

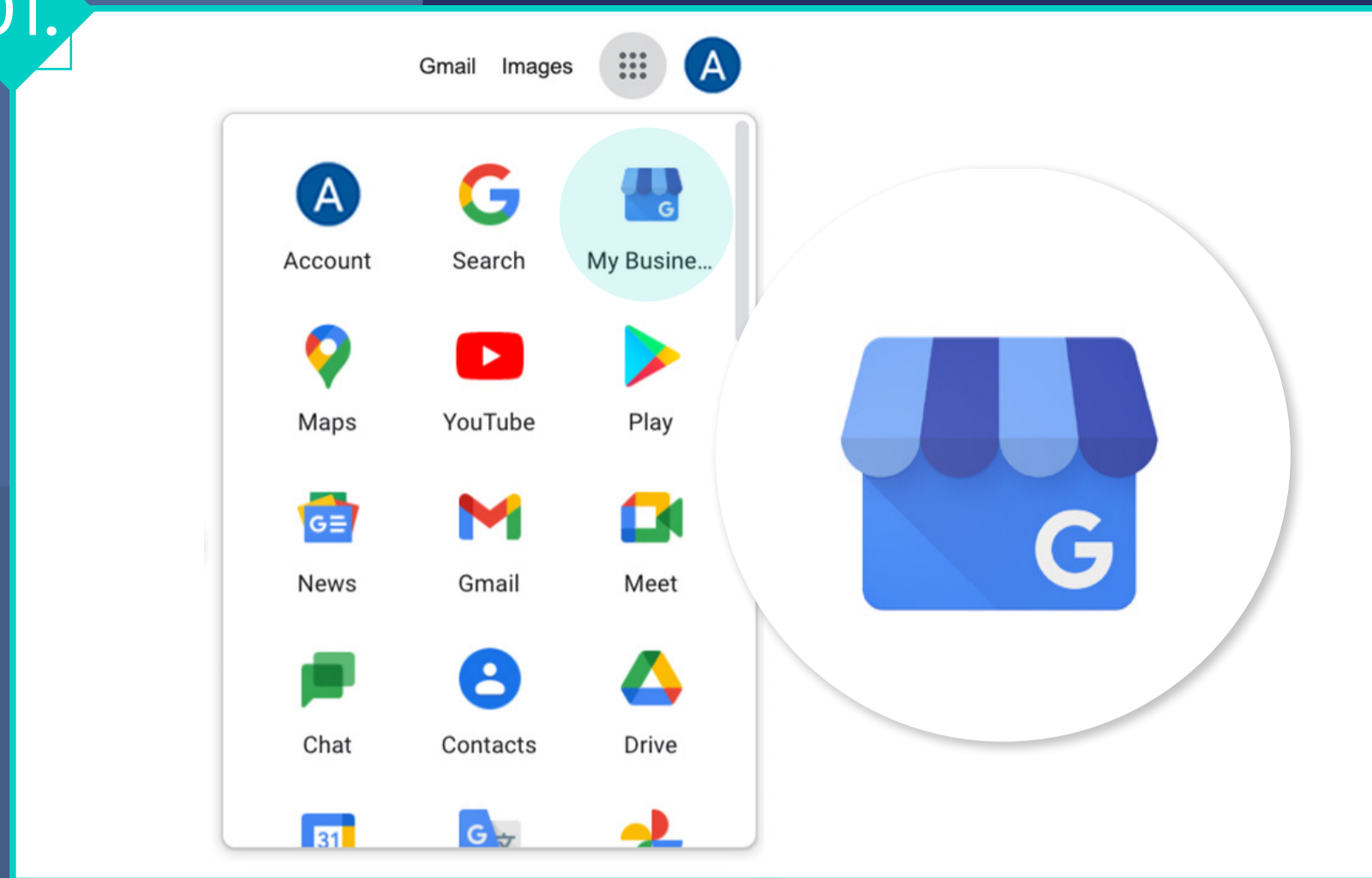


Creating a Google My Business Account

While platforms like Facebook and Instagram are great for communication with your target audience and showcasing company culture, Google My Business (GMB) is the best place to improve your business's search engine ranking and visibility. Here's a quick tutorial on how to create a GMB account:

