

# Proudly show that your business is Black-owned on Google



As people look for ways to support the Black community, there has been a surge in Google searches for “Black owned businesses.” In partnership with the U.S. Black Chambers, Inc., Google has launched a **Black-owned attribute** for Business Profiles in the U.S. to help people easily extend support.

## Why should I get the attribute?

- Stand out to customers looking for your business on Google Maps and Search.
- Proudly show your business is Black-owned.

## How do I get the attribute?

- 1 Sign in to your verified Google My Business account, or sign up for free at [business.google.com](https://business.google.com).
- 2 Once you're signed in, go to the menu and click **Info**.
- 3 Scroll down to **Highlights** and click the pencil icon.
- 4 Click the **Black-owned attribute**.
- 5 When you're finished, click **Apply**.



Share this [digital sticker](#) using #SupportBlackBusiness to get the word out to more Black-owned businesses.

## Additional resources to grow your business

**Grow with Google Digital Coaches** provide free digital skills training and coaching to help Black and Latinx small businesses reach new customers, thrive online, and grow. Visit [grow.google/DigitalCoaches](https://grow.google/DigitalCoaches) to learn more about the workshops, hands-on coaching, and opportunities to meet and learn from successful businesses in your community.

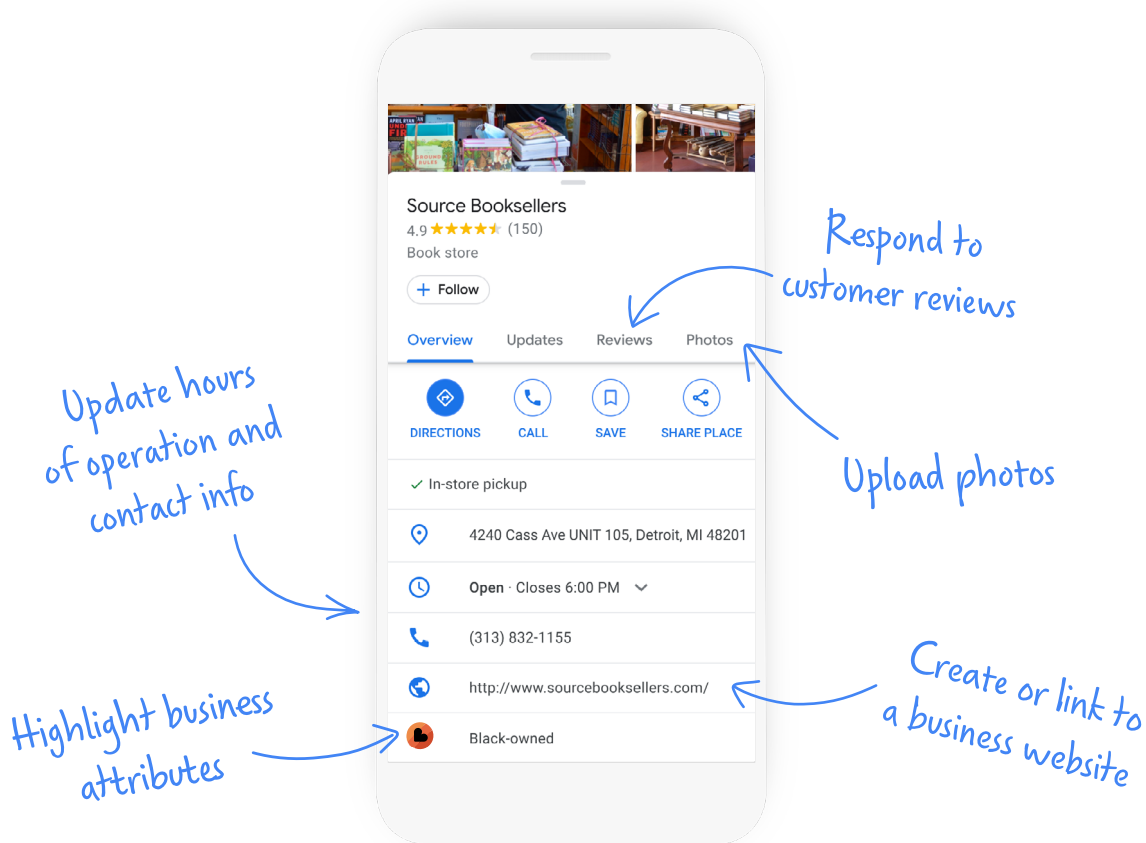
**Grow with Google OnAir** offers a series of live and on-demand virtual workshops, events, and one-on-one coaching sessions to help small business owners, entrepreneurs, and job seekers get the most out of digital tools. [Register](#) for an upcoming event to develop digital skills that can help you grow.

## What is a Business Profile on Google?

It's more than just a local listing.

It's a free way for businesses to show up on Google Maps and Search and interact with current and potential customers online.

Google helps drive over 1.9 billion direct connections monthly, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.\*



## How do I get started?

- 1 Go to [business.google.com](https://business.google.com) and click “Manage Now.”
- 2 Complete the steps to sign up and verify your business.
- 3 You're all set! Customize your Business Profile regularly to keep customers updated.

## Need help getting started?

- Watch our [3-minute Quick Help tutorial](#).
- Visit this [Help Center article](#).

For additional support, visit [Google My Business Help](#)

#SupportBlackBusiness #GrowWithGoogle

\*Source: Google Internal Data, includes direct connections between businesses and customers across Google free and paid products