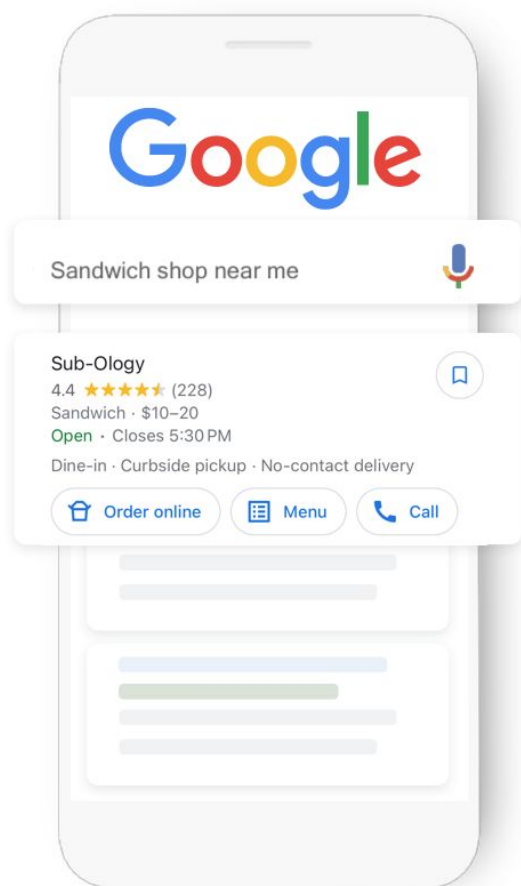


# Grow with Google

## Reach Customers Online with Google

Check out these tools and tips to improve website performance and help your business appear across Google.



Regularly publish useful, relevant content on your website. **Google Trends** can help you find popular search terms and trending topics. [g.co/trends](https://www.google.com/trends)

The **Mobile-Friendly** test shows how Google sees a web page on a mobile device and lists potential mobile usability problems. [g.co/mobilefriendly](https://www.google.com/mobilefriendly)

Use **Google Search Console** to monitor your website's presence in Google's search results. [g.co/searchconsole](https://www.google.com/searchconsole)

Create a free **Business Profile** to connect with customers on Google Search and Maps. [google.com/business](https://www.google.com/business)

Reach more customers by advertising on Google. [google.com/ads](https://www.google.com/ads)

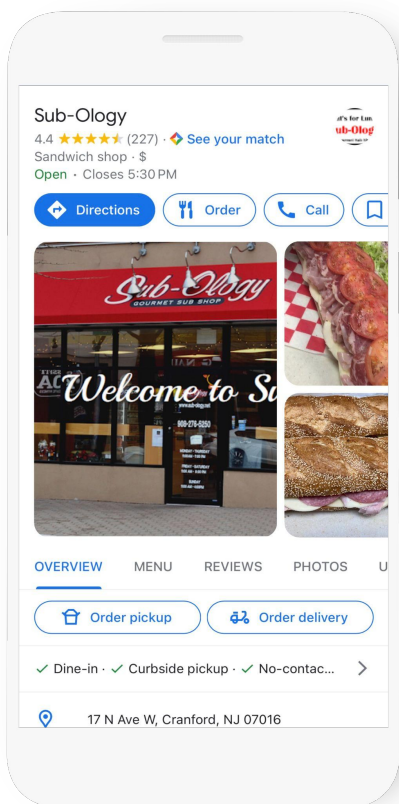
For additional resources check out

[google.com/grow](https://www.google.com/grow)



## How To Create a Business Profile

Your free Business Profile lets you easily connect with customers across Google Search and Maps.



### To create and verify a Business Profile:

1. Visit [google.com/business](https://google.com/business)  
Sign into Google or create a new account.
2. Enter the name of your business.
3. Choose a category.
4. Enter your business address.  
P.O. boxes are not allowed.
5. Add a phone number, website, or both.
6. To complete verification, request a postcard.
7. Once you receive the postcard, follow the instructions to complete the process.

### Additional resources from Grow with Google

**Google Career Certificates**  
[grow.google/certificates](https://grow.google/certificates)

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

**YouTube Channel**  
[YouTube.com/GrowWithGoogle](https://YouTube.com/GrowWithGoogle)

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business.