

# Google Business Profiles



An effective way for you to appear in local search results and on Google Maps

## How to Guide

A Google Business Profile is one of the most effective ways for a riding coach to appear in local search results and on Google Maps.

Below is a clear, step-by-step setup guide tailored specifically for equestrian and riding-instruction services.

### Quick Takeaway

To set up a Google profile for your equestrian coaching business, you create or sign in to a Google Account, go to [business.google.com](https://business.google.com), enter your business name and category (e.g., *Horse Riding Instructor*), add your service area, verify your business, and then optimise your profile with photos, services, and reviews.

### What You Need Before You Start

- A Google Account (Gmail or any email)
- Your business details: name, phone number, website, service area, hours
- High-quality photos (arena, horses, coaching sessions)
- Ability to receive a verification call, text, or postcard

## Step-by-Step: Set Up Your Riding Coach Google Business Profile

### 1. Check for an existing listing

Search Google for your business name + location. If a listing already exists, you must claim it instead of creating a new one.

### 2. Create your profile

Go to [business.google.com](https://business.google.com) and sign in. Enter your business name *exactly* as it appears in real life—no extra keywords. Google may suspend profiles that add promotional text.

### 3. Choose your business category

For a riding coach, suitable categories include:

- *Horse Riding Instructor*
- *Equestrian Coach*
- *Horse Riding School* (if you offer lessons at a facility)

This helps Google show you in relevant searches like “riding lessons near me.”

### 4. Add your location or service area

As a riding coach, you may:

- Teach at a stable (enter the physical address), or
- Travel to clients (choose **Service Area Business**).

Google allows service-area businesses that meet customers in person.

### 5. Add contact details

Include:

- Phone number
- Website (or booking link)
- Hours of operation

### 6. Verify your business

Google may verify via:

- Phone call
- Text
- Email
- Postcard to your address

Verification is required before your profile appears publicly.

## 7. Optimise your profile

This is especially important for riding coaches.

Add:

- Photos of your arena, horses, lessons, and facilities
- A description highlighting your coaching style, qualifications, and specialities
- Services (e.g., *Beginner lessons, Jumping coaching, Dressage training*)
- Pricing or packages
- Safety information (helmets, insurance, etc.)

Google says photos, posts, and reviews help attract new customers.

## 8. Collect and respond to reviews

Reviews build trust and improve ranking. Responding to reviews is a core feature Google emphasises for engagement.

## 9. Maintain your profile

Update regularly:

- Holiday hours
- New services
- New photos
- Posts about clinics, events, or openings

Consistent updates help visibility.

## What Matters Most for Riding Coaches

Profile Element	Why it matters
Category	Helps you appear in 'riding lessons near mel searches
Photos	Builds trust—parents and riders want to see facilities and horses.
Reviews	Strong reviews dramatically improve local ranking.
Service Area	Essential if you travel to clients or teach at multiple yards.
Posts	Great for promoting clinics, openings, or seasonal offers.

## Resources and help:

Google Business Profile help centre:

<https://support.google.com/business/answer/7039811?>

Google Business Profile get started guide:

[https://support.google.com/business/answer/15697615?sjid=14764715743032825590-EU&visit\\_id=639142656109266584-4016131589&rd](https://support.google.com/business/answer/15697615?sjid=14764715743032825590-EU&visit_id=639142656109266584-4016131589&rd)