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Setting up a Service Area for Your Google Business Profile (GBP)

www.gbprocket.com

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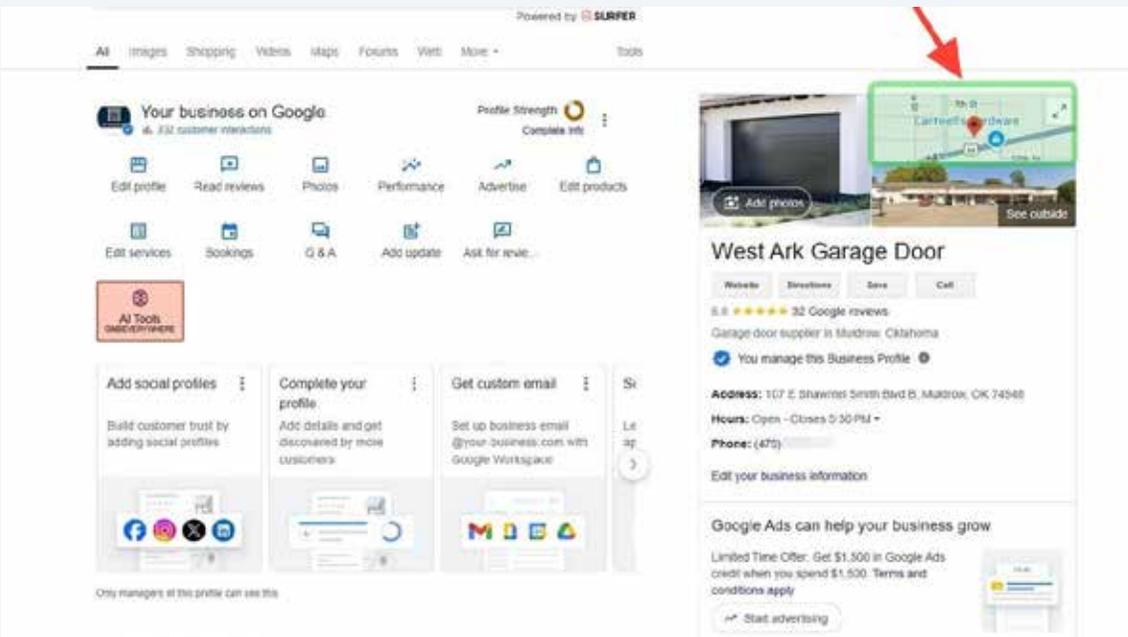
How to Set Up Your Service Area for Your Google Business Profile

1

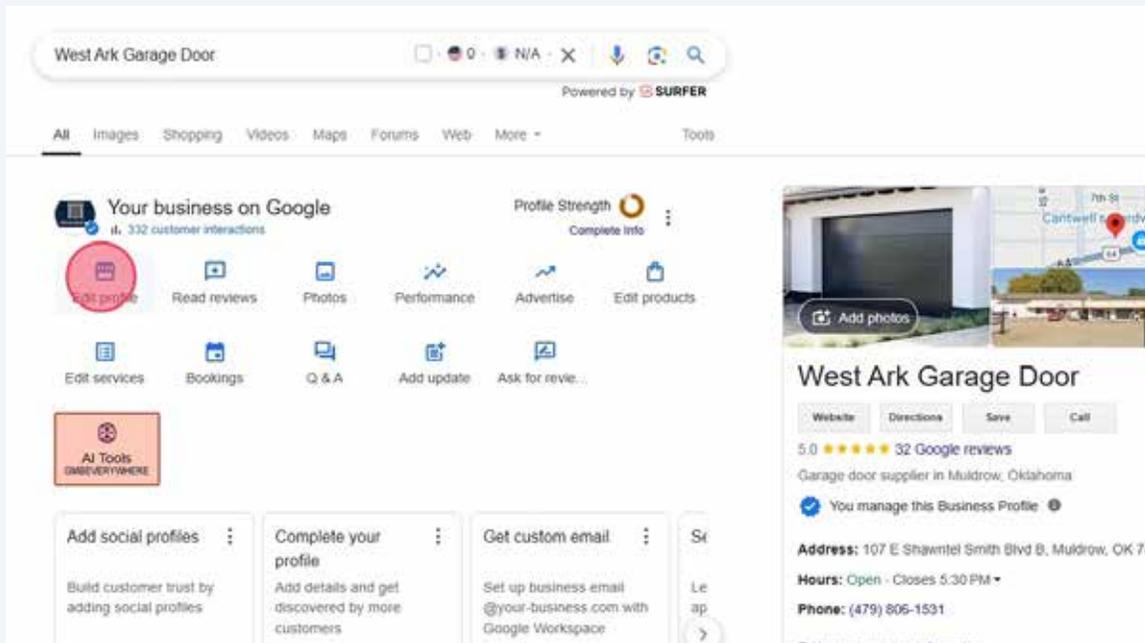
While signed in with the Google account that manages your Google Business Profile, go to your business profile page.

