



## A Step By Step Guide To Google Local Listings and Google + For Business

# Why Create or Claim Your Business on Google

One out of every five searches on Google has local intent, which means the searcher typed "city or town + something they want." Here are some ways to help ensure you reach these potential customers.

## **Claim your free Places listing**

It's important to make sure your local business listing can be easily found on Google Web Search and Google Maps. Creating a business listing takes just a few minutes and doesn't cost a thing. You can visit Google Places anytime to edit your information or see how many people have seen and clicked on your listing. Don't have a physical address? That's fine—if you work from home or have a mobile address, you can specify a service area instead of a location.

## **Make sure your listing is as complete as possible**

Google can display listing information in our search results, so at a minimum your listing should include your hours of operation, forms of payment, area served, and brands carried. We also recommend adding images, video, and other product or service-related elements to optimize your listing.

Your business listing (also known as a Places Page) complements your website, but it doesn't replace it. Your listing should link to your site, and your site should also prominently display all relevant business information.

“One of the issues is that most businesses do not understand that their listing at Google is a search result. And that Google gives the business the privilege of adding some trusted data to that listing from either the Places Dashboard or from Google Plus”  
- Google

# Google Places

## Add a listing for your local business

If you're a business owner and want to add a listing for a single business location, read the instructions below. You can add up to 100 single listings; if you have more than 10, you'll need to add the listings as a bulk upload.

We'll give you all the details you need about adding your local business listing, but keep in mind that there are three general steps before the listing for your business will appear on Google:

1. **Submit your information**, from basic contact info to photos and video.
2. **Verify the listing** by phone or postcard.
3. **Wait for the listing to appear on Google**. Verification will take up to two weeks.

Sound simple? It is! Now, here are more detailed step-by-step instructions for how to add your business information to Google Places:

1. Visit Google Places. Please read the Google Places quality guidelines and Local listings content policy prior to creating your single listing.
2. If you already have a Google Account, sign in with your email and password. You can also use an AdWords login address and password, if you have one. If you don't have a Google Account, click **Sign up for an account now**, or go straight to the [sign-up page](#). Google Places accounts are not transferable, so if you are planning to share this account with other users, create a Google account that you would not mind sharing with others.
3. On Google Places homepage, click **Add new business**.
4. On the "Find your business" tab, search for your business by phone number to see if Google already has information about your business.
  - Select the country of your business location from the drop-down.
  - Enter the phone number of your business listing.
  - Click **Find business information**.
5. Review the search results, if any, to see if one of them describes your business.
  - If none of the results are related to your business, you will be prompted to add business information on the Edit Details page.
  - If none of the results is your business, click **Add a new listing**. You'll be prompted to add more information on the next page.

6. Fill out the basic information about your business. This includes:
  - **Company/Organization:** This is the official/registered name of your business. Some businesses may be located within a mall or a container store, which is a store that contains another business. If your business is within a container store or mall, and you'd like to include this information in the local listing, specify the container store in parentheses in the business name field. For example, Starbucks (inside Safeway).
  - **Address (required):** The address should look exactly the way you'd write it on a standard mailing envelope. If you are a service-area business, you'll be able to hide your address in a few steps. We recommend listing suite numbers in Address Line 2.
  - **Phone Number (required):** Be sure to include the area code with your phone number.
  - **Website:** Your website URL can be a maximum of 255 characters.
7. Click **Next**. You'll now have the opportunity to provide the following information about your business:
  - **Categories:** Enter several categories to describe your business, to make it easier for others to find when they search Google. Google will automatically suggest categories as you type. Make sure you choose one Google-suggested category before adding customizable categories. You can enter up to 5 categories for your business.
  - **Hours of operation:** Select your hours of operation using the drop down menus. If you would prefer not to specify your hours of operation, keep the radio button selected next to "I prefer not to specify operating hours."
  - **Payment options:** Select the checkboxes next to the payment methods that your business accepts.
  - **Photos:** Use the photo uploader to add a photo from your computer, or specify a URL to add a photo from the web. You can add up to 10 photos to the listing. Photos will appear in order of greatest size and quality. To learn more about adding photos, check out the google [User Guide](#).
  - **Video:** To add a video, upload it to [YouTube](#) and copy and paste the URL to the listing. You can add up to 5 videos to the listing. For help with uploading your video to YouTube, read the article on [how to upload a video](#) in the YouTube Help Center.
  - **Additional details:** Use this section to add custom information fields to the listing. For example, parking availability, or whether your business allows pets.

8. You can preview the listing as it will appear in Maps on the right side of your screen. New information will appear in the preview as you enter it. When you're satisfied with the listing, click **Submit** at the bottom of the page.

