

WHY IS CLAIMING
YOUR GOOGLE
BUSINESS PROFILE
IMPORTANT FOR YOUR
DIGITAL SECURITY?

**WHY DO I NEED TO
OWN MY GOOGLE
BUSINESS PROFILE?**

Claiming your Google Business Profile is crucial for digital security as it allows you to control and manage the information available about your school on Google listings.

When you claim your Business Profile, it allows you to verify and update your School's details, ensuring that potential visitors receive reliable information when they do a Google search of your School and further also allows Google to correctly view your School as an Educational Institute when assessing reports made to remove malicious/fake Google reviews. These steps all help to prevent misinformation or unauthorised changes that could harm your School's reputation and reduces the risk of impersonation or fraudulent activities that could compromise your digital security.

How to claim your Google Business Profile

1. On your computer, open **Google Maps**. (NOTE: *It is important that you log into Google using your school's Google account, to ensure it can be transferred when you move on from the school. It is recommended that you also place two other owner admins from the school on this account. Ensure all password's are stored and kept in a safe place*).
2. In the search bar, enter your school's name.
3. Click on your school's name.
4. Click **Claim this business - Manage now**
5. Select a verification option, and follow the on-screen prompts.
6. Now correct any details about your school, (address, opening hours etc.)
7. Mark your school category as "Educational Institute"
8. Upload photos to appear when your school is searched (NOTE: *refrain from posting pictures with school staff or students identifiable in it*)
9. If there are any reviews report them.