



# How To Manage User Access For Google Business Profile

Last Updated / Reviewed: June 15th, 2023

Execution Time: *10 minutes*



**Goal:** To provide the appropriate Google Business Profile user access for clients, employees and contactors.

**Ideal Outcome:** By the end of this SOP, you should be able to add, remove, and edit user roles and access in your Google Business Profile.

**Prerequisites or Requirements:** You will need a Google Business Profile that is already set up and verified. Set Up A New Google Business Profile account, if you have not done so.

**Why this is important:** Providing the right user access to the right person in the Google Business Profile will help you save time and effort managing the business account.

**Where this is done:** In Google Business Profile.

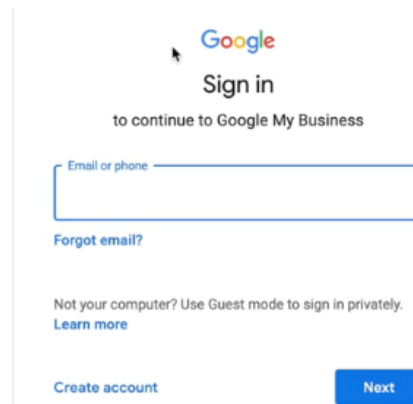
**When this is done:** Whenever necessary after you set up and verified the Google Business Profile.

**Who does this:** The owners of the Google Business Profile.

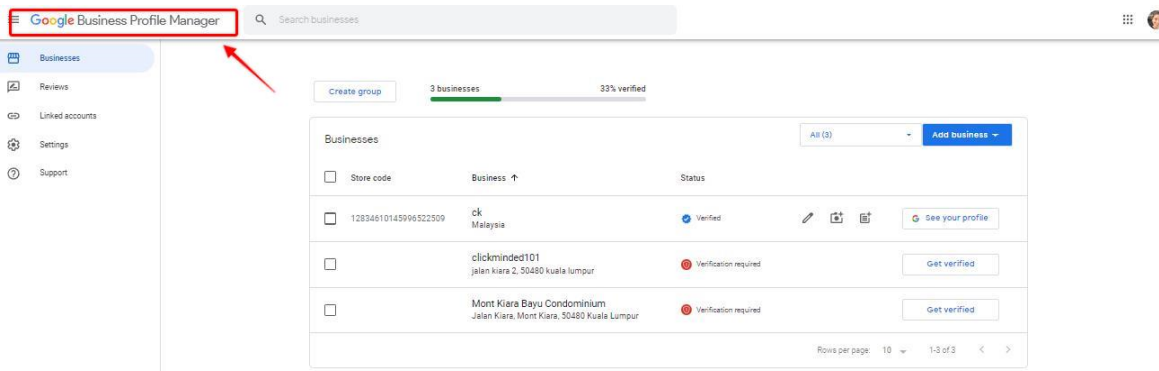
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## □ How To Change, Add or Remove Owners and Managers

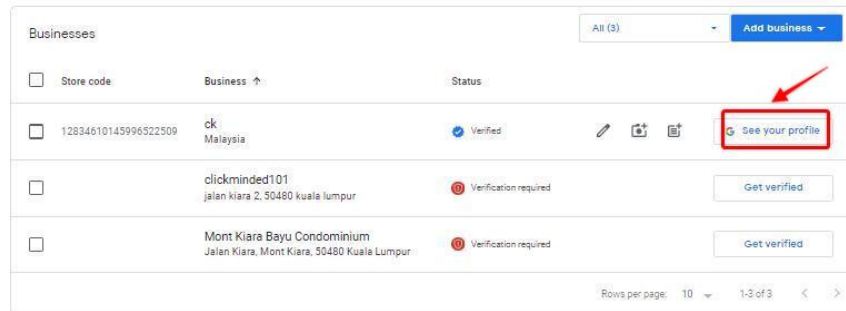
1. Sign in to the Google Account you will use to manage the Google Business Profile account.



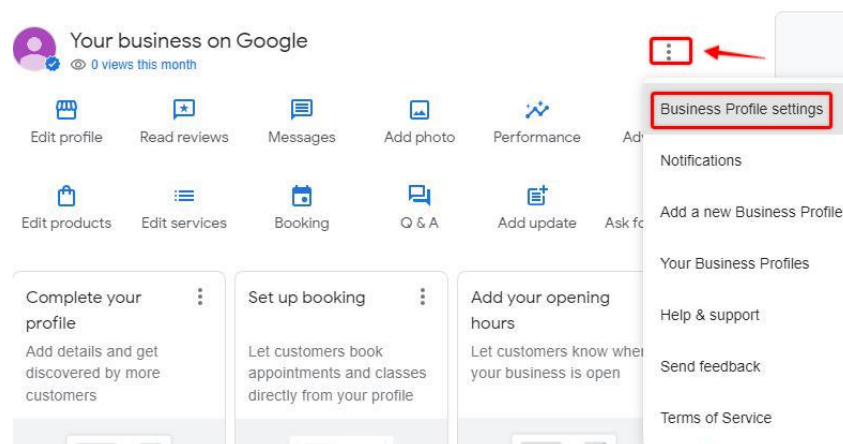
2. Ensure that you are on the right page labeled as “[Google Business Profile Manager](#)” and not your personal “Google Account”.



