

Connect your Google profile to your site

Link your own Google profile to your site's business details so your name, address, phone and hours match in both places.

Your site keeps your business name, address, phone, social links and hours in one place. You can connect your own Google profile to that place, so the two say the same thing. The profile stays yours: we don't run it, post to it or answer its reviews, and we never see your Google password. You sign in on Google's own screen.

Before you start

- Check your details on the site first. Whatever the site says is what Google receives. See [Check the business details search engines read](#).
- Google limits how often a profile can be changed. Fix everything on the site first, then connect or sync once.

Steps

1. Log in to your site editor.
2. In the side panel, click **CMS**, then **Business Info**.
3. In the banner, click **Connect to GBP** (GBP is short for Google Business Profile). Google's sign-in screen opens.
4. Sign in with the Google account that runs your profile and allow the connection.
5. Pick your business from the list. If you don't have a profile yet, Google shows you how to create and claim one.
6. If the site and the profile don't match, choose which one is right. Choosing Google brings its details into your site. After that, changes go from your site to Google.
7. Look for the banner that confirms the two are in sync.

Your site sends its details to Google whenever you publish the site, publish your business info or click **Sync with Google** in the banner.

What gets shared

Your business name and address (both required), up to three phone numbers, your social links and your business hours.

Google's rules

- A business name is a must. You also need at least one of a phone number, a website address or an address.
- Phone numbers must be in a proper format.
- The address has to be one Google can find, and it can't be moved to another country. Write it exactly the way Google does.
- Because of the limit on changes, make several edits together and sync once.

Automatic sync

Automatic sync is off. If you switch it on (**Additional Options** in the banner, then **Settings**), your site checks Google every 12 hours and pulls its details in. That can overwrite edits you haven't published, so leave it off unless you want Google's version to win.

To stop the connection, open **Additional Options** in the banner and disconnect your Google account. The details stay on your site.

If Google shows a "This app is blocked" message, email us and we'll walk you through the fix.

Tips

- Keep your hours the same everywhere. See [Update your hours](#).
- To only add your website link to your profile, see [Add your site link to your Google profile](#).

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Stuck at a step? Email hello@zossoz.com with your business name and what you see on screen, and we'll walk you through it. We reply within one business day. See [Request a change](#).

Related guides: [Add your site link to your Google profile](#) · [Update your hours](#) · [Check the business details search engines read](#) · [Update your phone number or address](#) · [Keep your logins safe](#)

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