2

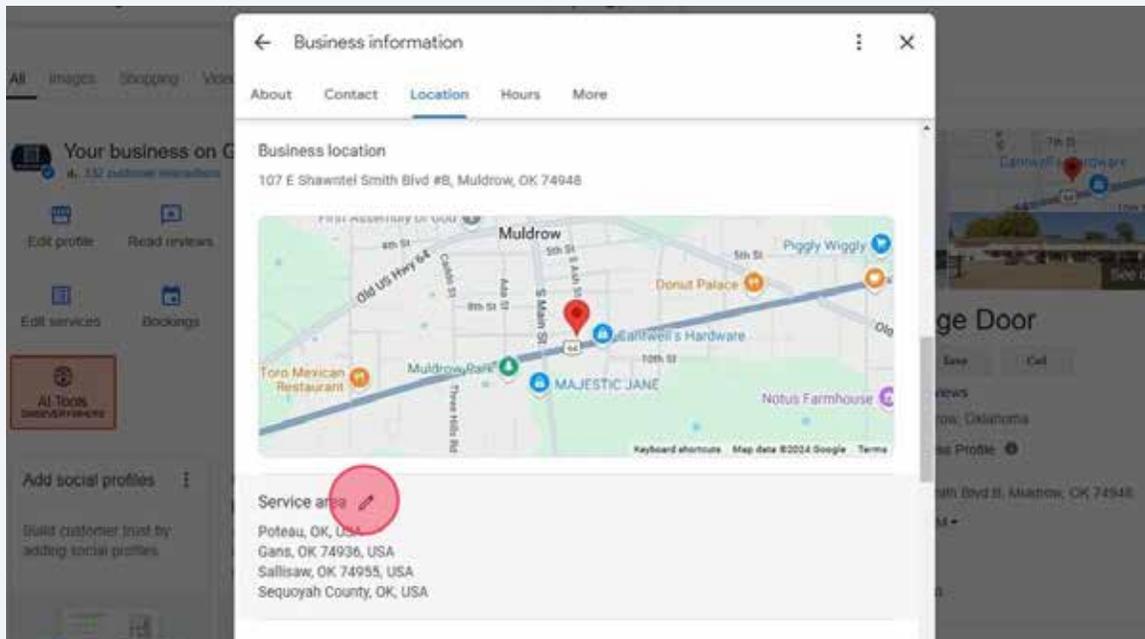
Before We Begin: Notice the current ("before") map snapshot of the business location in the image below (highlighted with a green box). Once we finish with our adjustments, it will change to more accurately reflect the full service area your business serves, allowing you to be found by a *much* wider range of clients!



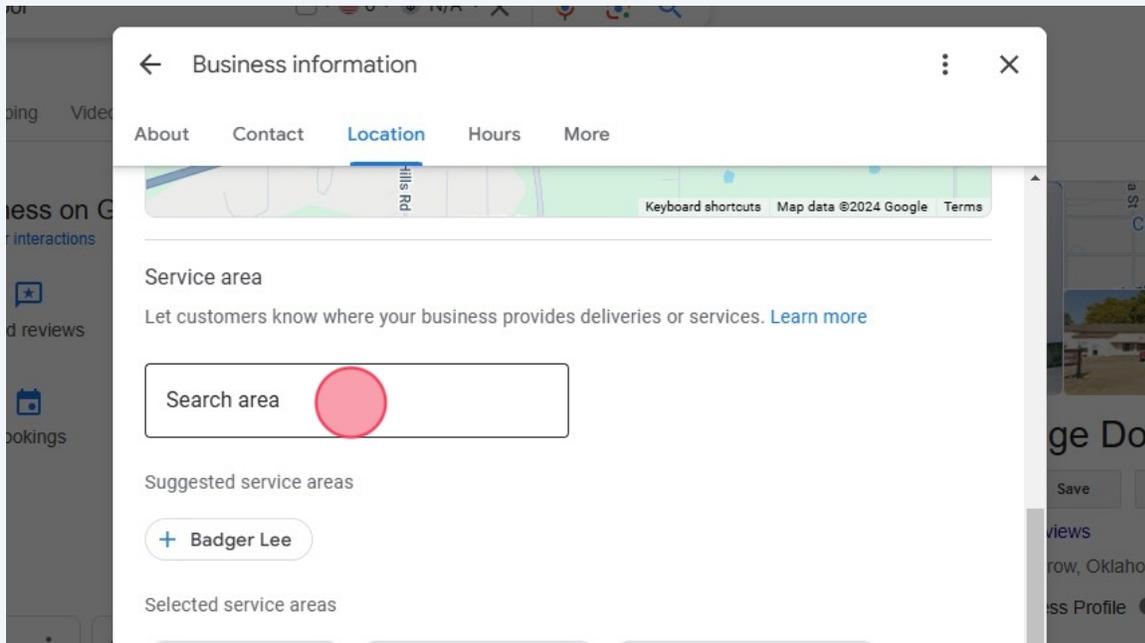
3 Click on "Edit profile"



