



**How to manage Google Business profile for your store?**



**Google**  
My Business

## Step 1

Create a Gmail account **if you don't have one**. Follow the step using the following link.

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### Create your Google Account

You can use letters, numbers & periods

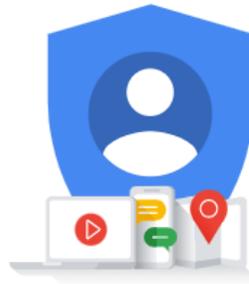
[Use my current email address instead](#)

Use 8 or more characters with a mix of letters, numbers & symbols

Show password

[Sign in instead](#)

Next



One account. All of Google working for you.

---

<https://support.google.com/mail/answer/56256?hl=en>

## Step 2

Send an email to [IT@tsgfranchise.com.au](mailto:IT@tsgfranchise.com.au) using your **store email/TSG recognized personal email**.

Provide your Gmail account and state that you would like to manage the google business for your store in the email.

**For example,**

Subject: Google Business Request -TSG XXX

Dear TSG IT,

I am writing this email to request control of the google business profile for TSG XXX.

My Gmail account is [xxxxx@gmail.com](mailto:xxxxx@gmail.com)

XX

TSG xxx

### Step 3

Wait for the invitation email from TSG and accept the invitation.

☐ ☆ ≡ Google My Business TSG Franchise Management invited you to manage TSG ... - You have received an invitation TSG Franchise Management invited ... @gmail.com to manage TSG ...

TSG Franchise Management invited you to manage TSG ... Inbox x

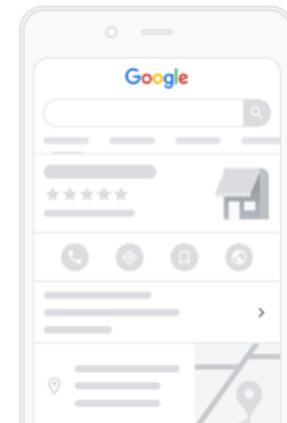
 **Google My Business** <googlemybusiness-noreply@google.com>  
to me ▾

Google My Business

You have received  
an invitation

 TSG Franchise Management  
invited  
...@gmail.com to  
manage TSG

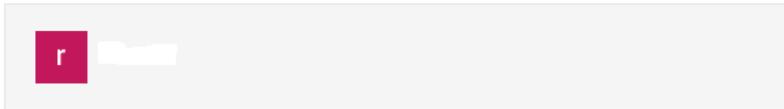
Accept 



← Accept invitation

Become a manager of TSG | [redacted]

Accept as [redacted] @gmail.com:



Your name and email address will be displayed to the owners and managers of this Location.  
[Learn more](#)

By continuing, you agree to the [Google My Business Terms](#).

ACCEPT



## Step 4

Now you can manage your google business profile.

**Google Business Profile Manager** Search businesses

TSG  
Shop Highway Shopping Center  
VIC

- Home
- Info
- Insights
- Reviews
- Messages
- Photos
- Website
- Users

Create an ad  
Add new business

Businesses  
Link to ads  
Settings

**Keep customers up to date**  
Answer a few questions and update your business on Google Maps and Search with your latest info.  
[Get started](#)

[Add photo](#) | [Create ad](#)

**New**  
Now manage your Business Profile directly on Google Search & Maps  
Easily edit info, post updates and connect with customers

[Try it on Search](#) [Learn more](#)

**Claim your A\$600 free advertising credit**

Gift shop in

Ad - <http://www.tobaccosg.com/>  
- Christian Gifts & Crafts

Getting started is simple – we walk you through every step. Set your own budget and only pay when people click your ad. [Learn more](#)

[Claim your credit](#)

**Stay connected during COVID-19**

Let customers know about any changes to your business due to COVID-19

## Step 5

Manage basic information of your store.

- **Change your business name**

Click on the “Info” tab on the left and select the “Business Name” Tab on the right to change your business name when required.

