

# Google Business Profile: Key Rules

For Bay Area Service Area Businesses (SABs)



## 1. The "One Profile" Rule

A business must have only one profile for its central office. Creating multiple "fake" listings using P.O. boxes or virtual offices in different cities is a direct violation.

 **Violation leads to suspension.** Do not create fake listings.



## 2. Hiding Your Address


If your Service Area Business (SAB) is run from a residential address (like a home in San Jose), you must hide your physical address from customers in the profile settings.

 **This is an official guideline.** Protects your privacy and follows the rules.



## 3. Set Your 20 Service Areas

This is the most crucial setting for an SAB. Instead of a physical pin, you define your territory by listing up to 20 areas (by city, ZIP code, or county).

 **Key Action:** Explicitly list Bay Area markets (San Jose, SF, Oakland, Palo Alto, etc.) to tell Google your full territory.



## 4. Specific Category Selection

Always choose the fewest, most specific categories that describe your core business. Avoid being too broad.

**Correct:** "Plumber"  
**Incorrect:** "Home Services"