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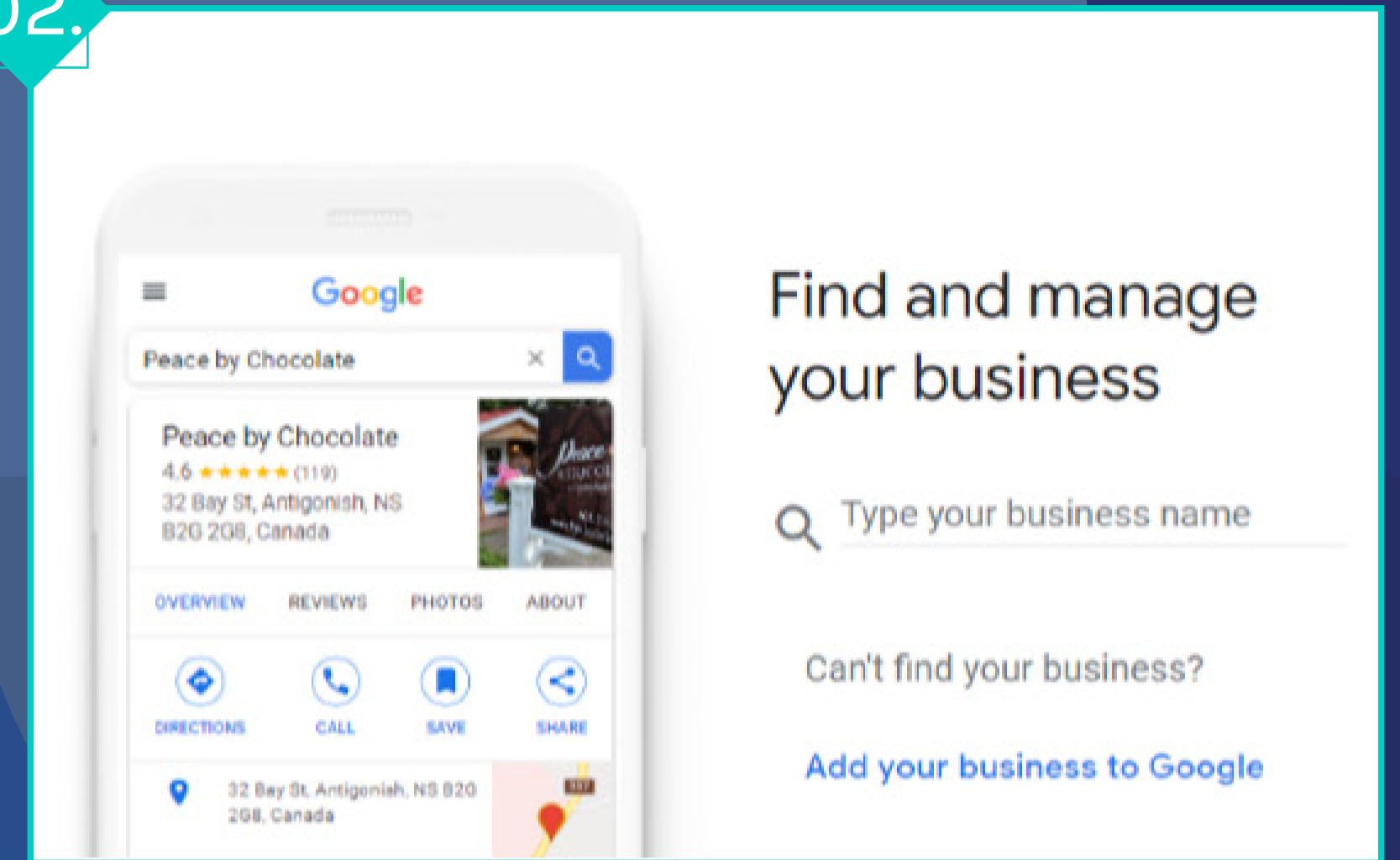
01.



First, open [Google.com](https://www.google.com). Click on the series of dots in the upper right corner and then on [My Business](#).

