

5-MINUTE GOOGLE BUSINESS TUNE-UP

Help customers find your Gresham business today

WHY THIS MATTERS

80% of local searches lead to a store visit within 24 hours.

If your Google Business listing is outdated or missing, customers may never find you.

STEP 1

Find Your Business on Google

Open Google

Search your business name

Look for the business panel on the right side

If you see "Own this business?"

Click it to claim your listing.

If nothing appears

Go to: google.com/business

STEP 2

Claim or Create Your Listing

Follow the prompts to:

Verify your business name

Add your address

Add your phone number

Add your website

Google will send a verification code by mail, phone, or email.

STEP 3

Fix the Basics

Once inside your profile, update these first:

Business hours

Category (restaurant, retail, salon, etc.)

Phone number

Website link

Description

Tip: If your hours change seasonally, update them immediately.

STEP 4

Add Photos (This Matters More Than You Think)

Businesses with photos get more clicks and visits.

Upload:

Storefront

Interior

Staff in action

Products

Window displays

Even 3–5 photos makes a difference.

STEP 5

Respond to Reviews

Customers notice businesses that respond.

Thank positive reviews

Stay professional with negative ones

Aim to reply within a few days

QUICK MONTHLY CHECK

Once a month:

Confirm hours

Add a new photo

Reply to reviews

Post an update

Need help?

Historic Downtown Gresham Association is here to support local businesses.

Small digital updates = more foot traffic downtown.