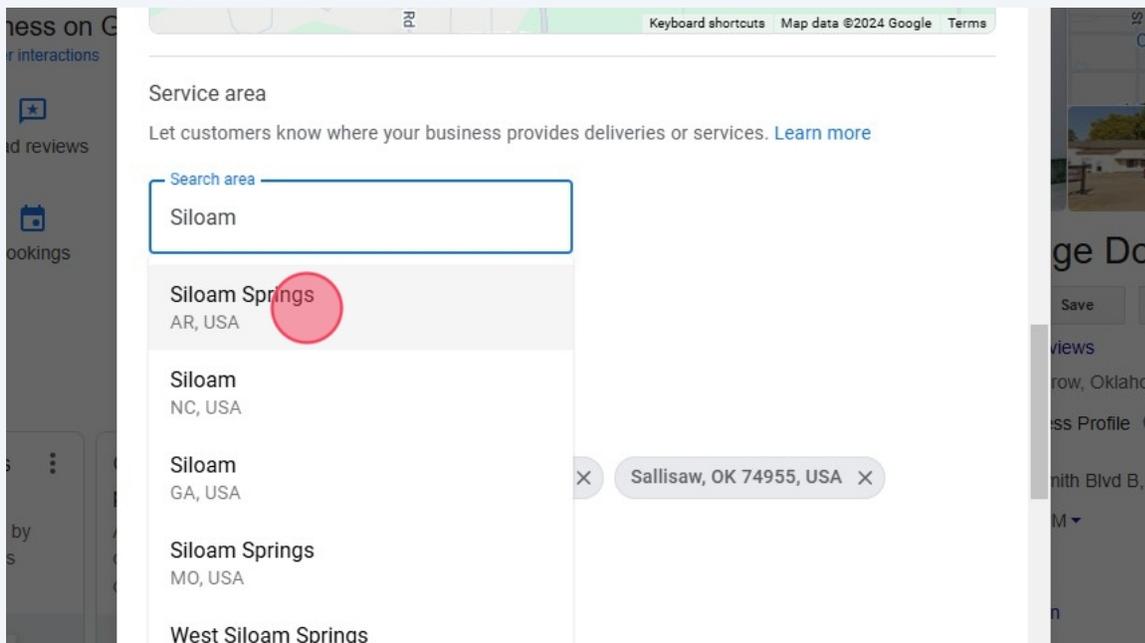
4 In the business information popup, scroll down until you see "Service area" listed and click the pencil icon to edit



5 Click the "Search area" field.

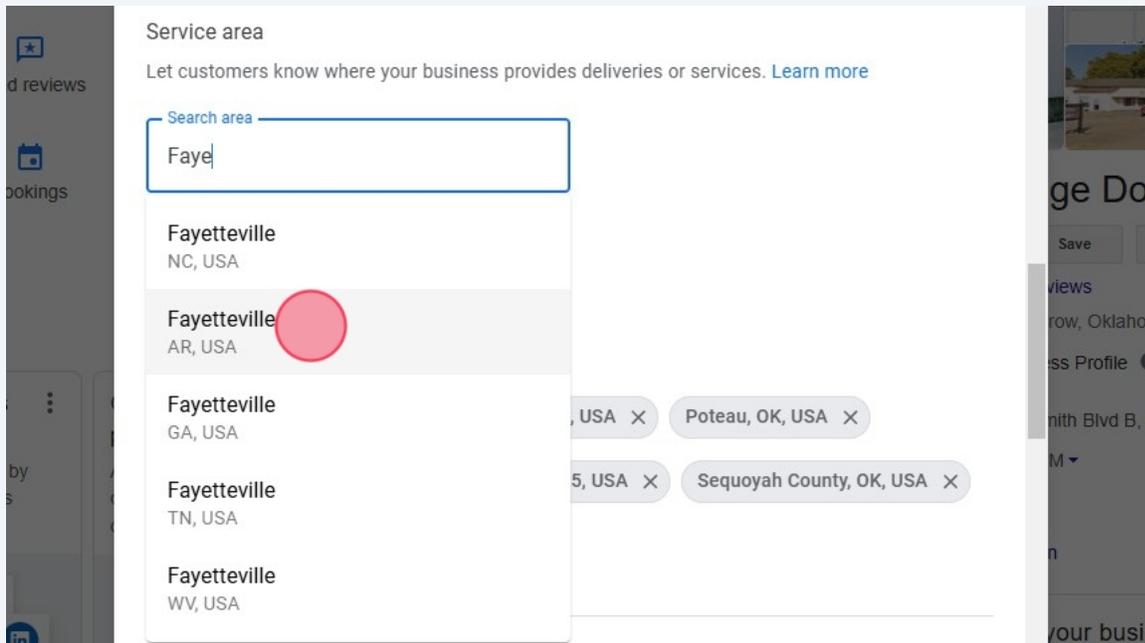


6 Here, begin to type the cities that you service, being mindful of the distance. Once you start typing a city, a dropdown should appear; choose the one with the city relevant to you.