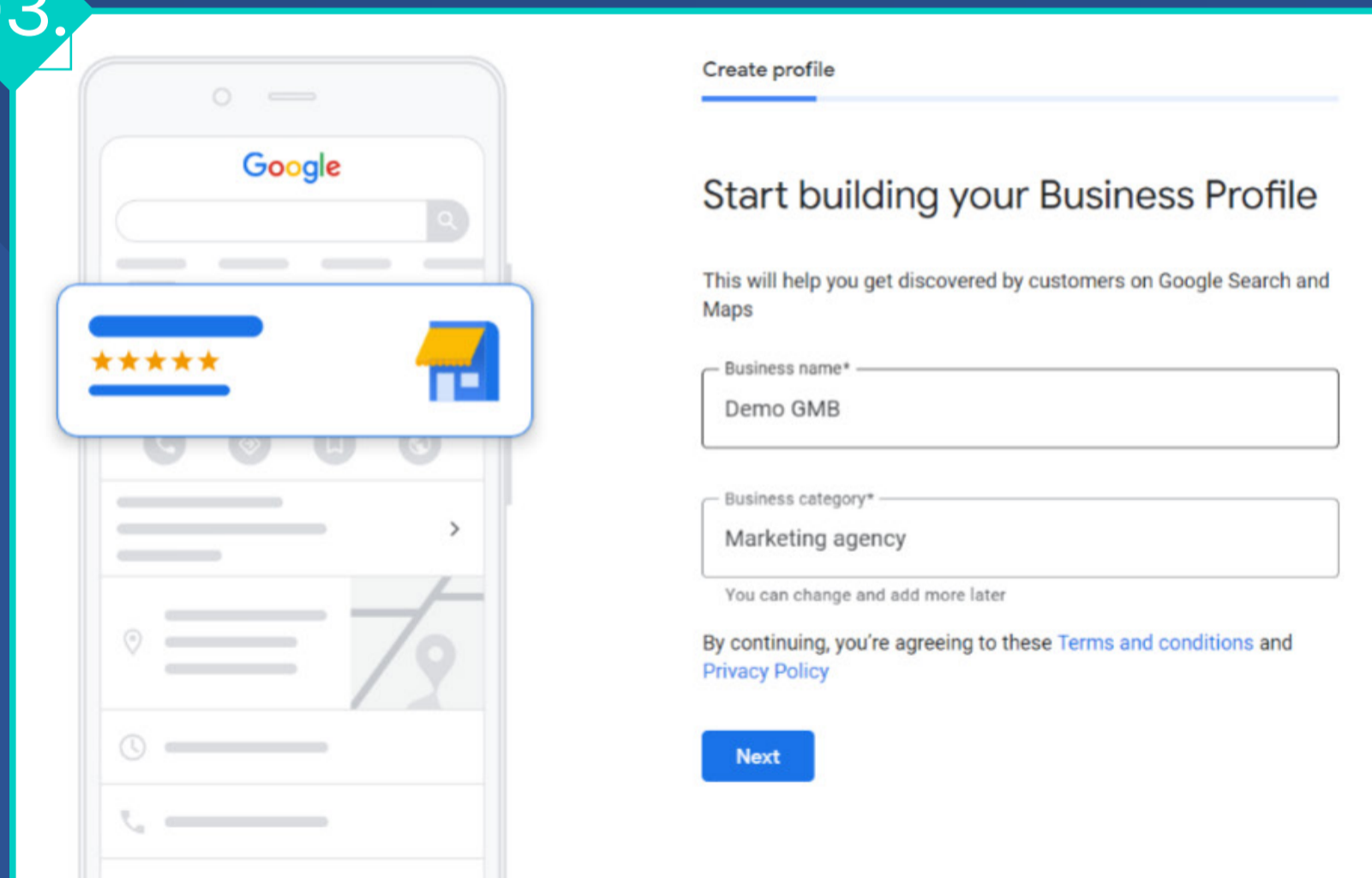
Next, sign in to your business's Google account

02.



