



Google My Business

HOW TO KEEP YOUR BUSINESS PROFILE TRUSTWORTHY AND RELIABLE

Your Google Business Profile is a valuable tool for connecting with customers. Here's a quick reminder of some important Business Profile policies.

Keep your information accurate and up-to-date

Make sure everything you publish accurately represents your business and what it offers.

Welcome genuine customer feedback

All businesses need to play fair. Some key ways to do so include the following:

- Accept all reviews, positive and negative. Don't selectively solicit positive reviews or pressure customers to leave a particular review.
- Don't pay for reviews or offer incentives like discounts or freebies for reviews.
- Don't solicit positive reviews from employees or anyone affiliated with your company, and never post negative content intended to harm the reputation of your competitors.

To learn more, read the Google Business Profile policies on [prohibited content and behavior](#).

Content that violates Google's [policies, guidelines, and terms of service](#) will be removed, and your Business Profile could be restricted. If you see a review that's inaccurate or inappropriate, you can [report it](#).