



NC DEPARTMENT OF
**HEALTH AND
HUMAN SERVICES**

Updating Your Google Business Profile

A Guide for NC Crisis Service Providers

Last updated May 2025

About this guide

This guide is step-by-step instructions for improving your listings on Google.

It's for: North Carolina Behavioral Health Urgent Care centers, Facility Based Crisis centers and Mobile Crisis teams.

It's important because: Google is used 300,000 times a month in North Carolina to find a crisis center or mobile crisis team. Your listings may be inaccurate or missing, keeping people in crisis from finding you.

These steps will take: less than an hour, but Google may need to verify certain information by calling you or sending a postcard.



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Claim and clean up your Google Business Profile

Your business profile

A **Google business profile** is different from a regular search result.

The screenshot shows a Google search interface. The search bar contains the text "detox center near me". Below the search bar, there are tabs for "All", "Maps", "Images", "Short videos", "Web", "Forums", "Shopping", and "More". The "All" tab is selected. The search results show a "Help is available" section with the text "Speak with someone today" and "988 Suicide & Crisis Lifeline". Below this, there is a section for "Substance use support" with the text "Languages: English, Spanish" and "Hours: 24/7". To the right of the search results, there is a Google Business Profile for "Phoenix Counseling Center". The profile shows a 3.3 star rating from 19 reviews and a description: "Mental health service in Shelby, North Carolina". Below the text, there is a photo of the center's exterior. A speech bubble points to the profile with the text: "This is a Google business profile. They appear prominently in certain searches, and in Google maps."

This is a Google business profile.
They appear prominently in certain searches, and in Google maps.

Results for **Shelby, NC** · Choose a location

Help is available
Speak with someone today

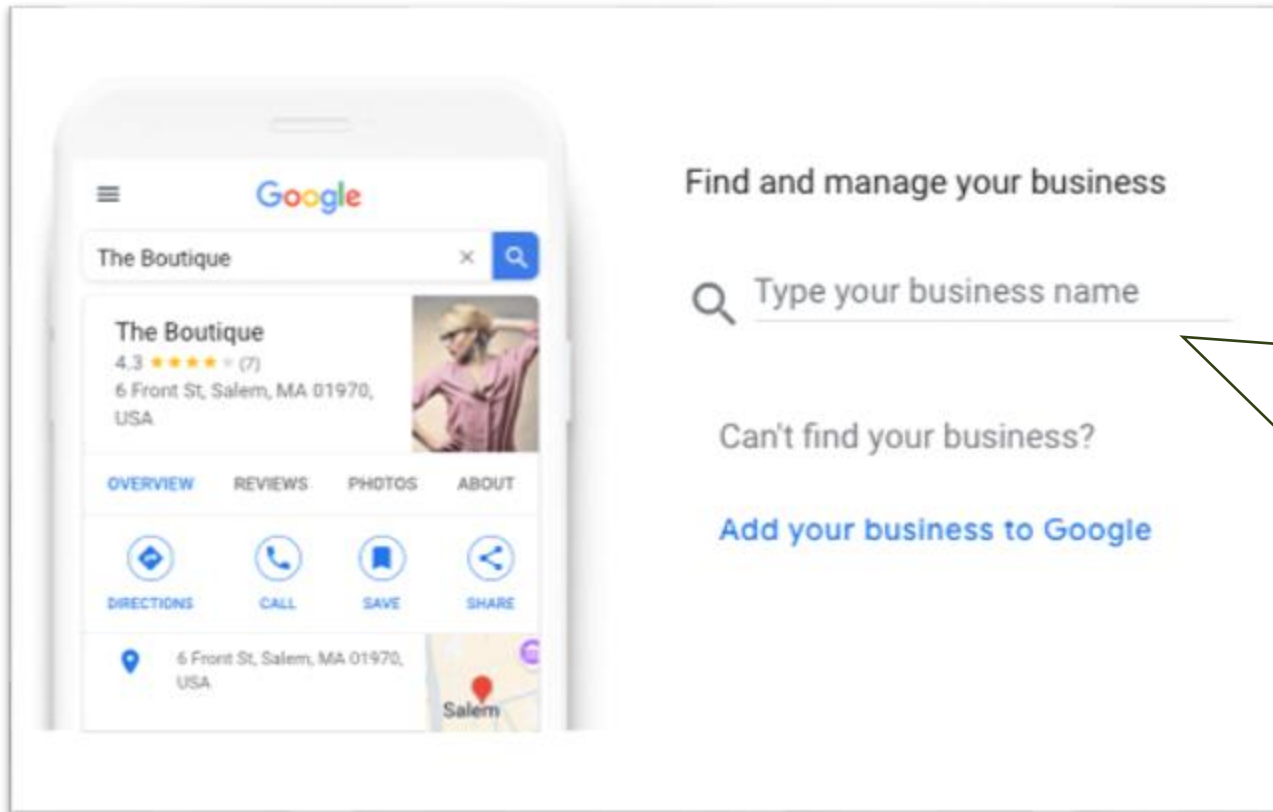
988 Suicide & Crisis Lifeline
Substance use support
Languages: English, Spanish
Hours: 24/7