The screenshot displays the Google Business Profile Manager interface. On the left sidebar, the 'Info' tab is highlighted with a red box. The main content area shows the business profile for 'TSG' with a red box around the business name. The business name is 'TSG' and it is followed by an edit icon. Below the business name, there are three categories: 'Tobacco shop', 'Gift shop', and 'Cigar shop', each with an edit icon. The address is 'Highway, Shop 2, Shopping Center, VIC'. There is a location pin icon and an edit icon next to the address. Below the address, there is a section for 'Add service area' with an edit icon. The business hours are listed for each day of the week: Sunday (Closed), Monday (9:00 AM–5:00 PM), Tuesday (9:00 AM–5:00 PM), Wednesday (9:00 AM–5:00 PM), Thursday (9:00 AM–5:00 PM), Friday (9:00 AM–5:00 PM), and Saturday (9:00 AM–12:00 PM). On the right side, there are options to 'View on Search', 'View on Maps', and 'Share your Business Profile'. There is also a section for 'Advertise easily in minutes' and 'Close this business on Google' with buttons for 'Mark as temporarily closed', 'Mark as permanently closed', and 'Remove listing'. At the bottom, there is a section for 'Let Google help your business'.

Google Business Profile Manager

Search businesses

Update your profile more easily. Edit business info directly on Google Search.

This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#) [Accept all for this location](#)

TSG

Tobacco shop  
Gift shop  
Cigar shop

Highway, Shop 2, Shopping Center, VIC

Add service area

Sunday Closed  
Monday 9:00 AM–5:00 PM  
Tuesday 9:00 AM–5:00 PM  
Wednesday 9:00 AM–5:00 PM  
Thursday 9:00 AM–5:00 PM  
Friday 9:00 AM–5:00 PM  
Saturday 9:00 AM–12:00 PM

Your business is live on Google

[View on Search](#)  
[View on Maps](#)  
[Share your Business Profile](#)

Advertise easily in minutes

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

[Mark as temporarily closed](#)  
[Mark as permanently closed](#)  
[Remove listing](#)

Let Google help your business

Change your Business Name and click Apply. (TSG is not suggesting to change business name that differ from what TSG recommended)

Business name

Enter your business name as it appears to customers in the real world.

Cancel [Apply](#)

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Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

- **Add different shop categories.**

Click on the “Info” tab on the left and select the “Category” Tab on the right to add your business category when required.

The screenshot displays the Google Business Profile Manager interface. On the left sidebar, the 'Info' tab is highlighted with a red box. The main content area shows the business profile for 'TSG' with a red box around the 'Category' section, which lists 'Tobacco shop', 'Gift shop', and 'Cigar shop'. The 'Info' tab in the sidebar is highlighted with a red box. The main content area shows the business profile for 'TSG' with a red box around the 'Category' section, which lists 'Tobacco shop', 'Gift shop', and 'Cigar shop'. The 'Info' tab in the sidebar is highlighted with a red box. The main content area shows the business profile for 'TSG' with a red box around the 'Category' section, which lists 'Tobacco shop', 'Gift shop', and 'Cigar shop'.

Google Business Profile Manager

Search businesses

TSG  
Highway Shopping Center  
VIC

Home

**Info**

Insights

Reviews

Messages

Photos

Website

Users

Create an ad

Add new business

Businesses

Link to ads

Settings

Support

Update your profile more easily. Edit business info directly on Google Search.

This location has updated information from Google users or other sources. Review these published updates to make sure that they're accurate. [Learn more](#) [Accept all for this location](#)

Your business is live on Google

[View on Search](#)

[View on Maps](#)

[Share your Business Profile](#)

Advertise easily in minutes

Close this business on Google

You can mark this business as temporarily or permanently closed. You can also remove it from your account.

[Mark as temporarily closed](#)

[Mark as permanently closed](#)

[Remove listing](#)

Let Google help your business

TSG

Tobacco shop

Gift shop

Cigar shop

Highway, Shop . . .  
Shopping Center, . . .  
VIC

Add service area

Sunday	Closed
Monday	9:00 AM–5:00 PM
Tuesday	9:00 AM–5:00 PM
Wednesday	9:00 AM–5:00 PM
Thursday	9:00 AM–5:00 PM
Friday	9:00 AM–5:00 PM
Saturday	9:00 AM–12:00 PM

Add extra categories by clicking “Add another category” button and click “Apply”.

