

Your guide to owning your google identity

A guide for hospitality businesses.

Navigating the world of online marketing has become a vital part of running a successful pub business. In this guide we take a quick look at your google listing.

Running a pub is hard enough without Google saying your bar serves breakfast when you *very clearly do not*. If your pub's online presence is a bit of a mystery, fear not — this guide is your step-by-step, no-nonsense path to reclaiming and managing your pub's identity on Google.

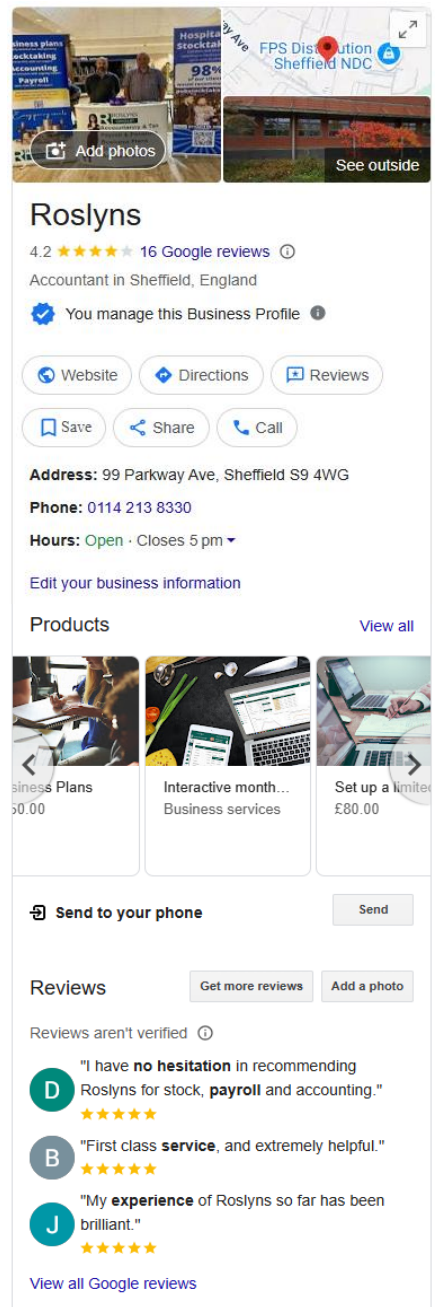
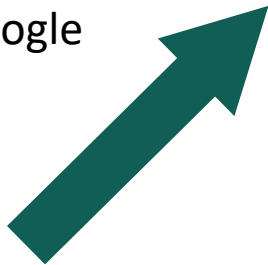
What is your 'google identity'?

When someone searches for your pub on Google, they see a box on the right-hand side (on desktop) or at the top (on mobile). This includes:

- Pub name
- Photos
- Opening hours
- Location
- Reviews

That's your **Google Business Profile** and you *can* (and should) be in charge of it.

This is our Roslyns Google Business Profile



Step 1: Check if Your Pub Already Has a Google Profile

Most pubs already have a profile – created automatically by Google or by a helpful (but possibly misinformed) customer.

1. Google your pub name.
2. If a profile shows up on the side or top of the results, that's it.
3. Look for a link that says **"Own this business?"** or **"Claim this business"**.

Step 2: Claim or Create Your Profile

If it says *"Own this business?"*:





1. Click it.
2. Follow the prompts to verify that you're the owner (usually via a postcard sent to the pub).
3. Once verified, you're in charge. You can update info, add photos, and respond to reviews.

If your pub isn't showing up at all:

1. Go to <https://www.google.com/business>
2. Click **"Manage now"**
3. Type in your pub name and follow the steps to create your profile.

Step 3: Give Your Profile a Makeover

Now the fun part!

-  **Add great photos:** Your bar, food, beer garden, live music, quiz night — whatever makes your pub special.
-  **Check your opening hours:** Especially if they change seasonally or for special events.
-  **Add a short description:** Let people know if you do Sunday roasts, have real ales on tap, or host the best karaoke nights in town.
-  **Double check your address and map pin:** So customers don't end up outside the village hall three streets over.

Step 4: Embrace the Reviews (Even the Weird Ones)

Reviews can be a blessing and a bit of a headache. But being responsive makes a difference.

- Reply to **positive reviews** with a simple thank you.
- Respond to **negative reviews** calmly — show you care and want to improve.
- Ignore the ones clearly written after one too many — you can't win them all!

Step 5: Keep It Fresh

Google likes an active profile. So:

- Update your photos regularly.
- Post news, events, or menu specials.
- Adjust hours for holidays or events (no one wants to find your doors shut on quiz night!).

Bonus Tip: Add Your Menu or Booking Link

You can add a link to your food or drinks menu, or to your online booking system (if you use one). Handy for hungry or thirsty Googlers planning their next visit.

That's It –

You're Now the Landlord of Your Online Pub Too

Just like you'd never let a random punter take over your blackboard menu, don't let Google run your pub's online life without your say-so.

Claim your profile, give it some love, and help locals and visitors alike find their way to your door.

Further support ...

As specialists in business services to the hospitality sector, Roslyns can help every step of the way. Just click or tap your way to knowledge!

What taxes will my hospitality business pay?

How can I pay less tax?

What about my own income and taxes?

What do I need to do when employing staff?

Is stocktaking important in a hospitality business?

CONTACT US

Links to the official government advice

[Setting up as a sole trader](#)

[Setting up a limited company](#)

[Business taxes](#)

[Personal Taxes](#)

[Employer taxes](#)

Please note: These guides are based on the tax year during which they were written and are intended to outline the basic aspects of the topics addressed.

Please take advice based on your specific situation and business.

Contact us on support@roslyns.co.uk