Phoenix Counseling Center
3.3 ★★★★★ (19) ·
Mental health service in Shelby, North Carolina

THE GREAT SEAL OF THE STATE OF NORTH CAROLINA
1776

Claim your business profile

Go to business.google.com/create to find and claim your location.



***If your location isn't listed,
you can add it.***

***If someone else has already
claimed it, you can ask for access.***

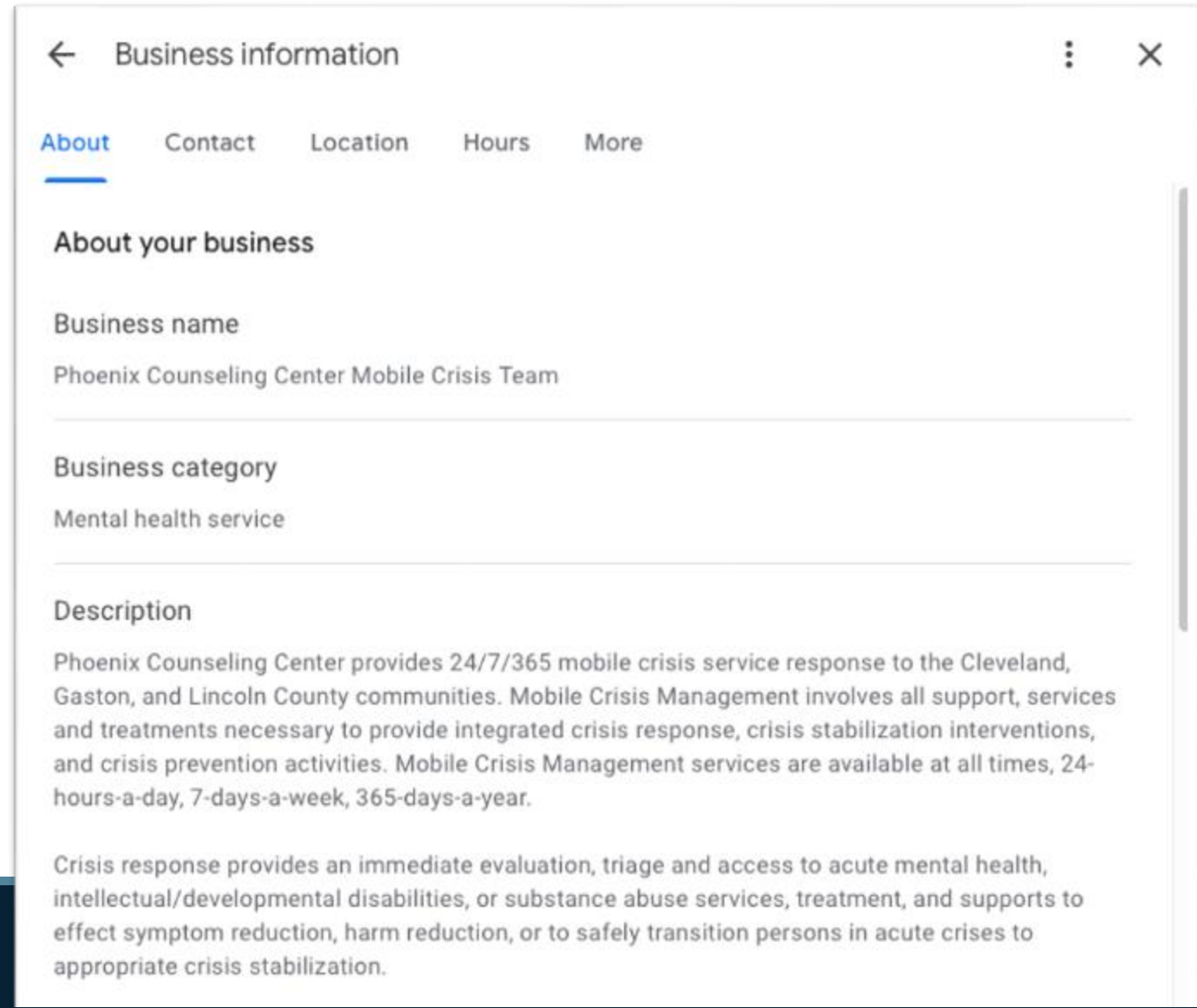


Clean up your business profile

Make sure the profile is complete and accurate, and that it uses clear and plain language.

Be sure to check:

- ***Address and phone***
- ***Hours of operation***
- ***Description***
- ***Website address***



The screenshot shows a mobile application interface for editing a business profile. At the top, there's a title bar with a back arrow, the text 'Business information', and a close button (X). Below the title bar is a horizontal menu with tabs: 'About' (selected with a blue underline), 'Contact', 'Location', 'Hours', and 'More'. The main content area is divided into sections by horizontal lines. The first section is titled 'About your business'. It contains two fields: 'Business name' with the text 'Phoenix Counseling Center Mobile Crisis Team', and 'Business category' with the text 'Mental health service'. The next section is titled 'Description'. It contains two paragraphs of text. The first paragraph describes the services provided by Phoenix Counseling Center, including 24/7/365 mobile crisis response, crisis stabilization interventions, and crisis prevention activities. The second paragraph describes the crisis response process, including immediate evaluation, triage, and access to acute mental health services.

Business information

About Contact Location Hours More

About your business

Business name

Phoenix Counseling Center Mobile Crisis Team

Business category

Mental health service

Description

Phoenix Counseling Center provides 24/7/365 mobile crisis service response to the Cleveland, Gaston, and Lincoln County communities. Mobile Crisis Management involves all support, services and treatments necessary to provide integrated crisis response, crisis stabilization interventions, and crisis prevention activities. Mobile Crisis Management services are available at all times, 24-hours-a-day, 7-days-a-week, 365-days-a-year.

Crisis response provides an immediate evaluation, triage and access to acute mental health, intellectual/developmental disabilities, or substance abuse services, treatment, and supports to effect symptom reduction, harm reduction, or to safely transition persons in acute crises to appropriate crisis stabilization.