9. Choose how you would like to verify your listing and click **Finish**. Once you've submitted your business information, you'll be asked to verify it before it goes live. We allow a maximum of 100 listings per account for manual verification.

You can see the local business listing live on Google by signing into your [Google Places](#) account and clicking **See your listing on Google**. This link will take you to your actual Place Page, as seen by users.

10. Once you receive your verification Pin Log back into Google Places, enter pin and GO!

# Step-by-Step Guide to Creating a Google+ Page

## Step 1

First, you need to log in and visit Google's dedicated Google+ for business page. Delegate this task to a member of your team who deals with social media – Google+ only allows one admin per page for now. Select the type of firm you want to create a profile for (make sure you choose the best fit for your company).


The screenshot shows the 'Create a page' interface on Google+. At the top, there's a header 'Create a page' with two tabs: 'Pick a category' (active) and 'Add your info'. Under 'Pick a category', there are five buttons: 'Local Business or Place' (with a red location pin icon), 'Product or Brand' (with a blue location pin icon), 'Company, Institution or Organisation' (with a blue building icon), 'Arts, Entertainment or Sports' (with a yellow star and musical note icon), and 'Other' (with a multi-colored square icon). To the right of these buttons is a large grey box containing a small image of a Google+ page and the text: 'Creating a page brings you closer to your customers, fans and followers on Google+'. Below this text are three bullet points with icons: 'Start real face-to-face conversations with Hangouts' (with a speech bubble icon), 'Create circles to share the right message with the right people' (with a circular arrow icon), and 'Help people recommend you on Google Search and ads with the +1 button' (with a +1 icon). At the bottom of the page, there is a footer with the text: '©2011 Google - Terms - Content Policy - Privacy - English (United Kingdom) / No region - Create a page'.


## Step 2


Add your business name, website and select the category it falls into (see below).


### Create a page


Pick a category

Local Business or Place

Product or Brand

Company, Institution or Organisation

Arts, Entertainment or Sports

Other

Add your info

#### Product or Brand

Page name

Website (optional)

Select a category

Luggage

Mature

Media

Music

Office Supplies

Pet Supplies and Services

Public Domain

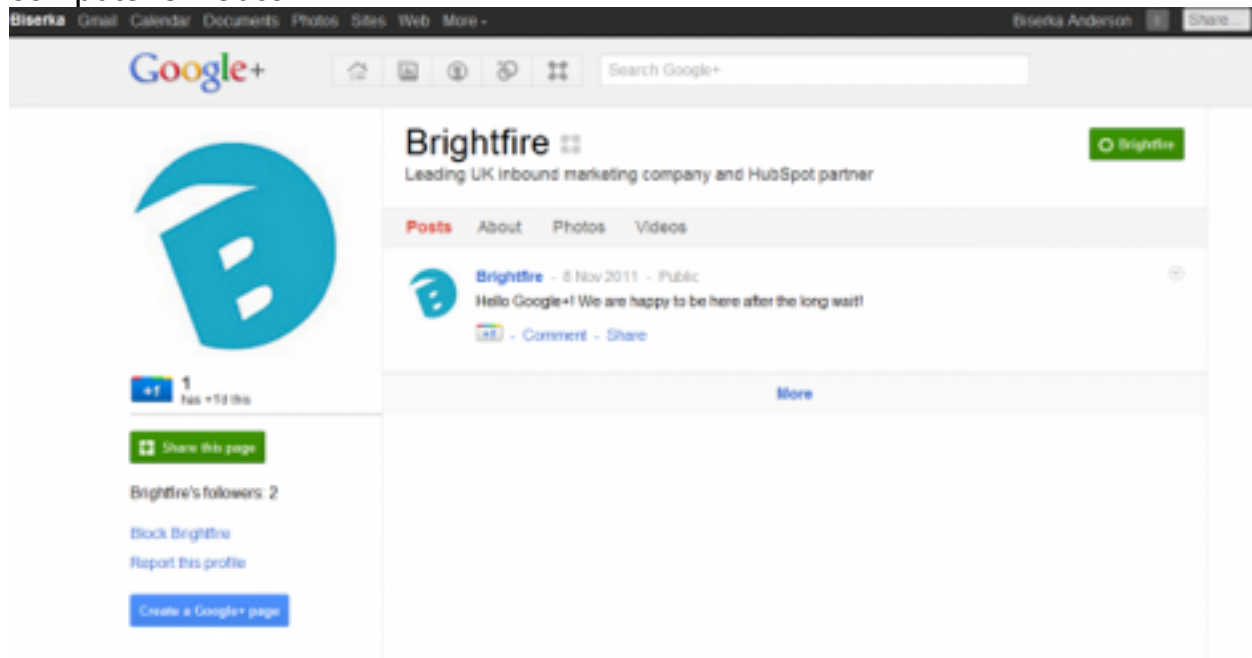
©2011 Google - [Terms](#) - [Content Policy](#) - [Privacy](#) - [English \(United Kingdom\)](#) / [No region](#) - [Create a page](#)

### Step 3

You'll now be asked for your business location and your company's phone number. You can also enter your company's website URL, a company description and links to websites that you recommend.