Category

Help customers find your business by industry.

Primary category

Tobacco shop

---

Additional categories

Gift shop ×

---

Cigar shop ×

---

[Add another category](#)

Cancel Apply

---

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

- **Change Store's Opening Hours**

Click on the "Info" tab on the left and select the "Opening Hours" Tab on the right to change the store's Opening Hours when required.

The screenshot shows the Google Business Profile Manager interface. On the left sidebar, the 'Info' tab is highlighted with a red box. The main content area shows the business profile for 'TSG' (Tobacco shop, Gift shop, Cigar shop) located at 'Highway, Shop 2, Shopping Center, VIC'. The 'Opening Hours' section is highlighted with a red box, showing the following schedule:

Sunday	Closed	
Monday	9:00 AM–5:00 PM	
Tuesday	9:00 AM–5:00 PM	
Wednesday	9:00 AM–5:00 PM	
Thursday	9:00 AM–5:00 PM	
Friday	9:00 AM–5:00 PM	
Saturday	9:00 AM–12:00 PM	

Update to the new opening hours and click “Apply”

### Hours

Sunday	<input type="checkbox"/> Closed				
Monday	<input checked="" type="checkbox"/> Open	9:00 AM	–	5:00 PM	<a href="#">Add hours</a>
Tuesday	<input checked="" type="checkbox"/> Open	9:00 AM	–	5:00 PM	<a href="#">Add hours</a>
Wednesday	<input checked="" type="checkbox"/> Open	9:00 AM	–	5:00 PM	<a href="#">Add hours</a>
Thursday	<input checked="" type="checkbox"/> Open	9:00 AM	–	5:00 PM	<a href="#">Add hours</a>
Friday	<input checked="" type="checkbox"/> Open	9:00 AM	–	5:00 PM	<a href="#">Add hours</a>
Saturday	<input checked="" type="checkbox"/> Open	9:00 AM	–	12:00 PM	<a href="#">Add hours</a>