Business categories

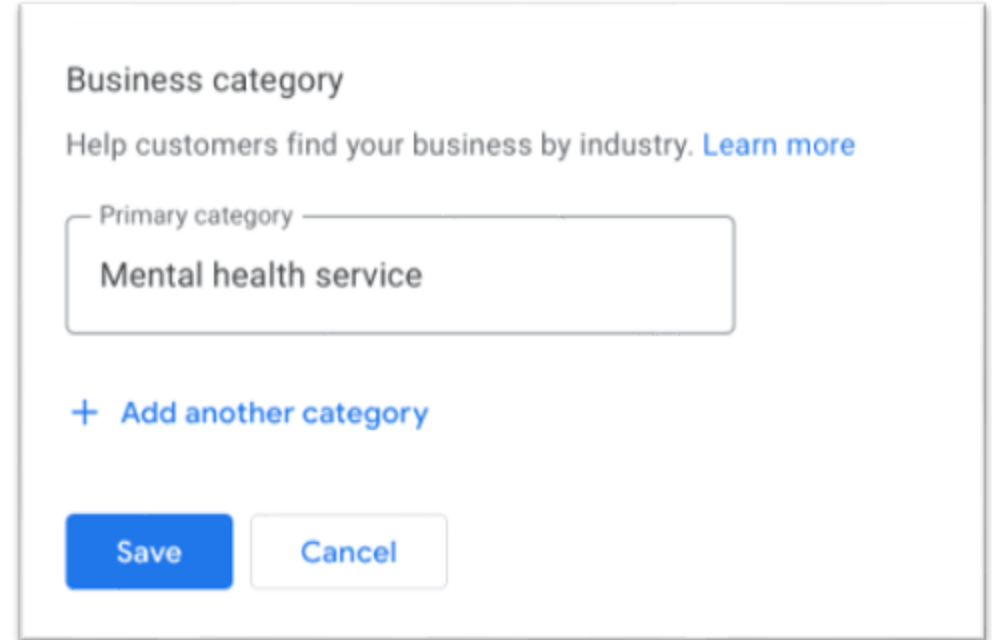
Choose from Google's list of categories for your business.

You can list more than one.

Relevant categories include:

- Mental health clinic
- Walk-in clinic
- Alcoholism treatment program
- Addiction treatment center
- Counselor
- Mental health service

Great for mobile crisis teams!



A screenshot of the Google Business category selection interface. At the top, it says "Business category" followed by the instruction "Help customers find your business by industry." and a link to "Learn more". Below this is a text input field labeled "Primary category" which contains the text "Mental health service". Underneath the input field is a blue link that says "+ Add another category". At the bottom of the form are two buttons: a blue "Save" button and a white "Cancel" button with a grey border.



Mobile crisis teams

If you manage a mobile crisis team, add it too.

Most NC mobile crisis teams have no business profiles yet—they don't show up in searches!

Google lets you specify the counties served by the mobile crisis team.

← Business information

About

Contact

Location

Hours

More

Location and areas

Business location

No location; deliveries and home services only

Service area

Let customers know where your business provides deliveries or services. [Learn more](#)

Search area

Suggested service areas

+ Washington

Selected service areas

Gaston County, NC, USA X

Lincoln County, NC, USA X

Cleveland County, NC, USA

Save

Cancel

Business hours



Use a simple title

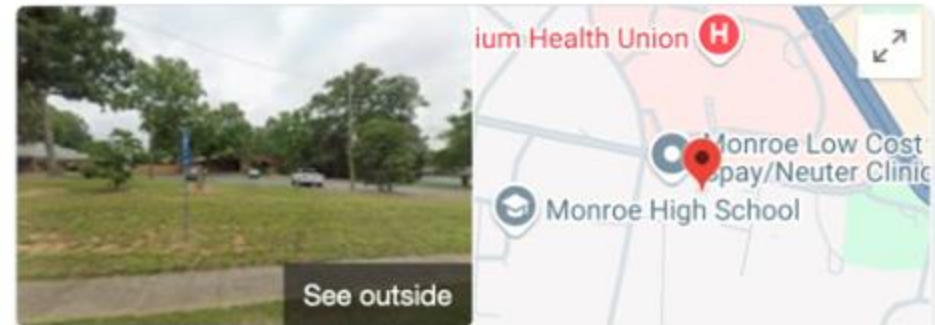
Many crisis locations are divisions within larger organizations. Their official names can be confusing.

If possible, use the simplest version of your location's name that identifies it as a crisis center.

Also: ncdhhs.gov hosts its own [directory of locations](#) — make sure the name listed there is a good one too!