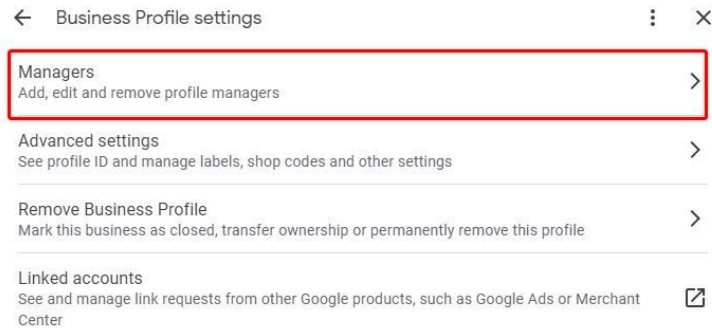
3. Click on the verified business account that you would like to manage user access.



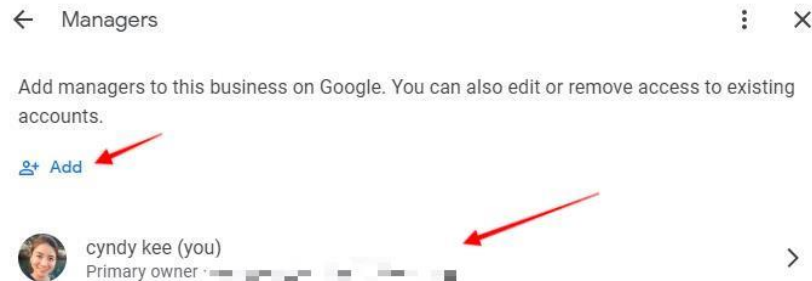
4. Click on the 3 dots and select “Business Profile Settings”.



5. Review the available users on your profile by clicking “Managers”.



6. You will have two options. Either add a new user who is currently not part of the business account or select an existing user whom you want to change their current user role.



- a. By adding a new user or manager to the Google Business Profile, you will need to click “Add” and enter their corresponding email address. Select



“Manager” or “Owner” and click “Invite”. They will receive an email in which they will need to accept the invite.

← Add manager

Email address

Access

Select the role you'd like to grant this person to manage this Business Profile on Search and Maps. You can change it at any time.

Owner  
Can edit, add managers and transfer ownership of the Business Profile on Search and Maps

Manager  
Can make changes to the Business Profile on Google Search and Maps

Cancel Invite

b. Invitation status and acceptance of the invite will be shown as depicted below:

← Managers

Add managers to this business on Google. You can also edit or remove access to existing accounts.

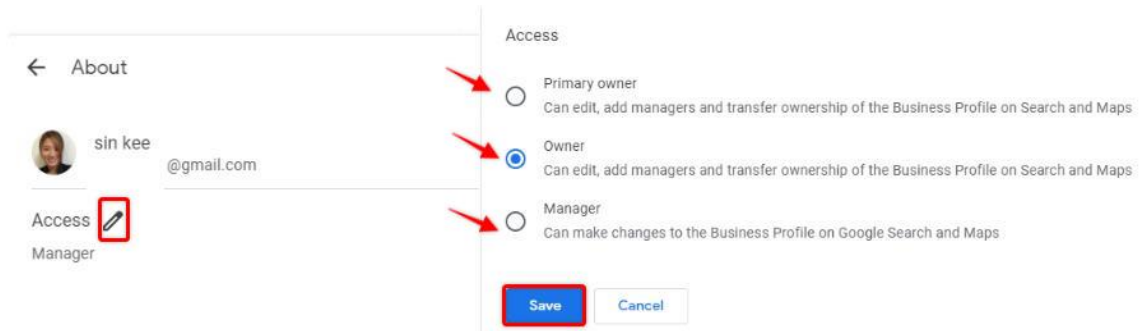
+ Add

cyndy kee (you)  
Primary owner

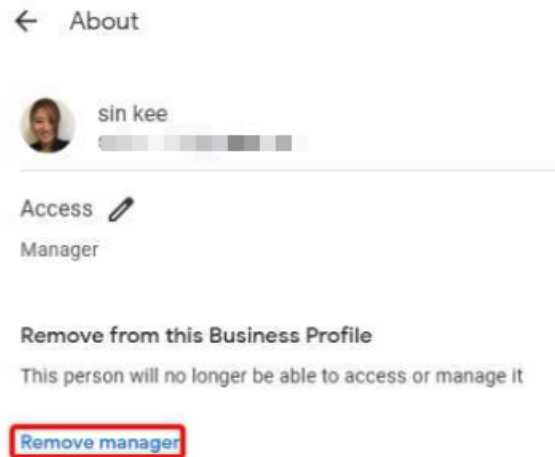
PENDING

1@gmail.com  
manager

7. To edit a user role, click on the user’s name > the pencil icon > select the appropriate user role for access > Save.



8. If you are an owner, you can remove a user entirely by clicking on the “Remove manager” button. A manager role cannot remove nor add another manager.



- a. Full details of owner and manager user roles can be found [here](#).
- b. If you are serving clients and would like to transfer ownership to your clients or business owners, you may refer to SOP 207 ([web version](#)): How TO Transfer Google Business Profile Ownership.