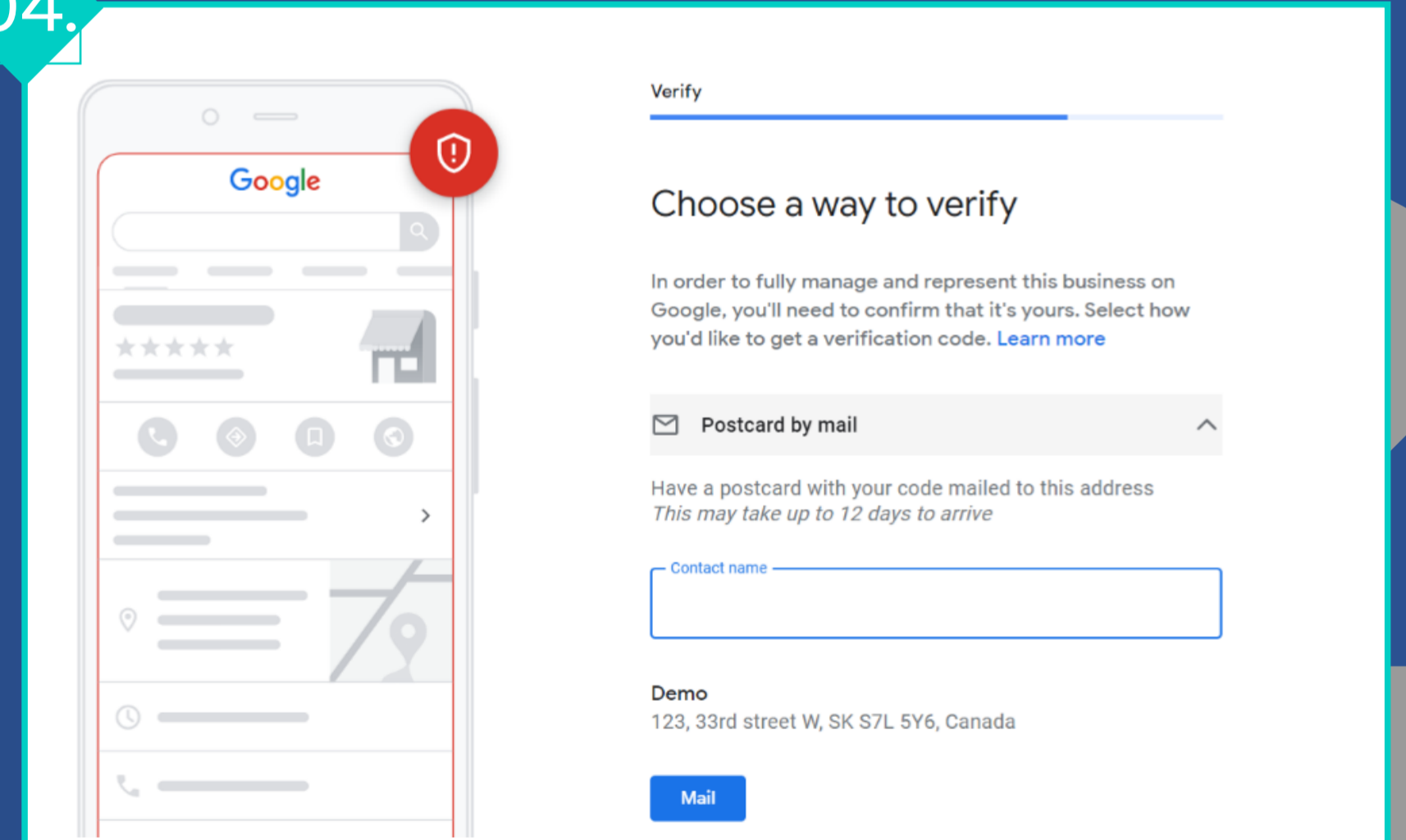
Now, [input](#) your business's name and click [Next](#). [Fill in all prompted information](#) (this process takes about five minutes).

03.



Yay, you're done the heavy lifting!
Now onto [verification](#)...

04.