The Hope Center for Youth and Family Crisis



Crisis Recovery Center

3.4 ★★★★★ 7 Google reviews

Medical clinic in Monroe, North Carolina

Website

Directions

Reviews

Save

Share

Call



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Write an easy-to-understand description

If possible, use simple, direct language. Feel free to use/modify these:

For a BHUC

We are a Behavioral Health Urgent Care center. We are a safe place for when you need help right now with mental health disorders and treatment for alcohol or drugs.

We are open 24/7. You don't need an appointment. Ages 4 and older. We can support you for up to 23 hours. If you don't speak English, ask for an interpreter.

We accept Medicaid, Medicare and private insurance. If you don't have insurance, we offer a discount and will work with you. You can call to ask how much a visit will cost.

Write an easy-to-understand description

If possible, use simple, direct language. Feel free to use/modify these:

For a FBC

We are a Facility Based Crisis center. We are a safe place to stay overnight for short-term mental health care or treatment for alcohol or drugs.

We are open 24/7. You don't need an appointment. Ages 4 and older. If you don't speak English, ask for an interpreter.

We accept Medicaid, Medicare and private insurance. If you don't have insurance, we offer a discount and will work with you. You can call to ask how much a visit will cost.

Write an easy-to-understand description

If possible, use simple, direct language. Feel free to use/modify these:

For a Mobile Crisis Team

Our mobile crisis team can come to you. We'll listen and understand the situation, and can meet you at your home, school or somewhere you feel safe.

Our services are free, even if you don't have health insurance. Available 24/7. If you don't speak English, ask for an interpreter.



Include the kinds of ways you can help

People are often searching for their specific need. When writing a description, give examples of your services. For instance:

We can help with:

- *Detox from drugs or alcohol*
- *Addiction and drug treatment*
- *Treatment for severe anxiety and depression*
- *Mental health crises and mental breakdowns*
- *Counseling when you're in a crisis*
- *Thoughts of hurting yourself*
- *Hearing voices or intrusive thoughts*

