

# Grow with Google

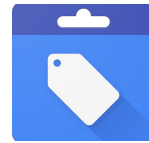
## Increase Your Holiday Sales with Google Tools

You want to sell more products this holiday season. With a Google Business Profile, people in your local area can discover your products. If you want to sell products online, you can list them with Google Merchant Center at no cost.



Business Profile

[google.com/business](https://google.com/business)



Merchant Center

[g.co/merchantcenter](https://g.co/merchantcenter)

### Google Business Profile

1. Ideal for brick and mortar or local service-based businesses.
2. Local customers can find your business on Google Search and Maps.
3. Showcase products that people can buy online or in your local store.
4. Upload product images, prices, and descriptions from your Business Profile.
5. Add a call to action button such as **Order online**, **Buy**, or **Learn more**.

### Google Merchant Center

1. Ideal for businesses with physical products sold online or in a local store.
2. Customers can find your products online.
3. Your products can be discovered on Search, YouTube, the Google Assistant, and Maps.
4. Upload product information in Merchant Center individually or with a spreadsheet.
5. If you already have an e-commerce site, it may be able to sync with Merchant Center.



## How to set up your Google Business Profile

1. Navigate to [google.com/business](https://google.com/business). Select “Manage Now.”
2. Enter your business name, street address or service area.
3. Add info like hours of operation, photos and videos, products, and more. Updates will go live once verification is complete.
4. Visit [g.co/grow/BusinessProfileHelp](https://g.co/grow/BusinessProfileHelp) to learn more about your Business Profile.

## How to set up Merchant Center

1. Navigate to [g.co/MerchantCenter](https://g.co/MerchantCenter). Select “Get Started.”
2. Follow the prompts and enter business details.
3. You will need to provide info about your products, payment options, shipping and return policies, and contact details.
4. Visit [g.co/grow/SetupMerchantCenter](https://g.co/grow/SetupMerchantCenter) for step-by-step instructions.

You will need to verify your business before some features become available. This ensures your Google tools are linked to the correct business.

---

## Additional resources from Grow with Google

### Pointy

[pointy.withgoogle.com](https://pointy.withgoogle.com)

Pointy adds your products to Google, which helps them appear in search results and on your Google Business Profile on Search & Maps.

### Google Career Certificates

[grow.google/certificates](https://grow.google/certificates)

Prepare for a new career in six months or less with professional training designed by Google. Learn at your own pace and get a certificate to help you stand out to employers.

### YouTube Channel

[YouTube.com/GrowWithGoogle](https://YouTube.com/GrowWithGoogle)

Subscribe to the Grow with Google YouTube Channel for expert tips to grow your skills, career, or business. A new video drops every Thursday.