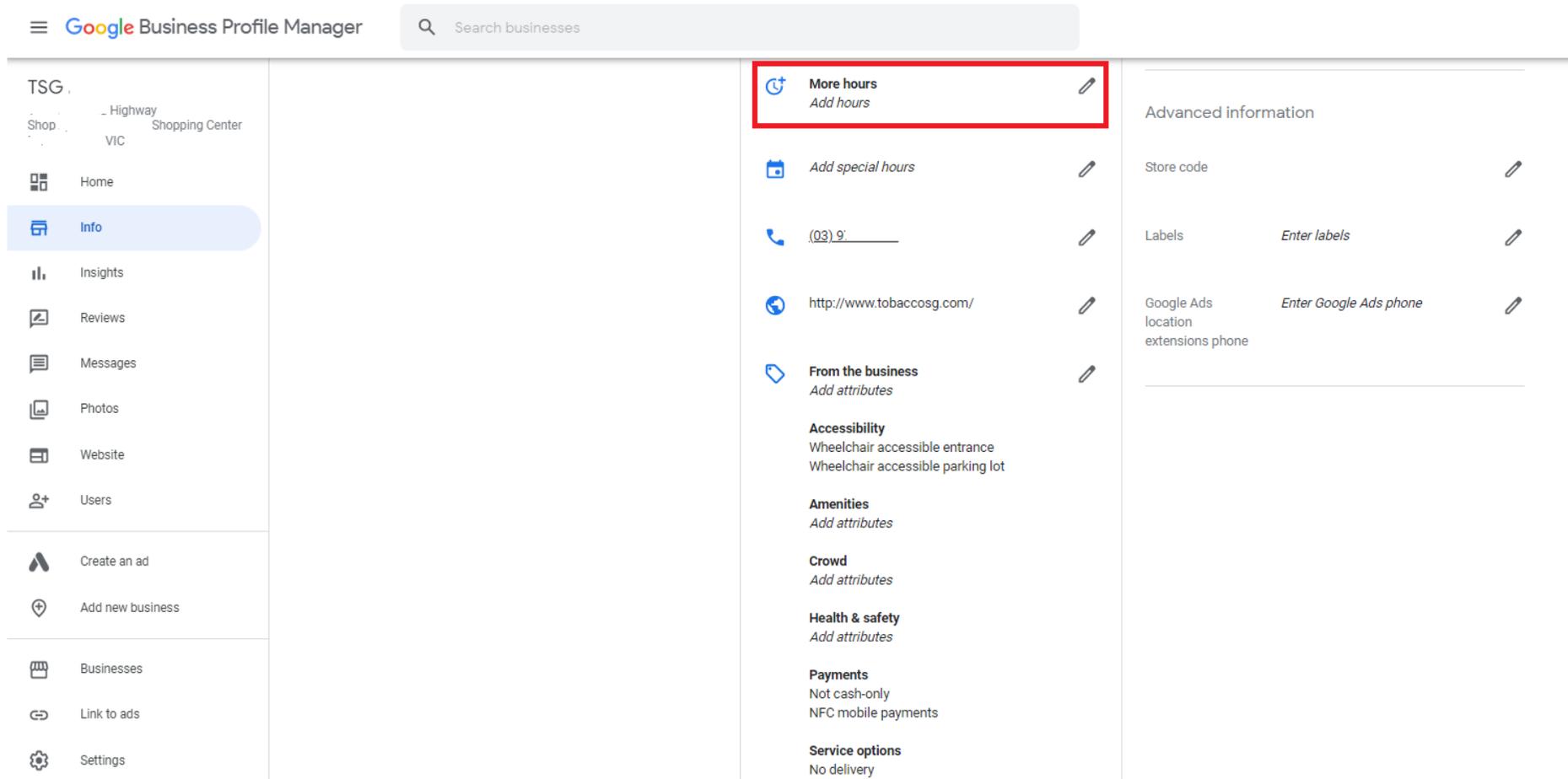
Cancel [Apply](#)

---

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

- **Adding more custom Opening Hours**

Click on the “Info” tab on the left and select the “More Hours” Tab on the right to add more custom Opening Hours when required.



