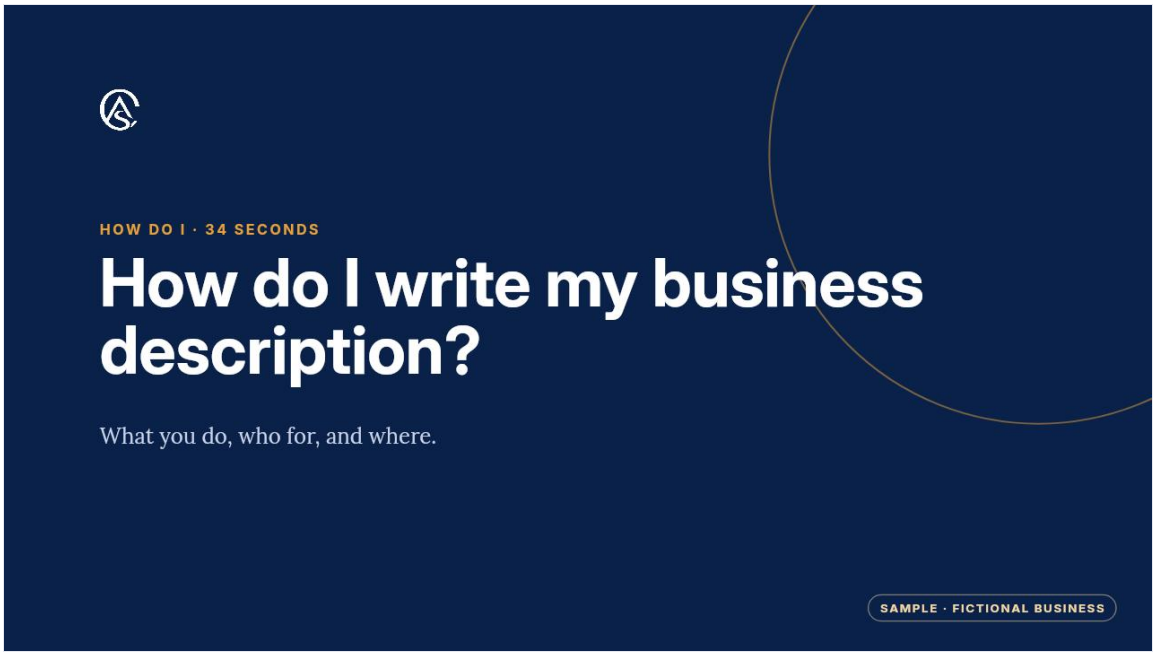
GOOGLE PROFILE TUNE-UP · HOW DO I

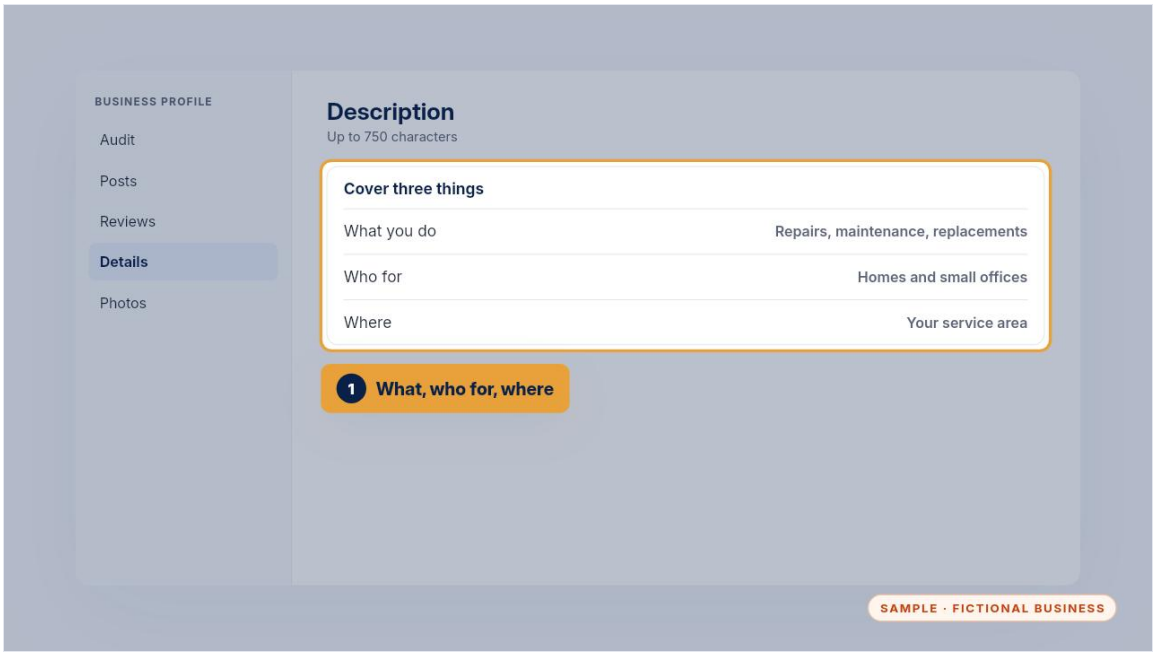
How do I write my business description?