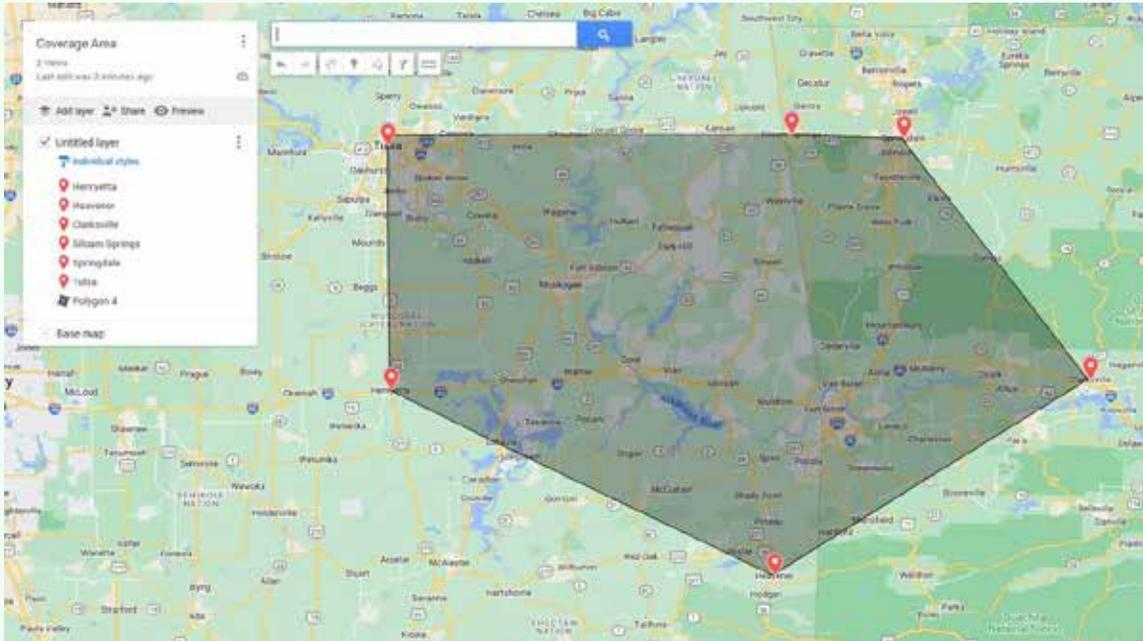
7

Add as many cities as are necessary to help Google get a thorough understanding of the coverage area for your business.



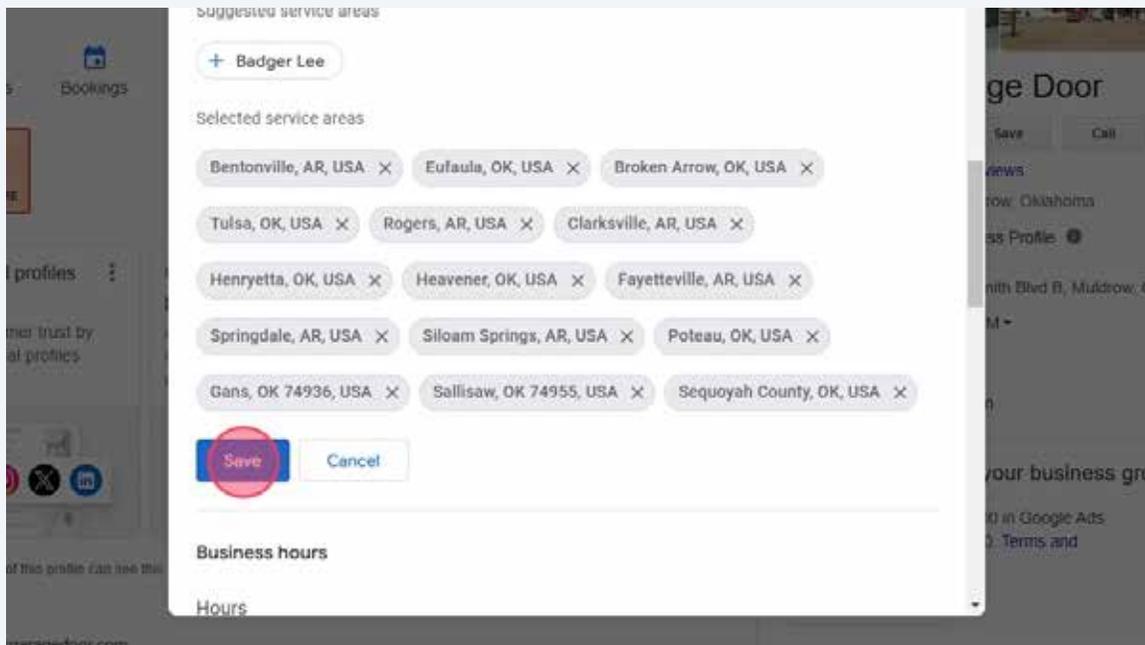


Our Strategy: What we like to do is use a point-plotting tool (such as [google.com/mymaps](https://www.google.com/mymaps)) in order to visually see the service area our cities are creating. Here, by plotting the farthest we're willing to travel for business and using the line tool to draw lines between the cities, you can visually see the areas that fall beneath the "umbrella" of our service. When you're satisfied with your service area reaching all the relevant cities, it's then simple enough to take the list of cities (far left floating panel) and plug them into the service area field of Steps 7 & 8. Don't forget to add a couple of the bigger cities *within* the "umbrella" as well!