## More hours

You can add hours for specific services or specials to your business on Google

### Add hours

+ Access

+ Breakfast

+ Brunch

+ Delivery

+ Dinner

+ Drive through

+ Happy hours

+ Kitchen

+ Lunch

+ Online service hours

+ Pickup

+ Senior hours

+ Takeout

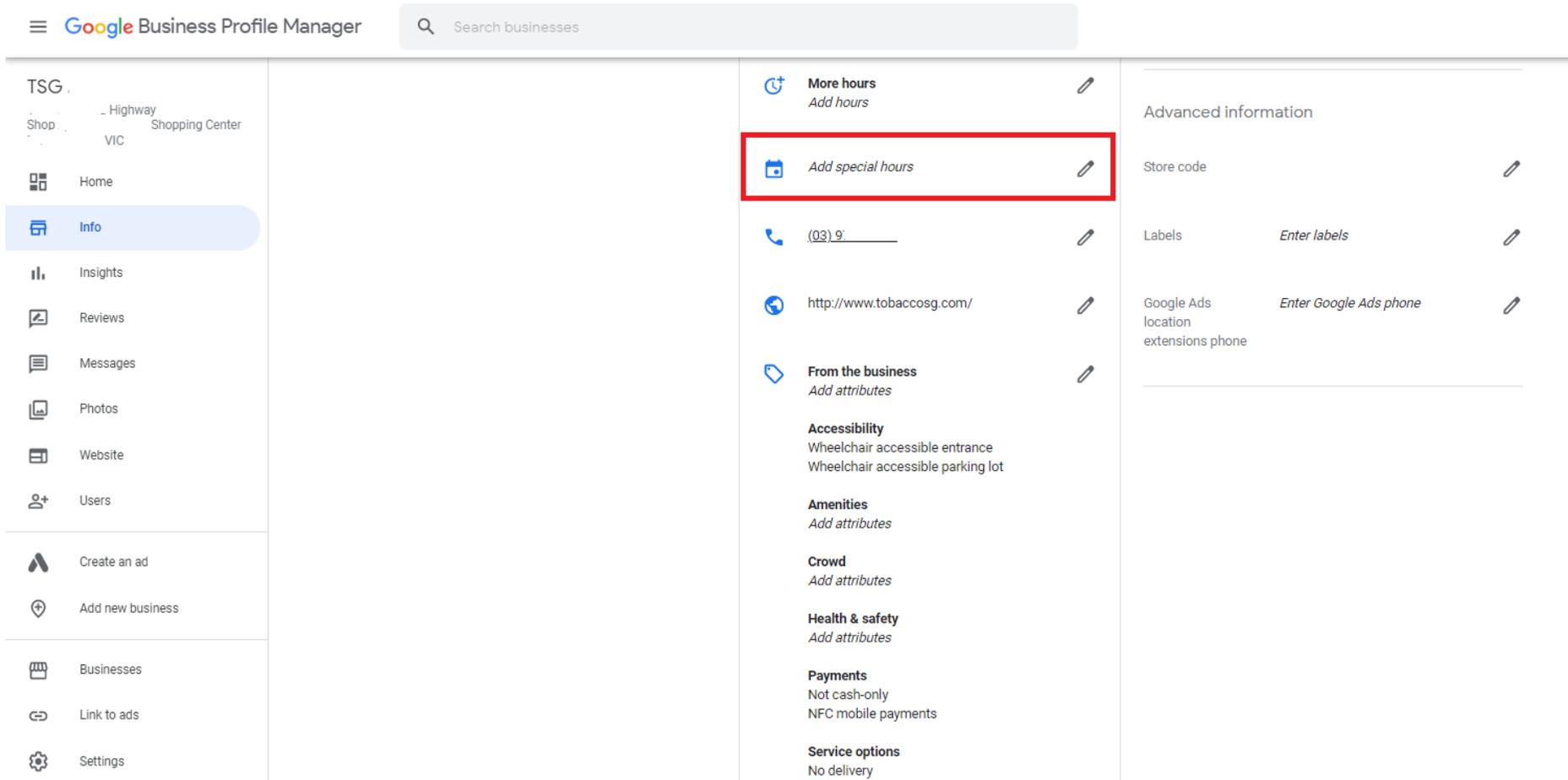
Cancel

Apply

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

- **Adding more Special Opening Hours**

Click on the “Info” tab on the left and select the “Add special Hours” Tab on the right to add more special Opening Hours when required. For example, a public holiday.



Select the date and add opening hours accordingly. Click "Apply" to confirm your updates.

### Special hours

Enter hours for days when this business has an irregular schedule

Good Friday



4/15/22



Open

11:00 AM



3:00 PM



[Add hours](#)

[Add new date](#)

Cancel

[Apply](#)

---

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

- **Update the store contact number**

Click on the “Info” tab on the left and select the “Phone Number” Tab on the right to update the store contact number when required.

The screenshot displays the Google Business Profile Manager interface. On the left, a navigation menu is visible with the 'Info' tab highlighted. The main content area shows various business details, with the 'Phone Number' field highlighted by a red rectangle. The 'Phone Number' field contains the text '(03) 9...'. Other visible fields include 'More hours', 'Add special hours', 'http://www.tobaccosg.com/', 'From the business', 'Accessibility', 'Amenities', 'Crowd', 'Health & safety', 'Payments', and 'Service options'. The right sidebar contains 'Advanced information' with fields for 'Store code', 'Labels', and 'Google Ads location extensions phone'.

“Click on the Apply button to confirm the update.”