Write a plain description of what you do, who for and where.

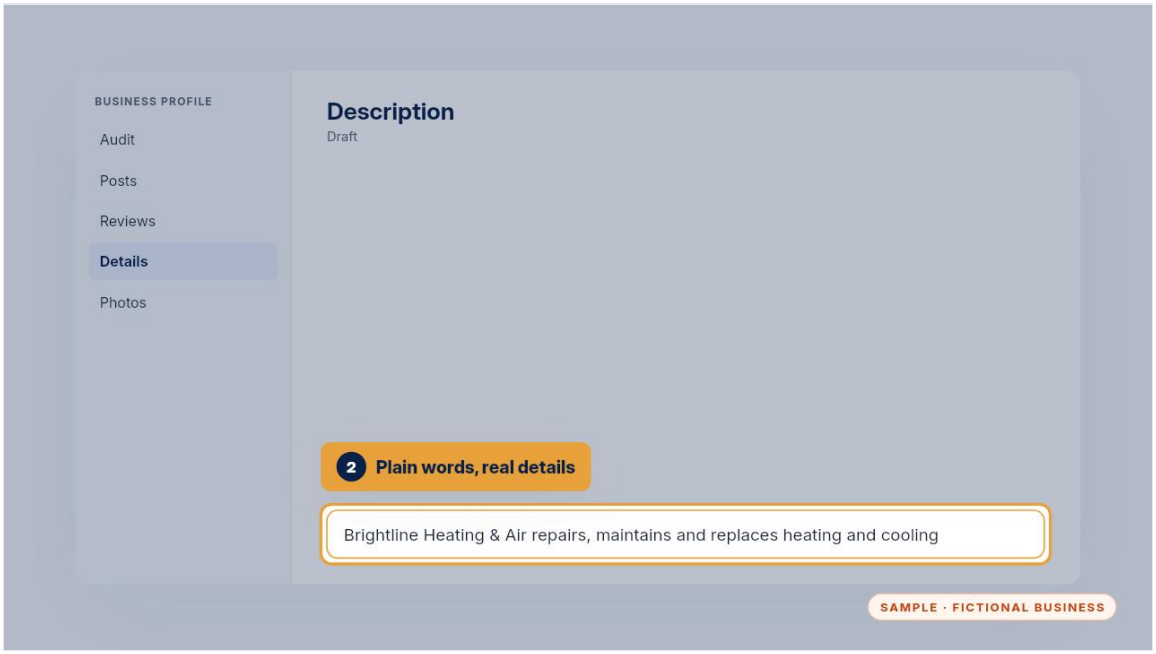
Watch the narrated video: https://openarmsolutions.com/guides/google-profile-tune-up/write-your-description