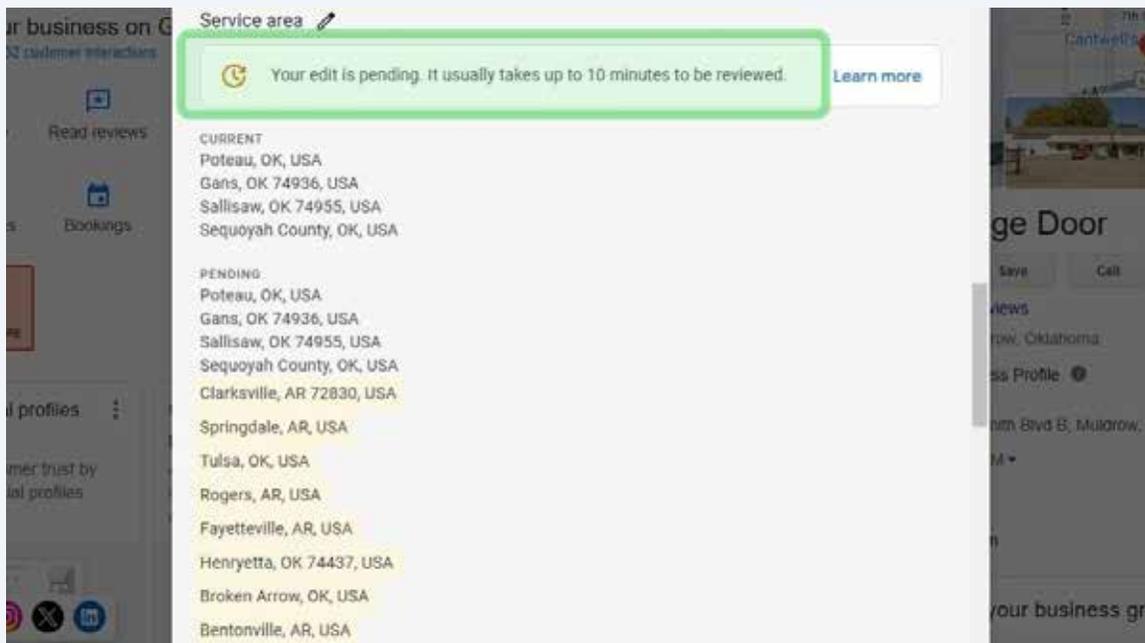


Caution for Brand New GBPs: Google is pretty strict about adding a massive service area all at once; in fact, making your service area too large too quickly can actually hinder your searchability. Therefore, if yours is a brand new GBP, we advise you to keep your service area moderately sized at first (at least for a couple of months) before gradually expanding it further. This isn't as applicable to pre-existing, more well-established businesses, but it's always better to be safe than sorry.

8 Once you've loaded all of the major cities you service, click "Save"

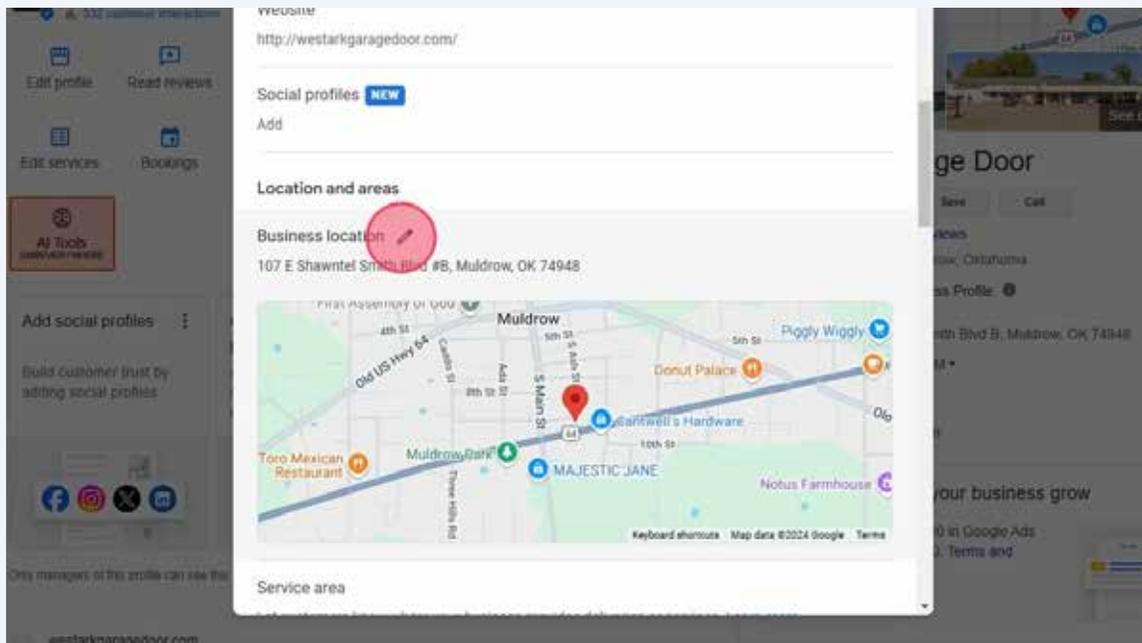


9 Once your changes are saved, you should see them populate inside the service area section. As the image indicates, your edit will be reviewed by Google and thus the results will show as pending until they are approved.



