

HOW TO CREATE YOUR FREE GOOGLE MY BUSINESS PROFILE



Having a Google My Business profile is crucial for real estate agents as it enhances online visibility, builds credibility through client reviews, and provides an easy way for potential clients to find and contact you.

Step-by-Step Instructions

1. Sign In to Google My Business:
 - Go to Google My Business and sign in with your Google account.
2. Add Your Business:
 - Click "Manage now" and then "Add your business to Google."
 - Enter your business name (e.g., "The Madrona Group Real Estate") and select "Real Estate Broker" as your business category.
3. Enter Your Business Information:
 - Address: Input your business address. If you don't have a physical office, you can select "I deliver goods and services to my customers" and list a service area instead.
 - Service Areas: Specify the areas you serve, such as "Seattle, WA; Everett, WA; Federal Way, WA; Edmonds, WA."
4. Add Contact Details:
 - Phone Number: Add your business phone number.
 - Website: Enter your business website URL (e.g., www.themadronagroup.com).
5. Verify Your Business:
 - Choose a verification method (postcard by mail, phone, or email). Follow the instructions to complete the verification process.
6. Complete Your Profile:
 - Hours of Operation: Set your business hours.
 - Photos: Upload high-quality images of your team, office, and listings.
 - Logo and Cover Photo: Add a professional logo and cover photo to enhance your profile.
7. Write a Compelling Business Description:
 - Go to the "Info" section and click on the pencil icon next to "Add business description."
8. Add Services:
 - Under the "Services" section, add the services you offer.
9. Publish Posts and Updates:
 - Regularly post updates about new listings, open houses, market news, and events.
10. Encourage Reviews:
 - Ask satisfied clients to leave positive reviews. Respond to reviews promptly to show engagement.

SAMPLE DESCRIPTION

At The Madrona Group, we provide world-class residential real estate services throughout the Puget Sound area. Our team combines local expertise, cutting-edge marketing, and skilled negotiation to help our clients find and secure their dream homes. Whether you're buying or selling, we are committed to delivering an exceptional experience tailored to your unique needs.

SAMPLE SERVICES

- Residential Property Sales
- Home Buying Assistance
- Market Analysis
- Real Estate Consultation
- Home Staging Services