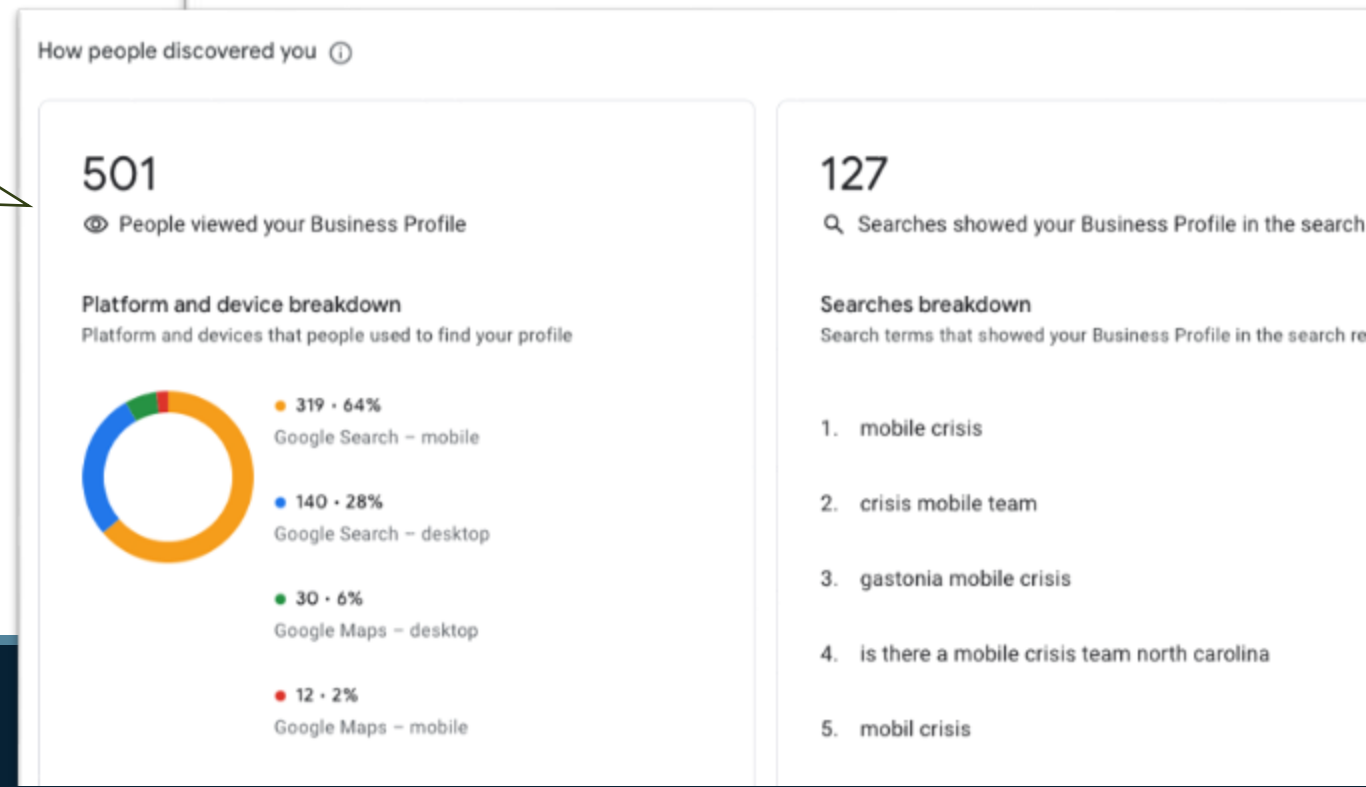
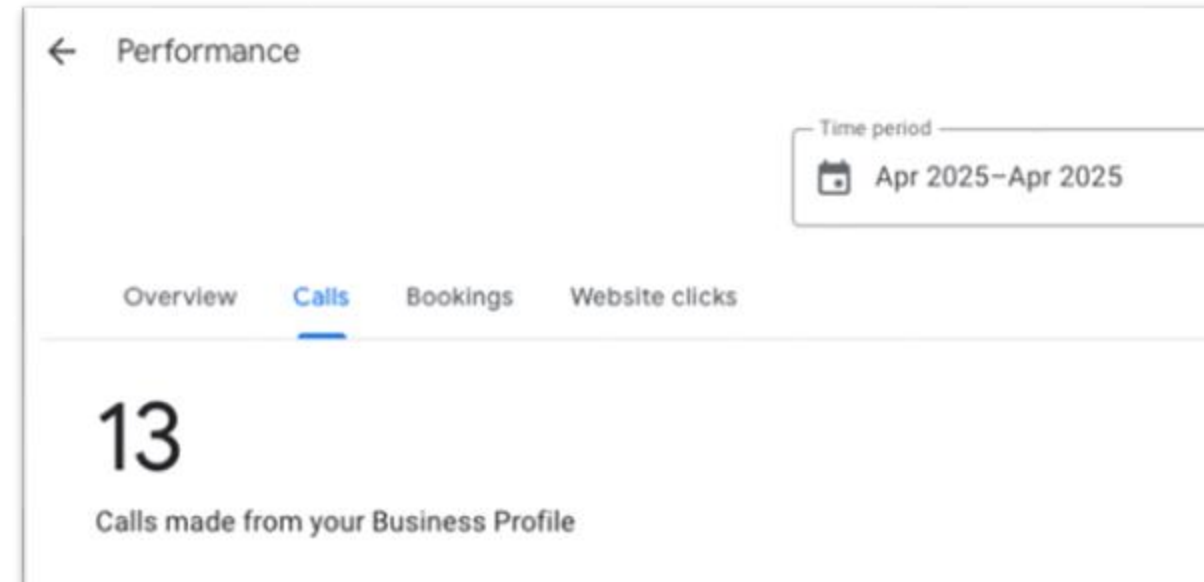
***Plain language is important here!
Use the language your audience uses.***



That's it!

Repeat for each of your locations.

Over time, you'll see stats about how many people saw and acted on your business profile.