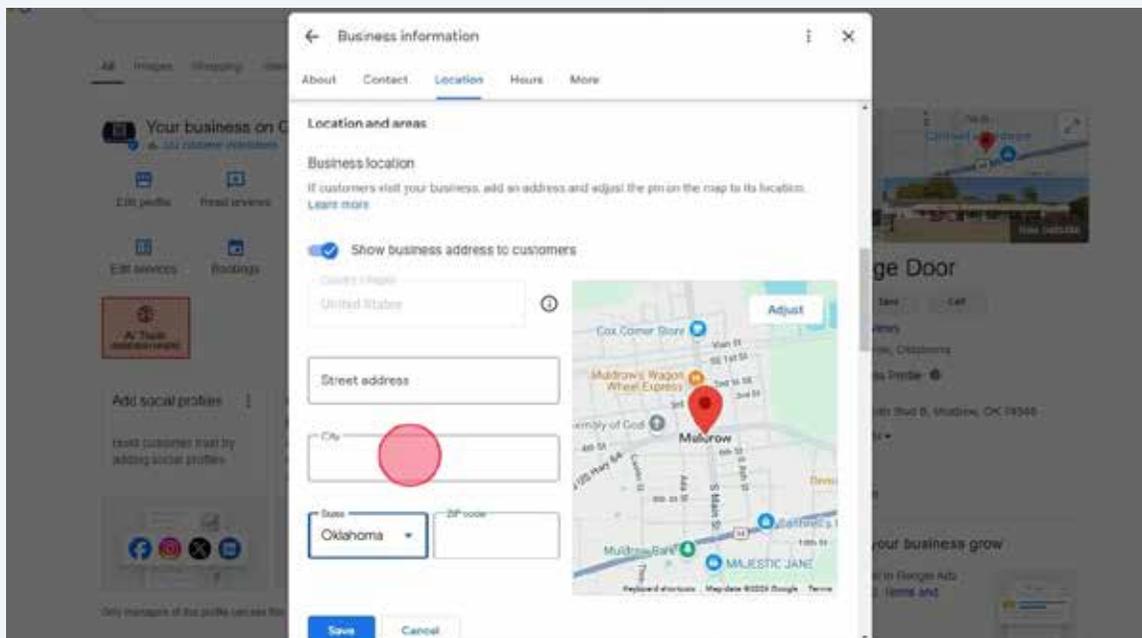
10

Now that we've added our locations, scroll back up to the "Business location" section and click the edit icon.



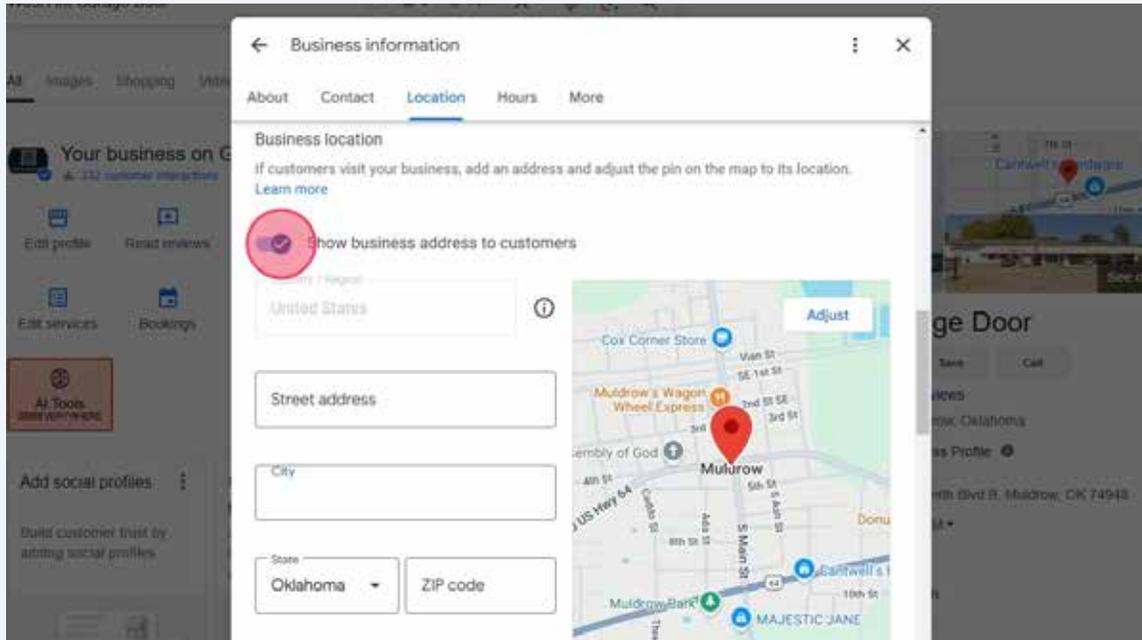
11

Delete the data in the address, city, and zip code fields. The state information can remain the same.



