



Claim Your Google Business Profile

By Lawyerist

A Google Business listing—also known as a Google My Business (“GMB”) profile—is an easy and important way to promote your law firm. It is particularly important if you hope to boost your exposure in local searches. So here’s how to create or claim one for your law firm:

Create Your New GMB Profile:

- ❑ Create a [Google account](#) for your business and follow the prompts to create a GMB account.
- ❑ Search for your law firm on [Google Maps](#).
- ❑ If it doesn’t show up, that means either you haven’t added your law firm to Google’s listings, or a third-party didn’t add it themselves.
- ❑ If you don’t appear, you can create an entry for your law firm for its address in Google Maps. Just click “Add a place.”
- ❑ Fill in the business listing box that pops up, fill in the information, and click submit.

Your law firm should appear within 24 hours, but you should receive an email notification and a link letting you know your listing is active.

Claim an Existing Profile:

If your law firm already appears in a Google Maps search, that means it’s already listed. You just need to claim it:

- ❑ Click your law firm’s name on the map. There should be an option for you to “Claim this business.”
- ❑ Clicking on “Claim this business” will prompt and guide you through the steps of identifying, verifying, confirming, and “claiming” your law firm as your own.
- ❑ If you created the listing (and you are logged in to your Google account), once you click “Claim this business,” Google will recognize you as the creator and immediately validate you. Now you’ve got complete control over the listing. Nice.

Pro Tips:

- ❑ **Keep your info and profile updated.** This is kind of obvious, but make sure all the information about your law firm that shows on your GMB account is accurate and updated.
- ❑ **Mobile warrior.** If you're more of a mobile-first person, you can do all of the above with the Google My Business mobile app from the convenience of your smartphone. Convenient.
- ❑ **Create a link for reviews.** Create a link for clients to write reviews of your law firm. Just head over to your Google business listing, click "Write a review," and copy and paste the URL from the address bar to wherever you want to link to reviews. Getting more reviews means boosting your prominence, which, in turn, means better search engine rankings.
- ❑ **Manage your reviews.** Responding to reviews is another way to engage with current and potential clients. This is another way to increase your prominence, trust, and SEO rankings.
- ❑ **Max out your GMB profile for better SEO.** By keeping your profile updated, getting and responding to reviews for your firm, and adding an FAQ section to your listing, you can boost your relevance and Google's trust in you. That, as it turns out, means more visibility on Google's all-important search engine results pages.
- ❑ **Be consistent across listings.** If you've listed your law firm in other directories or are on social media, be sure your branding and other information is consistent across different platforms. This avoids confusion for clients and search engines alike.

Now go forth and claim your law firm on Google and broadcast it to the universe for some quick, nice, and easy local SEO success!