Set Up a Google My Business Account

What it is

Google My Business (GMB) is a free tool from Google that allows you to manage your agency on Google Search and Maps. You create and claim ownership of a GMB listing, and in that listing you can include essentials like your address, phone number, office hours, and photos of your business.

Why it's important

Having a GMB account is one of the most essential things you can do to make sure your agency comes up in searches for insurance agents in your community.

Your GMB account impacts how your agency ranks in your local Google Maps area. Having an account and using GMB features will also help generate more visits to your website, and in turn more calls/visits to your agency.

GMB also helps with your agency's search engine optimization, categorizes your business properly in Google's search algorithms, lets you post regular updates, and lets you view and respond to client reviews.

How to do it

1. Go to the Google My Business start page.
2. Type in your business information—just answer the questions asked by GMB.
3. Verify your business. Usually, Google will mail a postcard to your business' physical address. That postcard has a verification code that you'll enter on Google. This step might take a couple of days.
4. Visit Google My Business, sign in, and click "Manage Now" to manage your business' profile.

Note: It's highly recommended that the agency principal set up the account and maintain the login credentials. Maintenance of the GMB account can be delegated afterward.

If your agency has a GMB account, but you don't have access to the login credentials:

1. Go to the Request Ownership of a Business Profile page.
2. Follow the instructions to locate and request access.
   —OR—
3. Call the GMB helpline at 1-844-491-9665.

Who can help

DAC, through its ListAgent service, specializes in helping independent insurance agents better manage their local online listings, including GMB. As a Progressive agent, you have access to preferred pricing for ListAgent.

Learn more about ListAgent on ForAgentsOnly.com.

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