Phone number

Primary phone



(03)

[Add phone number](#)

Cancel

[Apply](#)

---

Edits may be reviewed. It can take up to 3 days before your edit is visible on Search, Maps, and other Google services. [Learn more](#)

- **Update other store information.**

<p>TSG</p> <p>Shop   Highway Shopping Center VIC</p> <ul style="list-style-type: none"><li>Home</li><li><b>Info</b></li><li>Insights</li><li>Reviews</li><li>Messages</li><li>Photos</li><li>Website</li><li>Users</li></ul>		<p>(03) [edit]</p> <p>http://www.tobaccosg.com/ [edit]</p>	<p>Labels <i>Enter labels</i> [edit]</p> <p>Google Ads location extensions phone <i>Enter Google Ads phone</i> [edit]</p>
<ul style="list-style-type: none"><li>Create an ad</li><li>Add new business</li></ul>		<p><b>From the business</b> [edit] <i>Add attributes</i></p> <p><b>Accessibility</b> Wheelchair accessible entrance Wheelchair accessible parking lot</p> <p><b>Amenities</b> <i>Add attributes</i></p> <p><b>Crowd</b> <i>Add attributes</i></p> <p><b>Health &amp; safety</b> <i>Add attributes</i></p> <p><b>Payments</b> Not cash-only NFC mobile payments</p> <p><b>Service options</b> No delivery In-store shopping</p> <p>[edit] <i>Add business description</i> [edit]</p> <p>[edit] <i>Add opening date</i> [edit]</p>	
<ul style="list-style-type: none"><li>Businesses</li><li>Link to ads</li><li>Settings</li><li>Support</li></ul>		<p>[edit] Add photos</p>	

- **Upload store photos to Google Business.**

Click on the “Info” tab on the left and select the “Photo” Tab on the right to upload store photos when required.

The screenshot displays the Google Business Profile management interface. On the left, a sidebar contains navigation options: Home, Info (selected), Insights, Reviews, Messages, Photos, Website, Users, Create an ad, Add new business, Businesses, Link to ads, Settings, and Support. The main content area is divided into sections for business details, each with an edit icon:

- Phone:** (03) ...
- Website:** http://www.tobaccosg.com/
- From the business:** Add attributes
- Accessibility:** Wheelchair accessible entrance, Wheelchair accessible parking lot
- Amenities:** Add attributes
- Crowd:** Add attributes
- Health & safety:** Add attributes
- Payments:** Not cash-only, NFC mobile payments
- Service options:** No delivery, In-store shopping
- Add business description:** Edit icon
- Add opening date:** Edit icon
- Add photos:** Edit icon (highlighted with a red box)

On the right side, there are sections for **Labels** (with 'Enter labels' and an edit icon) and **Google Ads** (with 'Enter Google Ads phone location extensions phone' and an edit icon).

Choose from the following options.



### Video

Use a video to tell the story of your business and what makes it unique.

[Add videos](#)



### Interior

Showcase the look and feel of your business with interior photos.

[Add photos](#)



