

How to show up on Google when someone searches for your service *near them.*

For beauticians working from home or a studio room, whether you do lashes, nails, hair, brows, makeup or skin. Set it up in one afternoon, keep it active, and start getting found by people who'd never come across your Instagram.

Updated July 2026 · includes Google's new video verification rules

Here's the thing nobody tells you: most of the people ready to book **today** aren't scrolling Instagram to find you. They Google it. And right now, if you're not on the map, they book whoever is. This gets you on that map. It won't fill your week overnight. It's a foundation that grows every week you keep it active, and it puts you in front of people who'd never find you otherwise. Work top to bottom, tick as you go.

PART 1 · SET IT UP · 30 MINUTES

☐ 1. Create your free profile

On your phone, open Google, search "**add my business to Google**", and tap Manage now. Sign in with the Gmail you use for work (not your personal one).

☐ 2. Use your real business name

Type it exactly how you brand it, like "**Glow Studio by Sarah.**"

Don't cram in keywords like "Glow Studio Calgary Nails Lashes Hair Cheap." Google can suspend you for it, and it looks spammy to clients.

☐ 3. Pick the exact category

This is how Google knows to show you for the right search. Pick the closest primary one, then add the others as extras.

Lashes → **Eyelash service**. Nails → **Nail salon**. Hair → **Hair salon**. Brows → **Eyebrow bar**. Skin & facials → **Skin care clinic**. Then add **Beauty salon** as a secondary category.

☐ 4. Write a description people actually search for

In the "from the business" description, use the words clients type into Google, like **[your city] nails**, **[your city] lash extensions**, **balayage** or **brow lamination**. That's how you show up when they search those.

Write it like a real person, not a keyword pile. One short paragraph: what you do, who it's for, and the area you're in.

☐ 5. Choose "in person," not "online only"

Google now asks how your business works. Pick the option that says you serve customers **in person / at a service area**.

NEW IN JULY 2026 · READ THIS ONE

If you pick **"online only,"** Google can flag or suspend your listing, and you won't show on the map at all. You do lashes in person, so never choose online-only, even though you also post on Instagram.

☐ 6. Hide your home address, set your area instead

Working from home? Turn **off** "show my address," then add the city and suburbs you serve (you can list up to 20 nearby areas).

This is the big one for home studios: you still show up on Maps for your area, but clients never see where you live.

PART 2 · GET VERIFIED · THE NEW BIT

☐ 7. Verify with a walkthrough video

As of July 2026, Google mostly stopped mailing postcards. Instead it asks you to record a short video, live in the app, to prove you're real.

HOW TO PASS THE VIDEO ON THE FIRST TRY

Film **30+ seconds, in one take, no editing** (you can't upload a clip you saved earlier). For a home studio, show two things: a **street sign or nearby landmark** so Google sees your area, then your **tools and setup**: your station, your chair, your kit, your branded products. You do **not** need to show your house number or a shop sign. Plan the shot before you hit record so it's smooth. Approval usually lands in a few days.

PART 3 · TURN SEARCHES INTO BOOKINGS

☐ 8. Add every service with a price and a line about it

List each service (a full set, a fill, a colour, a facial, a wax) with a price and a short line, like "**Gel manicure: chip-free, lasts 2 to 3 weeks.**"

People decide faster when they can see the price, and the little descriptions give Google more of the words clients are searching for.

☐ 9. Upload the right photos (not just pretty ones)

Aim for 10 or more, all real, all yours. Here's the shot list:

3-5 close-ups of your best work

1 a friendly photo of you

2-3 before & afters

1 your logo (as the profile pic)

1-2 your clean, tidy setup

1 a nice cover photo

☐ 10. Add your hours and your booking link

Put your real availability, then add your booking link (Fresha, Booksy, or your website) as the main button. That link is what turns a Google search into an actual appointment.

Heads up: Google removed in-profile chat back in 2024, so don't count on people messaging you there. Send them straight to your booking link or a call.

☐ 11. Get reviews, ask for a photo, reply to every one

Reviews are what make a total stranger pick you over the one down the road. Grab your review link (in your profile, tap **Ask for reviews** to copy it) and text your happiest regulars. Aim for your first 5, then keep them trickling in.

Two things that matter: ask them to **add a photo** (Google shows photo reviews more), and **reply to every review**. Replying tells Google you're active, and it looks good to the next client reading them.

COPY-PASTE THIS TO A HAPPY CLIENT

"hey love! so glad you loved your appointment ❤️ would you mind leaving me a quick Google review? it takes 20 seconds and it genuinely helps other people find me. here's the link: [paste your link]. thank you so much!!"

☐ 12. Post once a week

Tap **Add update** and post your latest work, a fresh look, or an opening you've got. Treat it like a mini social feed: go quiet for months and Google quietly pushes you down, same as Instagram does.

☐ 13. Check you're live

In a day or two, Google "[your service] near me" from your phone. When you see yourself on the map, you're officially findable. That's the whole goal.

THE PART THAT ACTUALLY WINS

Setting it up is the easy bit, and it's a one-afternoon job. The ones who end up on top aren't doing anything fancy. They just **keep at it**: a post most weeks, a steady trickle of reviews, replying to them, fresh photos. It starts small and grows the more you feed it. That consistency is the whole game.

3 mistakes that get home studios suspended

AVOID THESE

1. Choosing "online only" as your business model (you're in person). **2.** Using a fake address or a virtual office you don't actually work from. **3.** Editing your verification video or uploading one you recorded earlier. It has to be live and unedited.

Getting found is *step one*.

Step two is where they actually book. A clean booking site beats a messy Linktree every time, and that's the part we build for you. Then we show you how to get found and keep climbing, the steps in this checklist included, so you're never guessing. You run it, we coach you.

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We build your booking site and show you how to get found.