Site in Hand

siteinhand.com/help/verify-google-profile/

Claim and verify your Google Business Profile

10 minutes, then up to 5 business days for Google

Only if your listing isn't verified yet

Steps checked October 2026

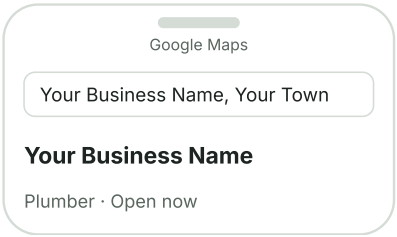
Before anyone can manage your Google listing, Google needs to know it's really yours. Most businesses did this years ago. You only need this guide if Google shows **Claim this business** or **Get verified**, or if your business isn't on Google Maps yet.

When you're verified, you can add us as a Manager.

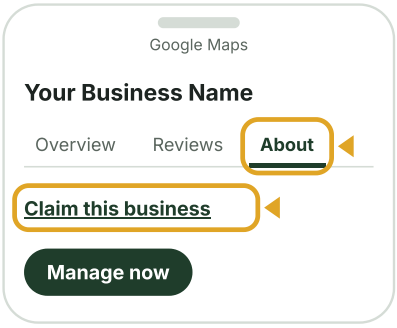
Before you start: Sign in to the Google account you want to manage the business with. A business email is best, if you have one.

Find your listing

1. Open **Google Maps** and search for your business name and town. Select your business.



2. On a computer, select **Claim this business**, then **Manage now**. In the Google Maps app, tap **About**, then **Claim this business**, then **Manage now**.

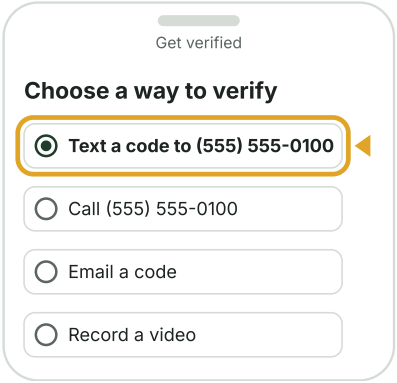


3. No **Claim** button, but you see **Get verified**? Go to **business.google.com** and select **Get verified** on your profile.

Choose how Google checks it's you

Google decides which of these you're offered. You may get one or a choice.

- **Phone call or text:** Google sends a code to the business phone. Type it in. (An automated phone menu can't receive the call.)
- **Email:** follow the steps in the email Google sends you.
- **Video:** record a short video (or join a live video call during business hours). Show your sign or business location, your tools or equipment, and something that proves you run the business, like a business license or a utility bill.
- **Postcard:** Google mails a 5-digit code to the business address. It usually arrives within 14 days and the code lasts 30 days. While you wait, don't change your business name, address or category, and don't ask for a new code.



Wait for Google

1. Google can take up to 5 business days to check. You'll get an email from Google when you're verified.
2. Then add us as a Manager. Tell us when you've done it.

Keep your code to yourself and type it in yourself. Google never asks anyone for it, and neither will we.

If something looks different

Google says someone else manages this profile

Someone else verified it, maybe a family member, a past employee or an old web company. If you know who, ask them to add you as an owner. If you don't: go to **business.google.com/add**, enter your business name and address, and choose your business. When it says **Someone else may manage this Business Profile**, select **Request access** and fill in the form. The current owner has 3 days to answer. Businesses with no storefront (you go to your customers) contact Google instead. We'll help with either.

"Get verified" came back after you finished

Verification didn't go through. Try again or choose another way. If Google asks you to fix something after a video, follow its steps on the screen.

Your business isn't on Google at all

Go to **business.google.com/add** and select **Add your business to Google**, or let us walk you through it.

Stuck?

Email us at hello@siteinhand.com, or send us a note from your dashboard or the app (**Ask for a change**). We'll help, or do it with you.

Where these steps come from

Steps checked October 2026 against each company's own help pages. Screens change now and then; if yours looks different, we'll help.

- Google's own instructions: verify your business
- Google's own instructions: claim your Business Profile
- Google's own instructions: request ownership of a profile