### Product

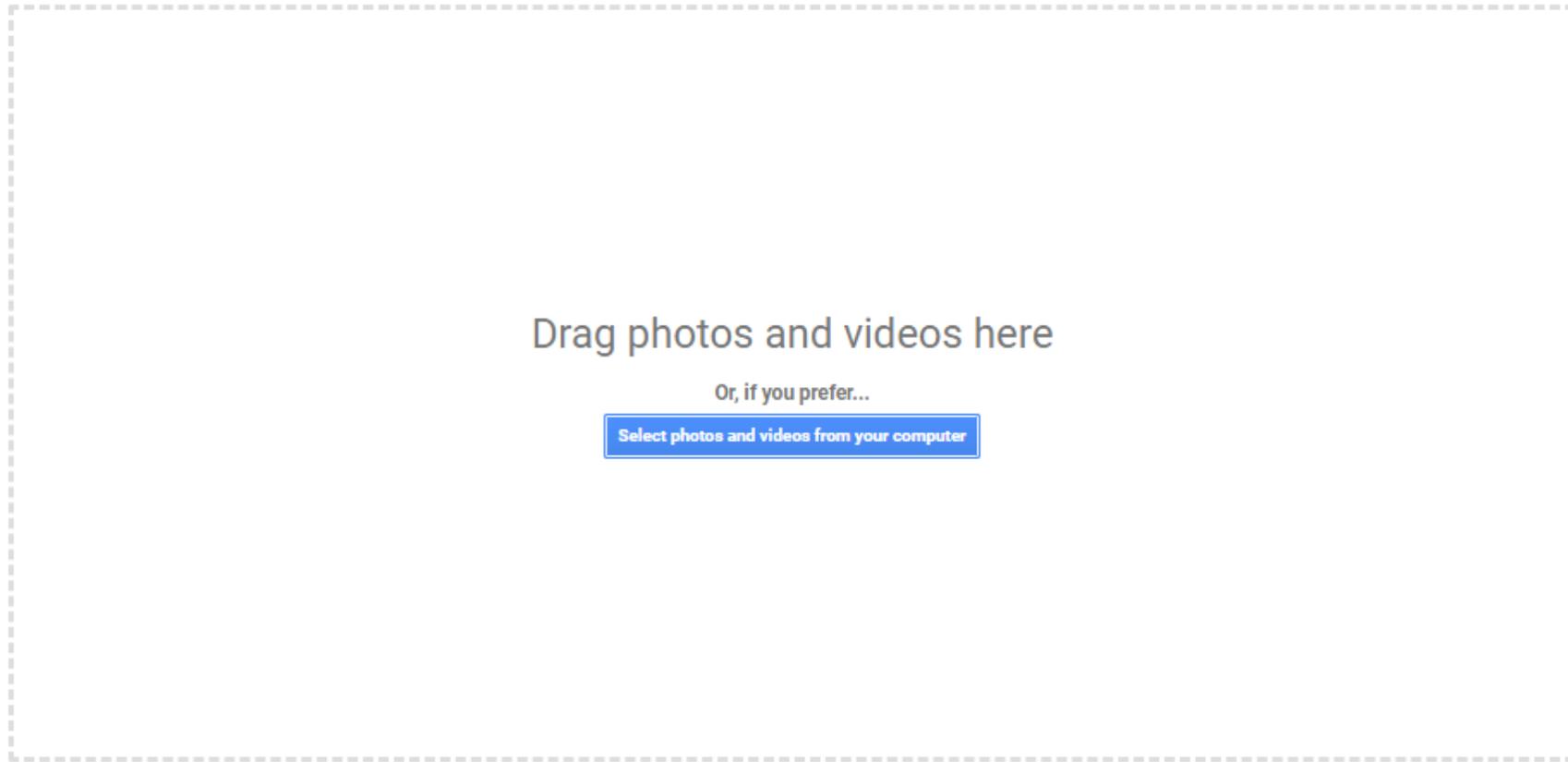
Customers love being able to see photos of products you offer.

[Add photos](#)

Drag photos into the box or locate photos in your computer.

Post photos and videos

x



Drag photos and videos here

Or, if you prefer...