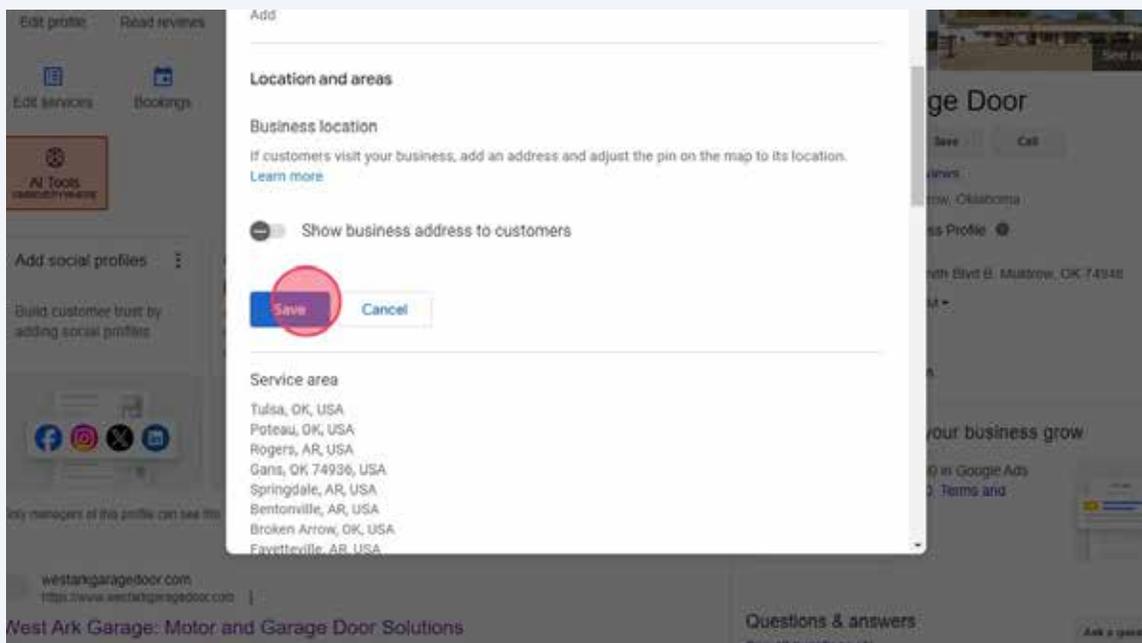
12

Click the toggle switch that says "Show business address to customers" to remove this information from the public completely. This will allow the service area to come into effect.

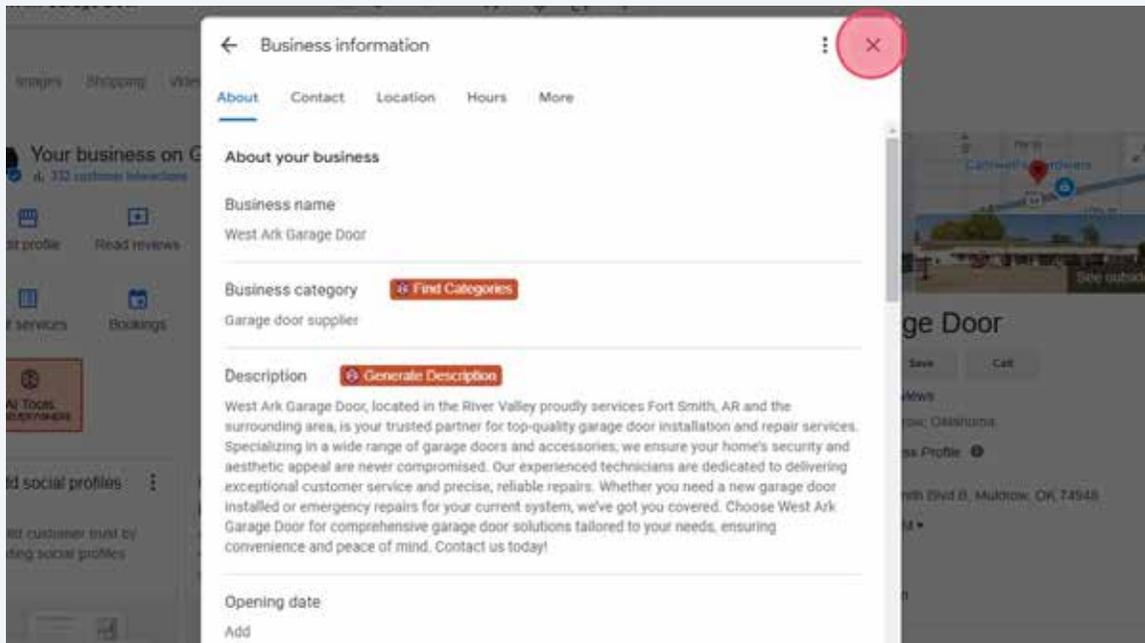


13

Click "Save"



