then add secondaries

The primary category does most of the work. Search the category list for the term a customer would use, not the term your industry uses. Add up to a few secondary categories for genuine adjacent services.

Verification, and what usually goes wrong

Verification is by postcard, video, or phone depending on category and country. The video call is now common for service-area businesses: have signage, branded equipment, or business paperwork to hand.

The usual failures are a name with keywords stuffed into it, an address that does not match your registration, and a category that does not match what the video shows.

Then do the two things that actually move it

Ask your first ten customers for a review, individually, by name. Not a mass email. Ten real reviews beats any other thing you can do in month one.

Post a photo of real work every couple of weeks. Not stock. The listing rewards being alive.

Before you hit publish

- □ Is your address hidden, if you work from home?
- □ Is your business name the actual name, with no added keywords?
- □ Does your primary category use the customer's word for what you do?
- □ Does the phone number match the one on your website, character for character?

💫 The NFT is the soul
🎨 The art is the body
🏘️ The community is the village
📖 The story is the mirror