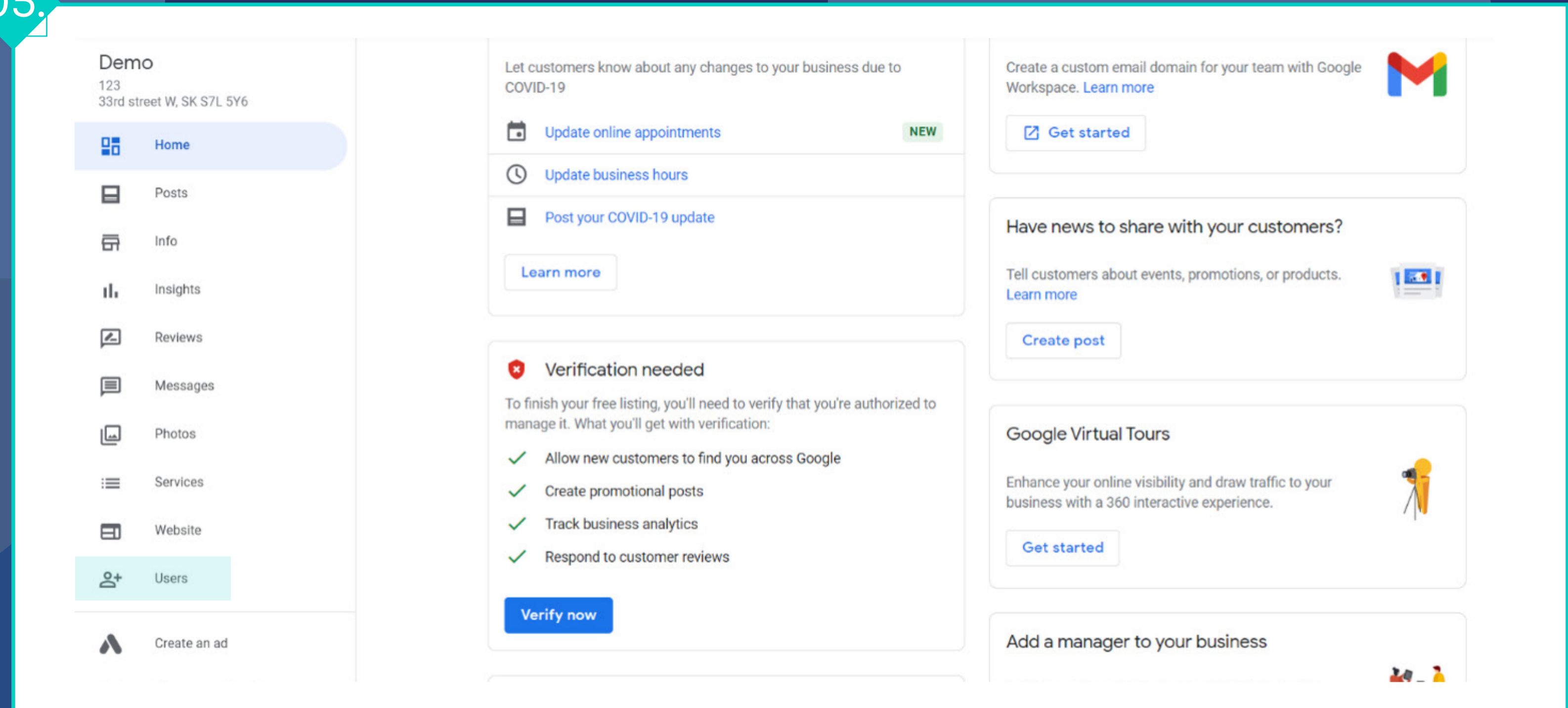


After you [choose](#) your preferred way to [verify](#), [Google](#) will [mail](#) you a postcard with a [verification code](#).

This is important – without it, your profile won't be active and, consequently, customers won't be able to find you.



05.



Once you receive your [code](#), simply [go to your business's GMB homepage and verify](#).

Congrats – you now know the process involved in creating a Google My Business account!

[Clash Copy](#) is a marketing agency that is dedicated to providing collaborative and rewarding marketing experiences to the IT and new business industries. If you have any questions regarding the process or would like help with implementation, don't hesitate to get in touch with one of our experts.

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