Select photos and videos from your computer

Select

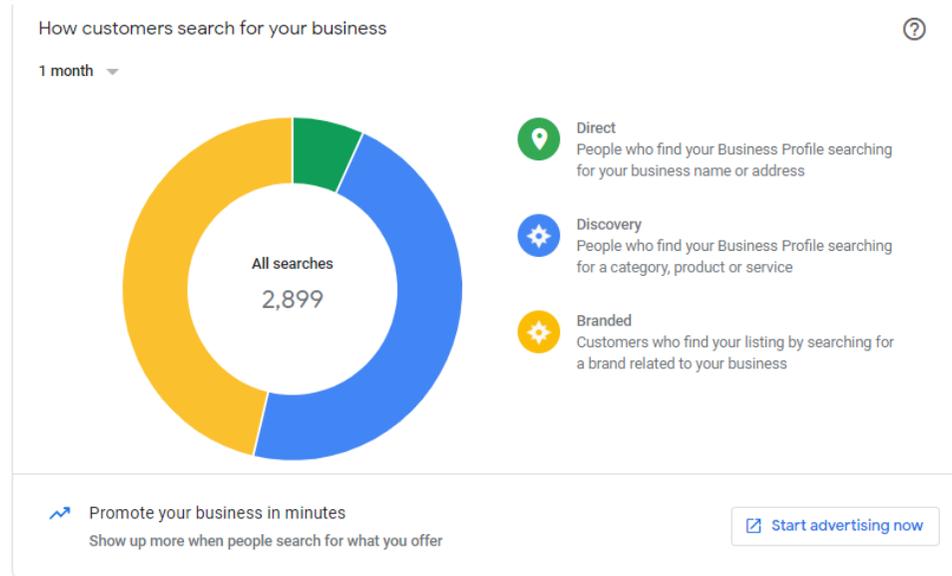
Cancel

Posting publicly on Google products

[? Learn more](#)

You can also view the statistics of your store.

- Insights**
- Reviews
- Messages
- Photos
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new business
- Businesses
- Link to ads



You can view customers' comments and reply to them.

- Reviews**
- Messages
- Photos
- Website
- Users
- Create an ad
- Get custom Gmail
- Add new business
- Businesses
- Link to ads
- Settings
- Support

All Replied Haven't replied

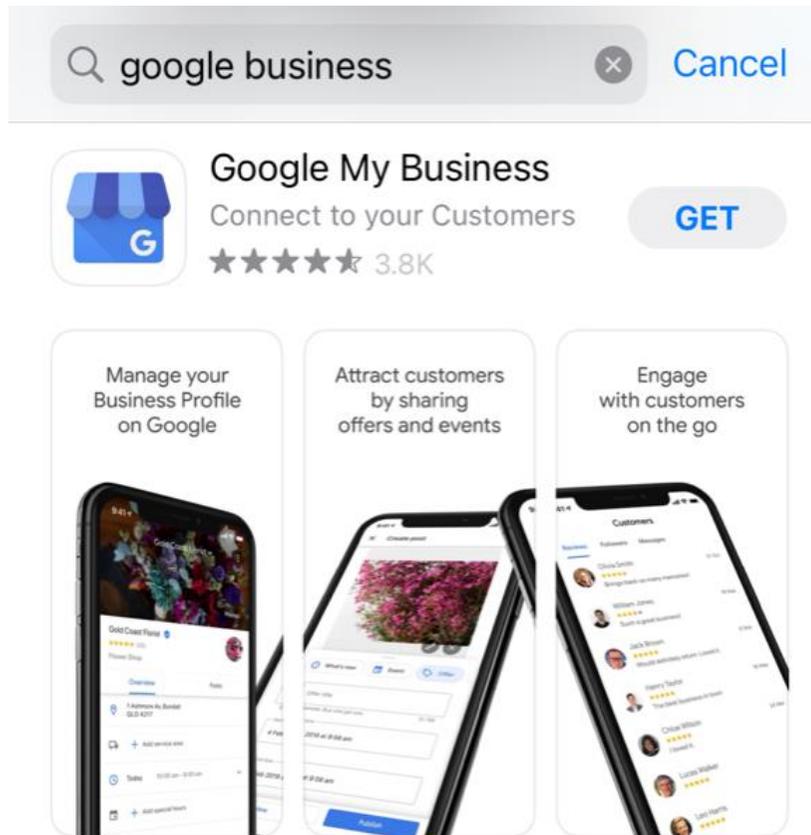
**vajk fillis**  
★★★★★ 25 Mar 2020  
*The user didn't write a review and has left just a rating.*  
[Reply](#)

**Chris Rickard**  
★★★★★ 20 Nov 2018  
Good prices! Doesn't talk much but he's a friendly fella with a big smile :)  
[Reply](#)

**Alex R**  
★★★★★ 12 May 2018  
Standard  
[Reply](#)

## Mobile App

Mobile App is also available on Google store and Apple App Store.





google business app



Google My Business  
Google LLC

Open

4.0 ★

291K reviews

10M+

Downloads

3+

Rated for 3+ Ⓞ



Connect with your customers on Google and get insights on your business

Ads · Related to your search



Google Primer  
4.4 ★



Square Point of  
Sale - POS  
4.3 ★



Wix Owner: Website  
Creator  
4.2 ★



Remix  
4.1 ★

