

Get Found Online!

Set up your Google Business Profile and start collecting reviews to grow your visibility

1 How To Create Your Google Business Profile

1

Go to Google Business

Visit business.google.com and sign in with your Google Account

2

Enter Your Business Name

Type your farm name.

3

Choose Category

Select 'Farm' as the category

4

Set Your Service Area

Enter your farm's address. Mark it "private" if you don't allow pickups from your farm. If private, specify your service area.

5

Add Contact Details

Include your business phone number, Facebook, website, Instagram, or e-commerce link

6

Verify Your Business

Follow your preferred method of verification, which could be an address, photo, or phone call verification.



Pro Tip

Add photos and include a summary of your products and the specific markets where you sell them—such as farmers' market names—in the description field.

Listings with photos receive 42% more requests.

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2 How To Get Shoppers To Leave Reviews



Get Your Review Link

Go to your Google Business Profile, click "Ask for reviews" and copy your unique link

Your link will look like:

<https://g.page/your-business-review/review>



Share Your Link

- **Print it:** Copy the unique link into Tangaza's free QR Code generator at <https://tangaza.io/qrcode>. Print the webpage and it will produce a 1.5 x 1.5 in QR Code and glue it onto your free Google Review Sign holder. If you don't have a free Google review sign holder, email support@tangaza.io.
- **Text it:** Send to shoppers after a purchase
- **Post it:** Share it on social media or your website



Ask at the Right Time

The best time to ask is right after a positive interaction - when a shopper compliments your produce, says they enjoyed the produce or thanks you at pickup.



Respond to Google Reviews

Thank shoppers for positive reviews and always respond to negative reviews professionally. Doing so demonstrates care and encourages more feedback



Reviews Build Trust

88% of consumers trust online reviews as much as personal recommendations.



AI Search Trust Reviews

AI search surges 100-200% yearly, favoring results with user reviews and trusted sources

START COLLECTING REVIEWS TODAY