



SERVICE AREA BUSINESSES

OVERVIEW

Local businesses may not serve their customers from a brick-and-mortar shop front, but operate from a home address or may be mobile and don't have a shop front that customers visit. If you have a business that serves customers at their locations, you should list it as a **Service Area Business** on Google. Your business will appear in Google SERPs for local search, but may not display a physical address. The radius indicates the area your business serves and can be dictated by city boundaries, zip codes, or miles from your business.

- I. **HOW TO ADD A NEW SERVICE-AREA BUSINESS:** Sign in to your existing Google account and navigate to google.com/business. Click the green “Start Now” icon to add your business. Enter in the Business Name (As you type, suggestions will start to appear—if you see your business, click to select. If it’s not your business, ignore the drop downs and continue providing your business information.)
 - A. Add the Country and Full Address as shown on the right. You also need to include the business phone number, business category, and website.
 - B. As a **Service-Area Business**, select if your business deliver goods and services to customers at their location.
 - C. Click “Continue.” A pop-up will ask you to confirm your business delivers good and services and ask the area your business serves. You can enter the city, region, or zipcode. You can also add a radius of how many miles from your business that you serve. Select if you also serve customers at your business address.
 - D. To submit, click “Continue.” A pop-up will ask you to verify that you are authorized to manage this business.

The screenshot shows the Google My Business form for adding a new service-area business. The form is titled "Google My Business" and includes the following fields:

- Business name:** A text input field.
- Country / Region:** A dropdown menu with "United States" selected.
- Street address:** A text input field.
- City:** A text input field with the placeholder "Enter the full city name".
- State:** A dropdown menu with "Please select" as the current selection.
- ZIP code:** A text input field.
- Main business phone:** A text input field with a country code dropdown set to "US".
- Category:** A text input field with the placeholder "Enter a category" and a search icon.
- Website:** A text input field with the placeholder "Enter a URL".

At the bottom of the form, there is a checkbox labeled "I deliver goods and services to my customers at their location – Important information" with "Yes" and "No" radio buttons. The "No" option is selected. A blue "Continue" button is located at the bottom right of the form.

If you aren't authorized to manage the business, find the person in your organization who is, then work with them to sign up.



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II. **EDITING/REMOVING A SERVICE-AREA BUSINESS:** Sign in to your Google My Business account. Ensure that you're viewing your locations with the card view instead of the list view. You can switch to card view by clicking the cards icon on the right-hand side above your locations. Choose the listing that you'd like to manage and click "Manage location". Click "Info" at the top of the page and follow one of the prompts below.

A. **EDITING A SERVICE-AREA BUSINESS:** Click the "Address" section. A pop-up will appear prompting you to select **Yes** next to "I deliver goods and services to my customers at their locations." Enter your service area information. You can set your service area based on the postcodes or cities that you serve, or on a given area around your location. Select the box next to "I serve customers at my business address" if you want your complete address to appear on Google and show you also serve customers from your business location. Click "Apply".

I deliver goods and services to my customers at their location – [Important information](#)

Yes No

My business delivers goods & services to customers within this area:

Region, city or postal code [ADD](#)

Within km of my business

I also serve customers at my business address. (Your address will be hidden from the public if this box isn't checked.)

[CANCEL](#) [APPLY](#)

B. **REMOVING A SERVICE-AREA BUSINESS:** On the left side of the screen, click the field that lists your service area. In the window that appears, find "I deliver goods and services to my customers at their location". Immediately under it, click the "No" button. Click "Apply".

References:

Adding/Removing Service-Area Businesses - GMB Support

<https://support.google.com/business/answer/3038163>