

Gaining Ownership of Your Google Business Listing



Claim and Manage Your Google Business Profile

Many businesses already appear on Google Search and Google Maps, but the profile may not yet be claimed by the business owner. If your profile is not claimed, any edits you make will be submitted as suggestions, which means they may not appear right away.

Claiming your profile allows you to manage your listing directly, update hours, and keep your information accurate for visitors. **If your hours are incorrect, visitors may assume your business is closed.**

Estimated setup time: **10–15 minutes**

Step 1: Check if Your Business Profile Is Claimed

- Go to **Google Search** or **Google Maps**.
- Search for your **business name and location**.
- Look at the business listing that appears on the right side of the screen (or in Maps).

If you see a button that says:

“Own this business?” or **“Claim this business”**

then the listing has **not yet been claimed**.

Step 2: Claim Your Business Profile

- Click **Own this business?** or **Claim this business.**
- Sign in with a **Google account** (or create one if you do not already have one).
- Follow the prompts to confirm you are the business owner or manager.

Google may ask you to verify ownership by:

- Phone call
- Text message
- Email
- Video verification
- Postcard sent to your business address

Once verification is complete, you will have full access to manage your business profile.

Step 3: If Someone Else Already Owns the Profile

If the profile is already claimed by someone else, you can request access.

- Click **Request Access.**
- Submit your request to become the **owner or manager** of the profile.
- The current owner will receive your request and can approve access.

If you do not receive a response, Google will provide additional steps to verify ownership.

Step 4: Update Your Business Information

Once you own or manage your profile, you can make updates directly.

- Search for your business on Google.
- Click **Edit Profile**.
- Update important information such as:
 - Hours of operation
 - Seasonal hours
 - Phone number
 - Website
 - Photos
 - Business description

Click **Save** after making updates.

Why Claiming Your Profile Matters

Managing your Google Business Profile helps visitors:

- Find accurate hours and contact information
- Discover your business on Google Maps
- See photos and updates from your business
- Know if you are open during the fall or shoulder season

Keeping your listing accurate helps travellers **plan their visit and improves your visibility online.**



Helpful Tip

If you cannot find your business on Google at all, you can create a new profile at google.com/business.

If you have any questions or need assistance at any stage of this process, please contact sophia@gowesternnewfoundland.com.