14 Feel free to exit out of the "Business information" popup when finished.

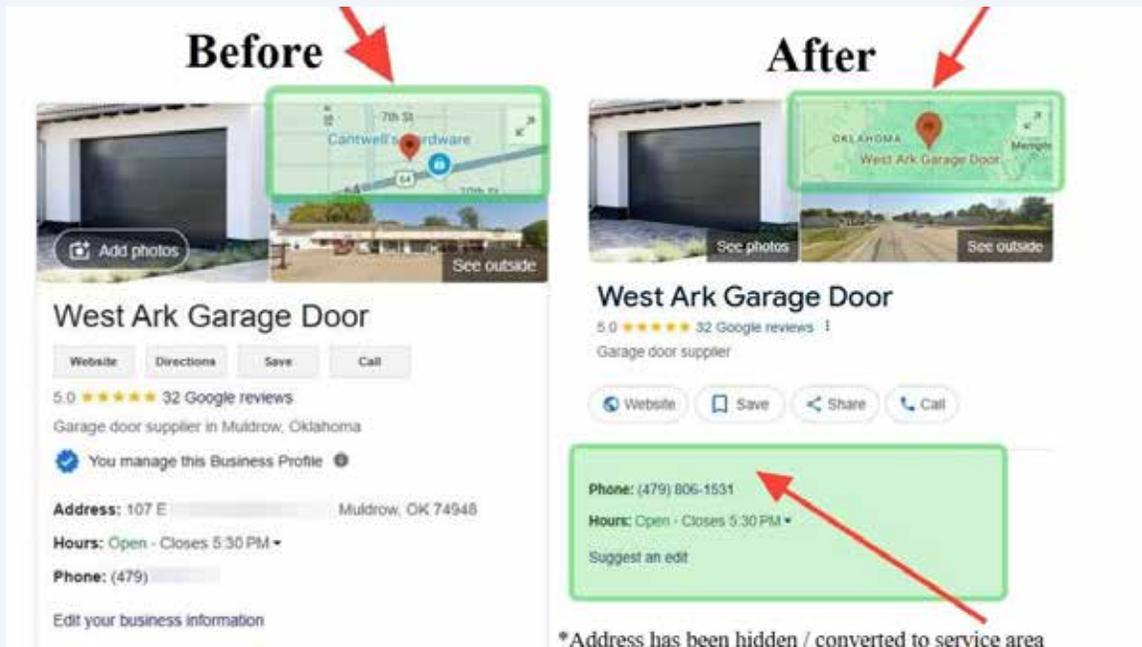


15

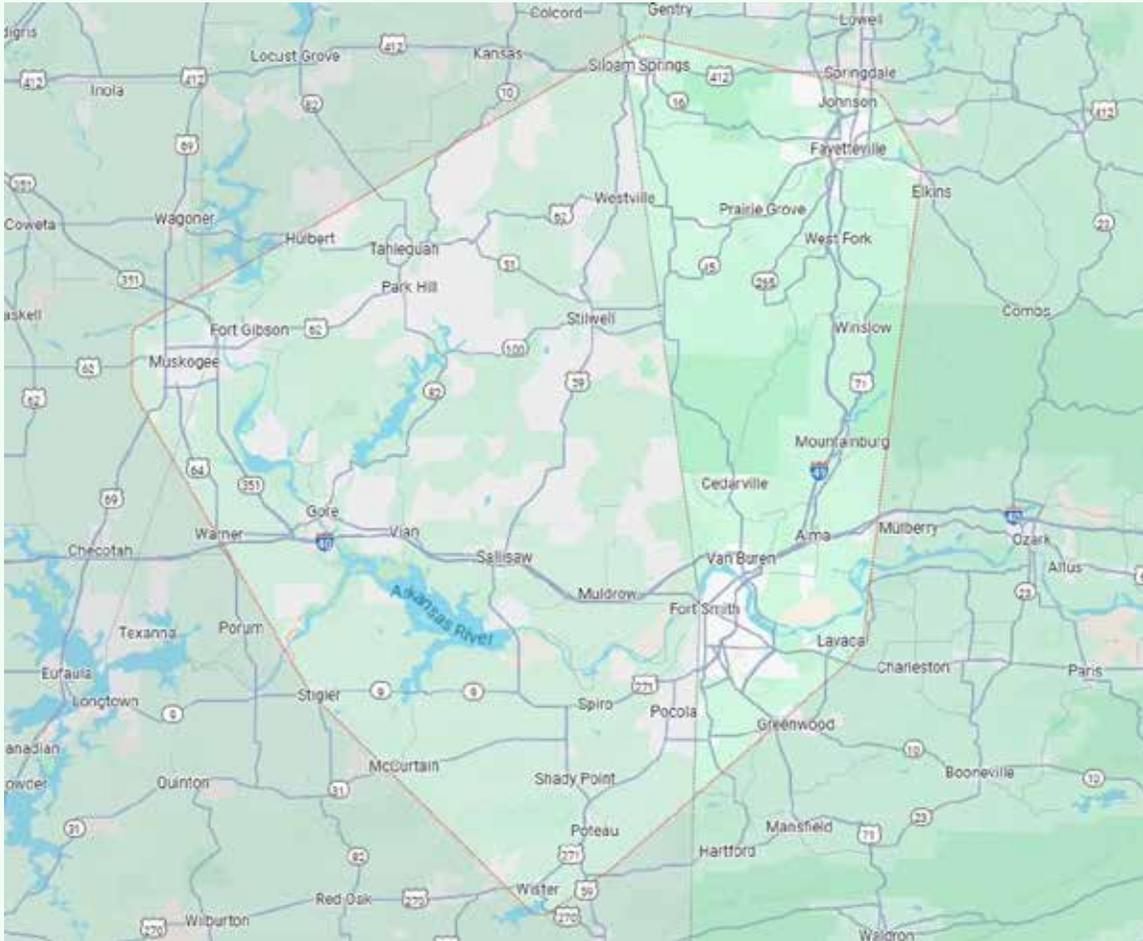
At this point, everything that **you** have to do is technically done; now, you must wait on Google to internally verify and ultimately approve the updated data. In our example, we were able to see these updates (see below pic) after only a few minutes.

Notice that the business address has now been hidden (in preparation for conversion into a service area) and the small Google Maps thumbnail has changed. Unfortunately, the Maps data will not immediately reflect the service area, but changes are now in motion.

NOTE: This last step could take several days to complete; the ball is in Google's court at this point in the process. But when the changes do become finalized, your Maps data should appear like the example in the next step's photo.



i After Google has had time to verify the updated information, your business will now show a service area like this instead of the original waypoint. This will tell Google that your business is a relevant search result for these new areas and thus will help your visibility in these new markets!



i This concludes the tutorial on how to add a service area to your Google Business Profile. We hope it helped, and we look forward to assisting you again in the future!