



How to List Services in Google My Business Products

By Sammual Walter | February 27, 2025

Why List Services in Google My Business Products?

Google My Business (GMB), now known as Google Business Profile (GBP), is a powerful tool for local businesses to attract customers. While GMB primarily focuses on business details, reviews, and posts, the Products section can be a valuable place to showcase your services as well. Listing services in this section can enhance visibility, improve search rankings, and provide potential customers with more detailed information about what your business offers.

Step-by-Step Guide to Listing Services in Google My Business Products

1. **Log into Your Google Business Profile**
Go to Google Business Profile Manager and log in with the account that manages your business listing.
2. **Select Your Business Location**
If you manage multiple locations, select the business you want to update.
3. **Navigate to the Products Section**
In the left-hand menu, look for the Products tab. Click on it to access the section where you can add new items.
4. **Click "Add Product"**
Even though this section is designed for physical products, services can be added here effectively. Click the "Add Product" button to get started.
5. **Enter Service Details**
 1. **Product Name:** Enter the name of your service (e.g., "Powder Coating Services").
 2. **Category:** If applicable, assign a relevant category that aligns with your industry.
 3. **Price (Optional):** You can either set a price, list it as "Varies," or leave this blank.
 4. **Description:** Write a concise, keyword-rich description explaining your service. Keep it clear and engaging, and include a call to action (e.g., "Contact us for a free quote!").
 5. **Image:** Upload a high-quality, relevant image that represents your service. If you don't have a direct image, consider using a graphic or professional stock photo.
 6. **Add a Call-to-Action Button:** Google allows you to include a button like "Order Online," "Learn More," or "Call Now." If possible, link this to a dedicated service page on your website for more conversions.

6. **Publish Your Service**

Once all details are filled in, click "Save" to publish your service. It will now appear under your Products section in your Google Business Profile.



Best Practices for Listing Services in GMB Products

- Use SEO-Friendly Titles and Descriptions - Optimize your service listings with relevant keywords, like "Powder Coating" or "Powder Coating services."
- Keep Information Consistent - Ensure the details match your website and other online listings.
- Use High-Quality Images - Professional images can make your services more appealing and trustworthy.
- Regularly Update Your Listings - Keep your services current, especially if pricing, offers, or availability changes.
- Encourage Reviews - Customer reviews help boost credibility and improve search rankings.

Although Google My Business doesn't have a dedicated section for services in the Products tab, leveraging this feature can help increase visibility, improve local search rankings, and attract more potential customers. By following these steps, you can effectively showcase your services and drive more business from Google searches.