



# Search Black- owned

In the past 12 months, searches for Black-owned businesses have increased 600%. So we're making it easy for businesses to proudly self-identify as Black-owned on Google Search and Maps. Companies with a verified Business Profile on Google can now add a Black-owned business attribute to their profile, so they can easily be found by customers who are looking to support them.



Learn more at  
[g.co/blackowned](https://g.co/blackowned)