

# How to Add a User to a Google Business Profile

Simple Step-by-Step Client Guide

This guide explains how to add someone to your Google Business Profile. Use these steps to safely give access to a marketing agency, employee, or partner.

## Step 1 — Sign Into Google

Go to <https://business.google.com> and sign in using the Google account that manages your business listing.

## Step 2 — Search Your Business

Once logged in, search your business name on Google. Your Google Business Profile management panel will appear at the top of the search results.

## Step 3 — Open the Menu

Locate the three-dot menu labeled 'More'. Click it to open additional options for managing your business profile.

## Step 4 — Open Business Profile Settings

Inside the menu, click 'Business Profile Settings'. This section controls advanced management settings for your listing.

## Step 5 — Select People & Access

Click 'People & Access'. This page displays all users who currently have permission to manage the profile.

## Step 6 — Add a New User

Click the 'Add' button. Enter the email address of the person you want to invite to manage the profile.

## **Step 7 — Choose a Permission Level**

Select the appropriate role for the user and send the invitation.

### **User Permission Levels**

- Primary Owner — Full control including user management and ownership transfer.
- Owner — Can manage most settings and add managers.
- Manager — Can update business info, respond to reviews, and create posts but cannot manage users.

### **Best Practices**

- Only give Owner access to trusted administrators.
- Marketing agencies should usually receive Manager access.
- Review your user list regularly.
- Remove access when staff members leave your business.