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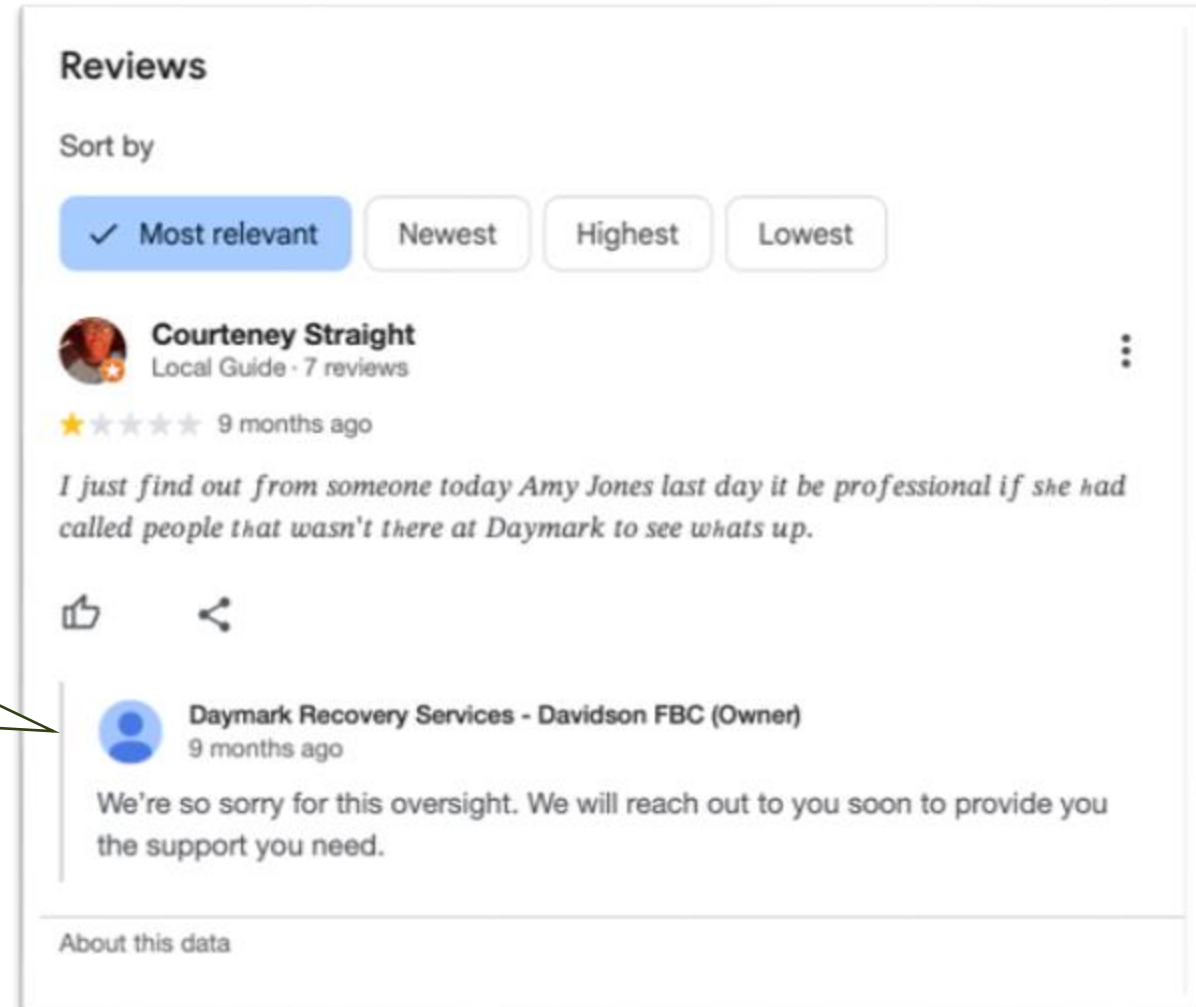
Tips and tricks (if you have capacity)

Negative reviews

Negative reviews can't be removed or hidden. However, you can reply to them.

You also can encourage your clients to give reviews.

