

GETTING STARTED WITH GOOGLE BUSINESS

Why Your Google Business Profile Matters

Your Google Business profile is the **#1 free tool** you can use to make sure your cooperative stands out on Google Search and Maps. It helps members easily find your services, contact details, and directions—right when they need them.

Key benefits for you:

- ★ Helps members find accurate service info.
- ★ Improves trust with reviews & engagement.
- ★ Supports SEO & organic rankings.



How to Claim & Verify Your Profile

If your organization doesn't have a Google Business Profile, here's how to take control.



Make sure you have a Google account dedicated to your business.

This should be the same email address used for Google Analytics, Google Tag Manager, etc.



Choose the correct category & business type.

- **For an electric co-op:** Utility company, electricity provider, or power company.
- **For a telecom:** Internet service provider or telecommunications company.



Verify your business.

- Google will send a postcard with a code (takes 5-7 days).
- Some businesses qualify for phone or email verification.



Once verified, complete your profile!



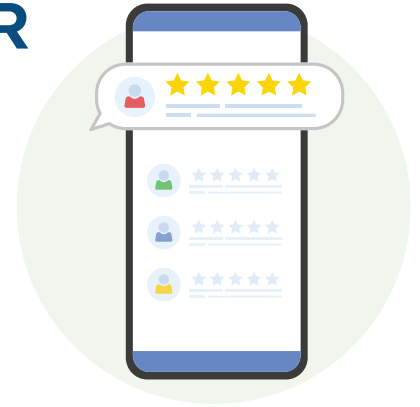
Physical Location: If you have a physical address where customers or members can visit, select "Yes" and input your address.



Service Area: If you don't welcome walk-in visits or serve a bigger area, you can choose to hide your address and specify the geographic areas you serve.

NOW, LET'S MAKE IT EVEN BETTER

Claiming it is just the first step—now you need to make it work for you!



Accurate & Consistent Info

- Make sure your name, address, and phone number match your website.
- Set correct business hours, including holiday hours.



Add Photos & Videos

Upload real images for more trust.

- Office/building exterior photos help with directions.
- Team photos build credibility.
- Equipment, trucks, or service areas show action.



Monitor & Respond to Reviews

- Thank positive reviewers.
- Address concerns professionally—it signals trust.



Use the Posts Feature *(like on social media)*

- Promote product/program launches, service updates, and events.
- Posts show up in search results!



Add FAQs & Services

- Common questions (pricing, speeds, service areas).
- Service offerings (broadband plans, EV charging, co-op programs).

Got a Subsidiary? It needs its own Google Business Profile too!

Many co-ops run a broadband division separate from their electric service—each should have its own profile!



Alert! Google may flag duplicate listings and deactivate them if the phone number or address is the same as another listing.

Create a separate Google Business Profile for your fiber/broadband subsidiary.

- Go to Google Business Profile and add a new business.
- Choose Internet Service Provider as the category.
- Use the broadband brand name (e.g., Pioneer Fiber, not just Pioneer Electric).

List the correct service areas.

- If broadband is available in different counties than electric, set that accordingly.

Use a separate phone number & website URL.

- These cannot be the same as the parent company.
- Helps Google distinguish between electric and broadband services.

Optimize with broadband-specific content.

- Add internet speeds, packages, and fiber expansion updates.

