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Set Up Your Google Business Profile

Laura Gibson - 2026-07-24 - [Getting Started](#)

Your **Google Business Profile (GBP)** is what shows up when someone searches for your gym on Google or Google Maps. It helps potential clients find your location, contact you, and learn more about your services, so it's essential to set it up correctly.

Step-by-Step Guide

1. **Go to google.com/business.** Sign in with your business Google account (not your personal one).
2. **Click "Manage now" and enter your business name.** If your gym is already listed, you can claim it. If not, you can create a new listing.
3. **Choose the correct business category.** Examples: "Gym," "Fitness Center," "CrossFit Gym," "Martial Arts School."
(Make sure this matches the category listed on your website for SEO purposes.)
4. **Add your gym's address.** This is how people will find you on Google Maps. Make sure it matches the address on your website exactly (for NAP consistency).
5. **Add contact details.** Include your phone number and website URL.
6. **Verify your business.** Google will usually send a postcard to your business address with a verification code. Sometimes you can verify via phone or email, depending on your listing.
7. **Complete your profile**
 - Add business hours
 - Upload high-quality photos (inside and outside the gym)
 - Write a short description of your gym
 - Add services or classes you offer
8. **Keep it updated**
 - Post updates regularly (events, offers, news)
 - Respond to reviews
 - Update hours if they change (e.g., holidays)

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