If your business is not already registered with Google, you'll be given the choice to do this before moving on.

Now that you've selected your business category, a Google+ page will be created. You'll be required to upload a photo for your company's Google+ page. You can select one already saved on your PC or capture a new one using your computer's webcam.



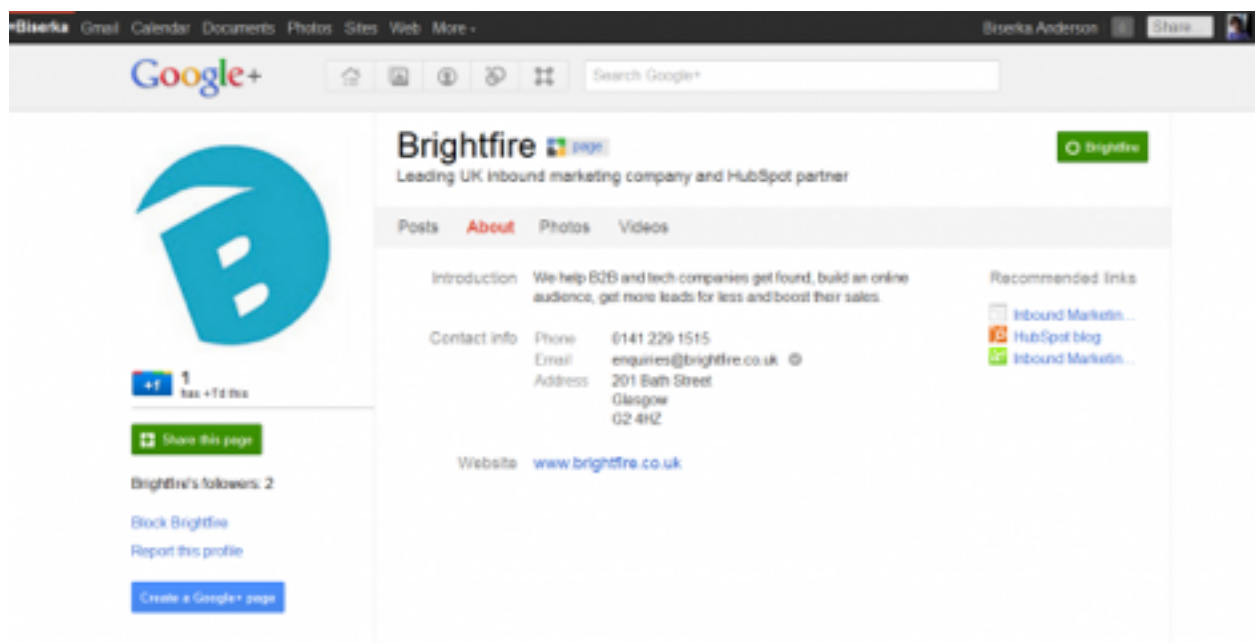


#### Step 4

Google+ will give you the option to share your new business page with everybody in your circles if you have a personal page. This can be done by pressing Share. Now hit the Finish button.

Et voila! Your business page is ready!

You're free to begin posting on your page, following people or other businesses... and don't forget to add a Google+ badge on your website – this will make it easier for customers to find your page.



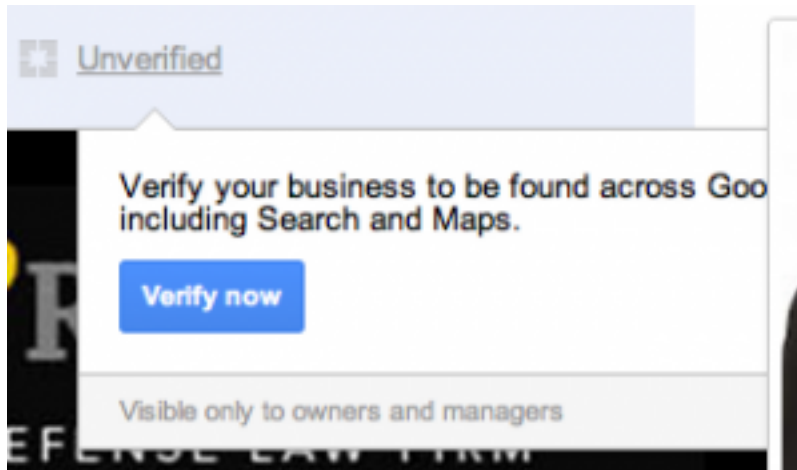
In the 'stream' you will be able to see posts of the people or brands in your circles, which you can customize and rename to your liking.