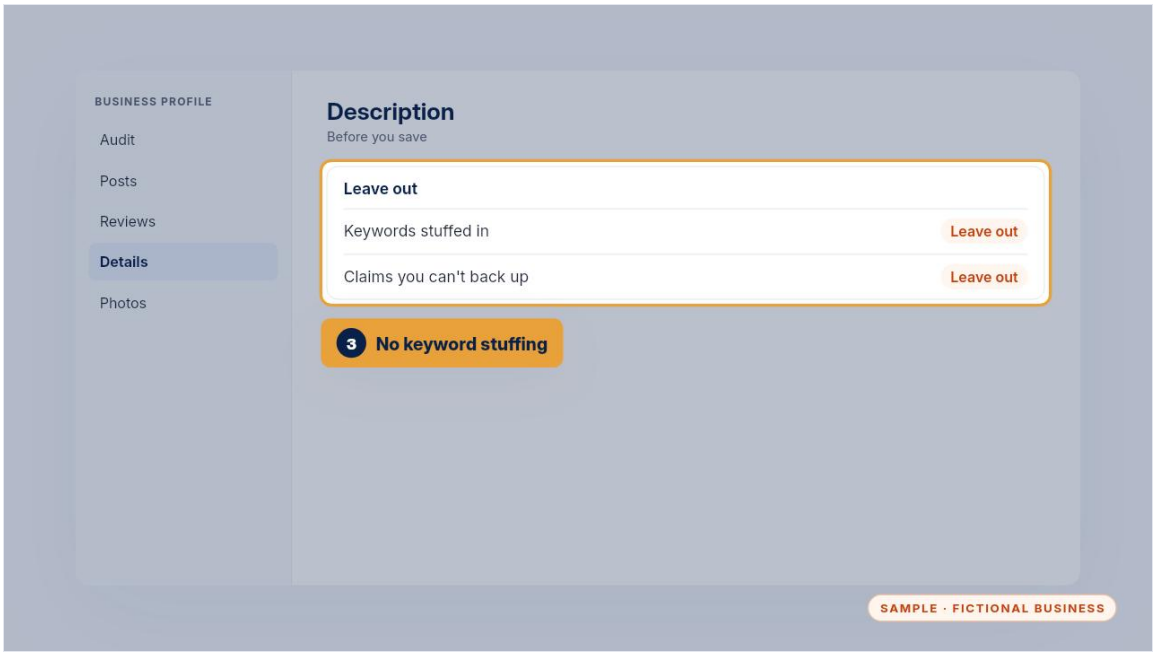
1. Here's how to write the description on your profile, in plain words.



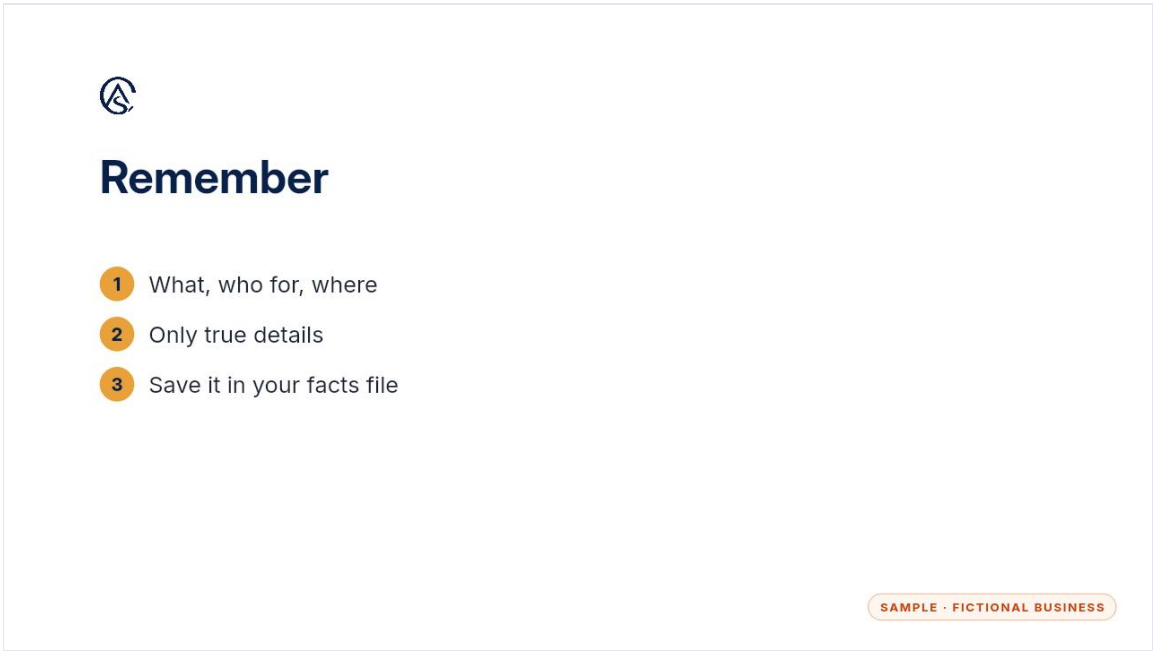
2 Say what you do, who you do it for, and where. You have up to seven hundred and fifty characters.



3 Use plain words and real details, like same-day repairs or emergency calls, only if they're true.



4 Leave out stuffed keywords and any claim you can't back up. Save the same text in your profile facts file, so it matches everywhere.



5 What, who for and where, in plain and true words.