HOW TO SET UP OR CLAIM YOUR GOOGLE BUSINESS PROFILE

(For Driving Instructors & Driving Schools)

WHAT IS A GOOGLE BUSINESS PROFILE?

Your Google Business Profile is your free business listing on Google.

It helps your driving school appear when people search:

- "Driving instructor near me"
- "Driving lessons [your suburb]"

It shows your:

- Business name
- Phone number
- Reviews
- Photos
- Location/service area

This is the **most important place to be visible online**

STEP 1:

CHECK IF YOUR BUSINESS ALREADY EXISTS

Before creating anything, search on Google:

- Type your business name into Google

If you SEE your business:
You need to **claim it**
If you DON'T SEE your business:
You need to **create a new listing**

STEP 2:

CLAIM YOUR EXISTING BUSINESS

If your business appears in Google:

1. Click on your business listing
2. Look for: **"Claim this business"** or **"Own this business?"**
3. Click and follow the steps
4. Sign in with your Google account

- If you don't have a Google account, you'll need to create one

STEP 3:

CLAIM YOUR EXISTING BUSINESS

1. Go to: https://www.google.com/business
2. Click **"Manage Now"**
3. Enter your business name
4. Select your business category → Choose: *Driving School or Driving Instructor*
5. Add your service area (suburbs you cover)
6. Enter your phone number
7. Add your website (if you have one)

STEP 4:

VERIFY YOUR BUSINESS

Google will ask you to verify your business.

This may be done by:

- SMS (text message)
- Phone call
- Email
- Postcard (less common now)

This step is important — **your profile will not show properly until verified**

STEP 5:

ADD YOUR KEY INFORMATION

Once your profile is set up, complete the following:

Business Details

- Business name (exactly as you trade)
- Phone number (make sure it is correct)
- Service areas (suburbs you cover)
- Opening hours

Business Description (Simple Example)

"I provide professional driving lessons in [your area], helping learners build confidence and pass their driving test safely."

STEP 6:

ADD PHOTOS (VERY IMPORTANT)

Add at least 5–10 real photos:

- Your car
- You (the instructor)
- Inside the vehicle
- Students (with permission)
- L-plates / training setup

Real photos build trust and increase clicks

STEP 7:

YOU'RE LIVE!

Once completed:

- Your business can appear in Google search
- Customers can call you directly
- People can leave reviews

QUICK CHECKLIST

- ☑ I have claimed or created my Google Business Profile
- ☑ My phone number is correct
- ☑ My service areas are listed
- ☑ I have added at least 5 photos
- ☑ My business description is filled in
- ☑ My profile is verified

TOP TIPS

- Keep your information up to date
- Add new photos regularly
- Ask happy students for reviews
- Check your listing once a month