Now start having fun and sharing!

One caveat: note that you can add other business pages to your circles but you cannot follow individuals unless they've added your page to their circles first. So go ahead and make some noise about your brand spanking new social media page!

## STEP BY STEP GUIDE TO THE GOOGLE+ BUSINESS/LOCAL MERGE VERIFICATION PROCESS

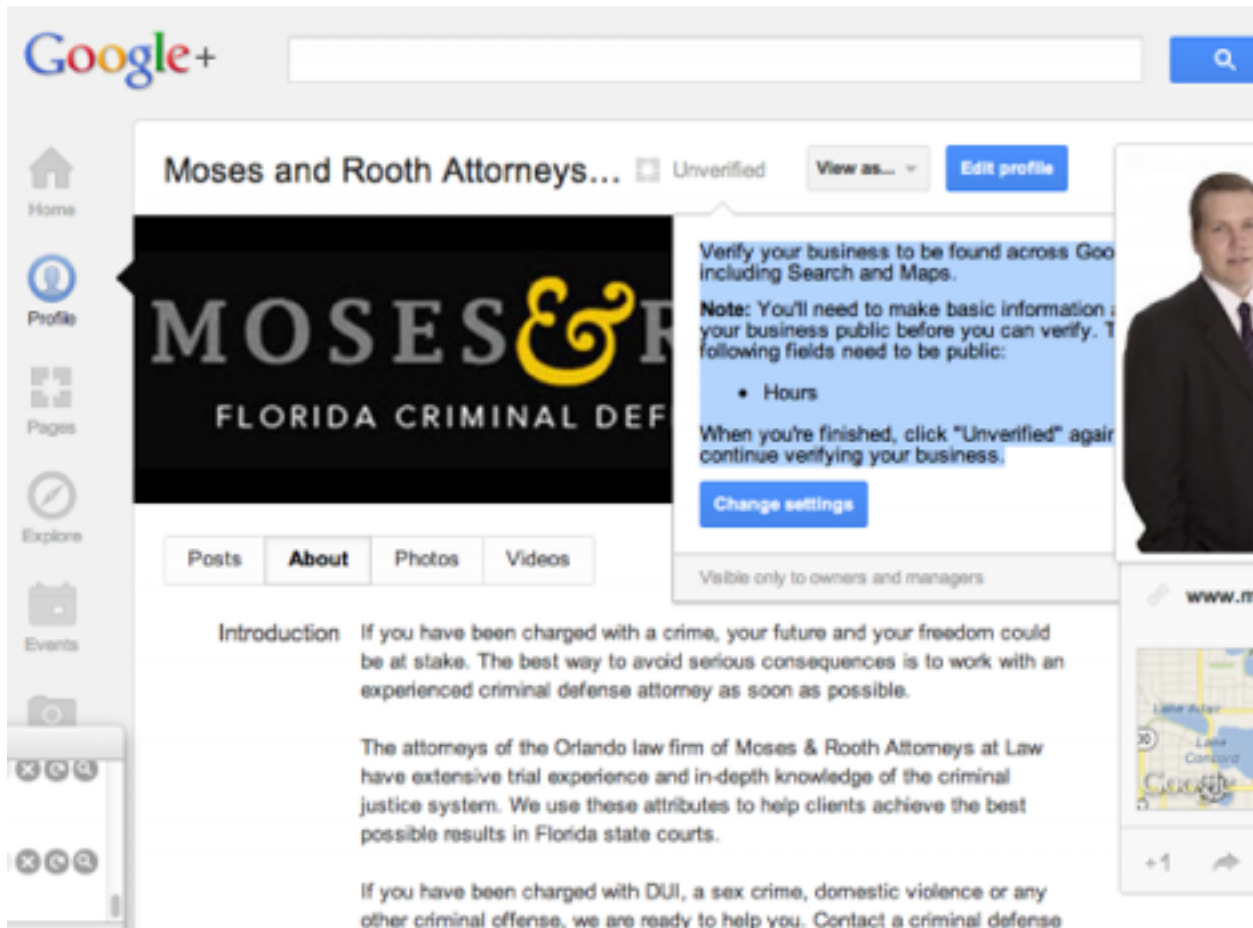


If you already have a Google+ Business page (or created one) then you can now merge that Google+ Business page with your existing Google+ Local page by following the new verification procedure.

