

Supporting Black-owned businesses this holiday season

As people look for ways to support the Black community, there has been a surge in Google searches for [“Black-owned business.”](#) In partnership with the U.S. Black Chambers, Inc., Google is launching **Black-owned Fridays** to encourage supporting Black-owned businesses this holiday season.

As a business owner

If you own a business, make sure it can be found by potential customers looking for businesses like yours. Add your business to the Chamber’s [ByBlack directory](#) and make sure you’re creating a strong web presence by following some of the recommendations below and free resources on the [Google for Small Business Holiday Hub](#).

As a supporter

Support Black-owned businesses by using the [ByBlack directory](#), shopping from Black-owned businesses and sharing your favorite Black-owned businesses on social using the **#BlackOwnedFriday** hashtag.



#BlackOwnedFriday

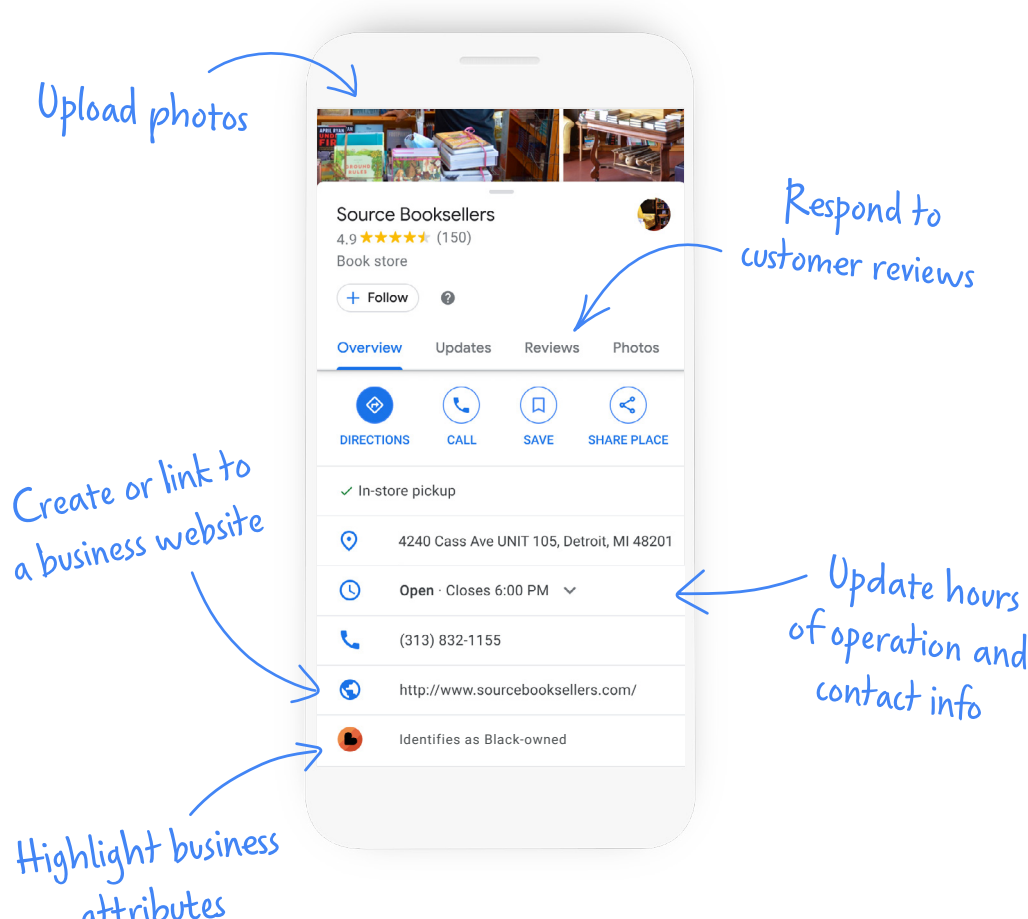
Proudly show your business identifies as Black-owned on your Business Profile on Google

What is a Business Profile on Google?

It’s more than just a local listing.

It’s a free way for businesses to show up on Google Maps and Search and interact with current and potential customers online.

Google helps drive over 1.9 billion direct connections monthly, including phone calls, requests for directions, messages, bookings and reviews for American businesses.*



Why should I add the Black-owned attribute?

- Stand out to customers looking for your business on Google Maps and Search.
- Proudly show your business identifies as Black-owned.

How do I get started?

- 1 Sign in to your verified Google My Business account, or sign up for free at [business.google.com](#).
- 2 Once you’re signed in, go to the menu and click **Info**.
- 3 Scroll down to **Highlights** and click the pencil icon.
- 4 Click the **Black-owned attribute**.
- 5 When you’re finished, click **Apply**.

Need help?

- Watch our [1-minute Quick Help tutorial](#).
- Visit this [Help Center article](#).



Share this [digital sticker](#) using **#SupportBlackBusiness** to get the word out to more Black-owned businesses.

For additional support, visit [Google My Business Help](#)

Additional resources to grow your business

Grow with Google Digital Coaches provide free training and coaching to help Black and Latinx small businesses reach new customers, thrive online, and grow. Visit [grow.google/DigitalCoaches](#) to learn more about the workshops, hands-on coaching, and opportunities to meet and learn from successful businesses in your community.

Grow with Google OnAir offers a series of live and on-demand virtual workshops, events, and one-on-one coaching sessions to help small business owners, entrepreneurs, and job seekers get the most out of digital tools. [Register](#) for an upcoming event to develop digital skills that can help you grow.

#BlackOwnedFriday #SupportBlackBusiness #GrowWithGoogle

*Source: Google Internal Data, includes direct connections between businesses and customers across Google free and paid products