

FREE STEP-BY-STEP GUIDE

How to get on Google

Your new website works even harder when neighbors can find you on Google and see your ★★★★★ reviews. This guide walks you through it, one step at a time. It is free, and most owners finish in about 15 minutes.

PART 1 Put your business on Google

This is called a Google Business Profile. It is what makes you show up on Google Search and Google Maps.

1 Go to google.com/business

Open it on your phone or computer and tap "Manage now." Sign in with a Google account, or create a free one if you do not have one yet.

2 Enter your business name

Start typing your business name. If it does not appear in the list, tap "Add your business to Google."

3 Choose your category

Pick the one that fits best, for example "Lawn Care Service" or "House Cleaning Service." You can add more categories later.

4 Tell Google where you work

If customers come to you, add your address. If you go to them, turn on "I deliver goods and services to my customers" and list the towns you serve. You can keep your home address private.

5 Add your phone and website

Enter your business phone number and your website address. Use your new FiveStar site so every visitor lands on a page that sells for you.

6 Verify that it is really yours

Google will confirm you are the owner using a method such as a phone call, text, email, or a short video. Follow the steps it shows you. This can take a few minutes or a few days.

7 Finish your profile

Once you are verified, add your hours, a short description, your services, and a few real photos of your work. A complete profile ranks higher and earns more trust.

PART 2 Start collecting 5-star reviews

Reviews are the number one thing that turns a “maybe” into a booked job. Here is how to gather them the honest way.

1 Find your review link

In your Google Business Profile, tap “Ask for reviews” or “Get more reviews.” Google gives you a short link you can copy and share with anyone.

2 Ask while they are happy

The best moment is right after a job is done. A friendly ask in person works wonders: *“Would you mind leaving us a quick review on Google? It really helps.”*

3 Make it easy: send the link

Text or email your review link so they do not have to search for you. The link opens straight to the stars, so it takes them only a few seconds.

4 Make it a habit

Ask every satisfied customer. A steady trickle of reviews looks natural and keeps you climbing. A few each week adds up fast.

5 Reply to every review

Thank each person, good review or bad. A simple “Thank you!” shows future customers that you care and that you are paying attention.

6 Keep it honest

Never buy or fake reviews. Google can remove them, and real reviews from real customers are what actually win you the next job.

Copy this text to send your customers

“Hi [Name], thank you again for letting us help you! If you have a minute, a quick Google review would mean a lot and helps other neighbors find us. Here is the link: [paste your Google review link]. Thank you so much!”

Tip: The more reviews you gather, the more your website shines. Your best reviews can appear on both Google and your FiveStar site, so every new customer sees them first.