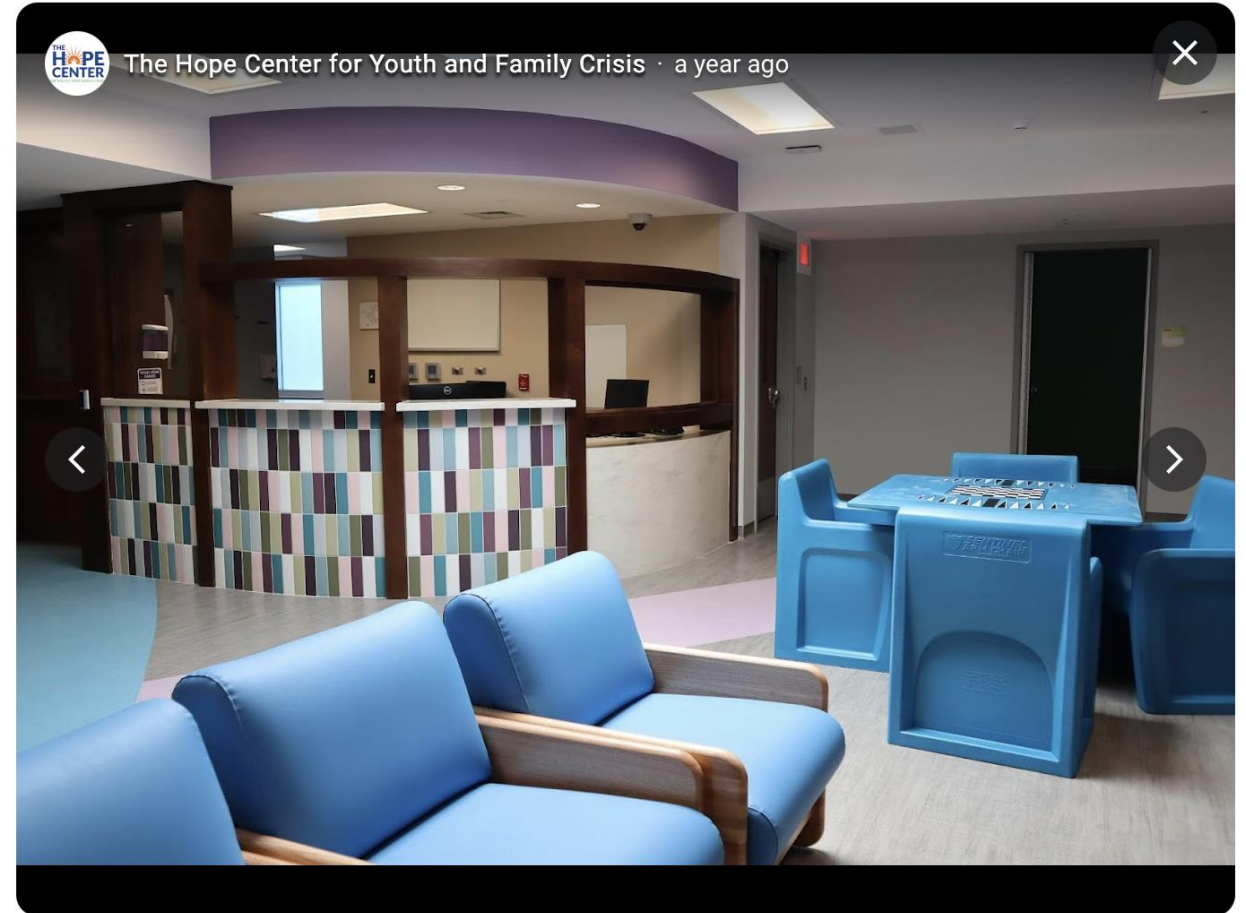
Replying to a negative review shows you're paying attention.



Add photos

If possible, use photos to convey warmth and comfort, and to show off the facilities.

(Don't include photos of clients, and none of staff without their written permission.)



Do the same on other platforms

If you have capacity: Yelp, Apple, and Bing have similar processes for creating and maintaining location listings on their services.

Services like BrightLocal can manage these for you (for a fee).