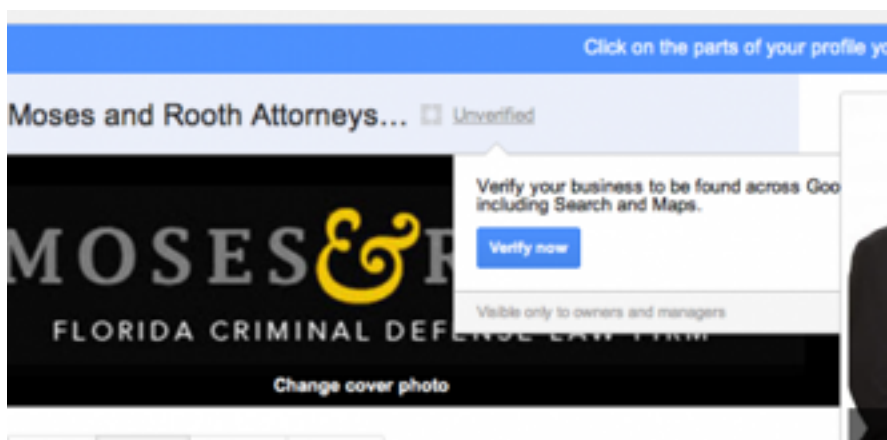
The process is initiated from the Google+ Business page. Any manager of the page can initiate the process which will require postcard verification even if the email addresses match between the G+ Business page and your Dashboard. Apparently, in several months, a more automatic merge will be available to those businesses that have only a Google+Local Page/Dashboard.

Here are the steps to the process:

1. Login in as the manager for the Google+ Business page and make sure that all necessary fields are public. Click on the unverified icon to the immediate right of your business name. A warning will show if you neglected to make any of the required fields available for public view. Fix the non public fields by changing the visibility of the specific fields noted.



2. After you have made the appropriate field(s) public (or they already are) click on the unverified icon again and you will be presented with an opportunity to verify:



3. You are then offered likely choices for businesses to associate with your +Business Page.

### Verify your business

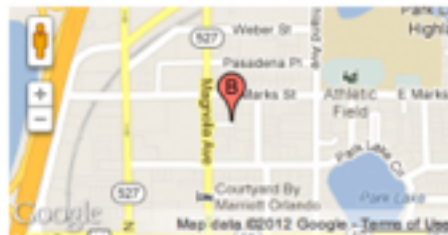
We noticed that your Google+ page is similar to pages we show on Google Search and Maps.

Which one is your business?

- ☒ **A** **Moses and Rooth Attorneys at Law**  
115 Granada Court  
Orlando, FL 32803  
(407) 377-0150  
[View page](#)



- ☐ **B** **Jay R Rooth**  
115 Granada Court  
Orlando, FL 32803  
(407) 377-0150  
[View page](#)



- ☐ **C** **Moses & Rooth, Attorneys at Law**  
1105 North Dixie Freeway  
New Smyrna Beach, FL 32168  
(407) 377-0150  
[View page](#)



[Continue to verify](#)

[No, my business is different](#)

**Please note:** Make sure that the address above is correct (for postcard delivery).  
If any other information (phone number, name, etc.) is incorrect, you'll be able to correct it later.

4. You will be asked to agree to the terms and are given the option of entering a contact name and modifying your listing data at that point.

5. Google will send you an actual envelope that is surprisingly well marked -so that it is unlikely to be thrown away!



6. The card provides a pin and instructs you to goto [google.com/local/verify/](https://google.com/local/verify/):



## Hello from Google,

Finish verifying your business right now, and make sure Google users always have the latest information on your business.

YOUR BUSINESS LISTING:

201 North Union Street  
Olean, NY 14760

YOUR VERIFICATION PIN:

**69073**

To verify your business:

- 1 Visit [www.google.com/local/verify](http://www.google.com/local/verify)
- 2 Enter your PIN
- 3 Click the submit button, and you're all done!

For more information, click the help link found on the bottom of [www.google.com/local/verify](http://www.google.com/local/verify)

7. When you visit the [google.com/local/verify/](https://google.com/local/verify/) page you are presented with the option to enter your PIN:

### Enter your PIN

A postcard has been sent to your business address.

Enter the PIN from the postcard you received to complete verification for **Moses and Rooth Attorneys at Law**.

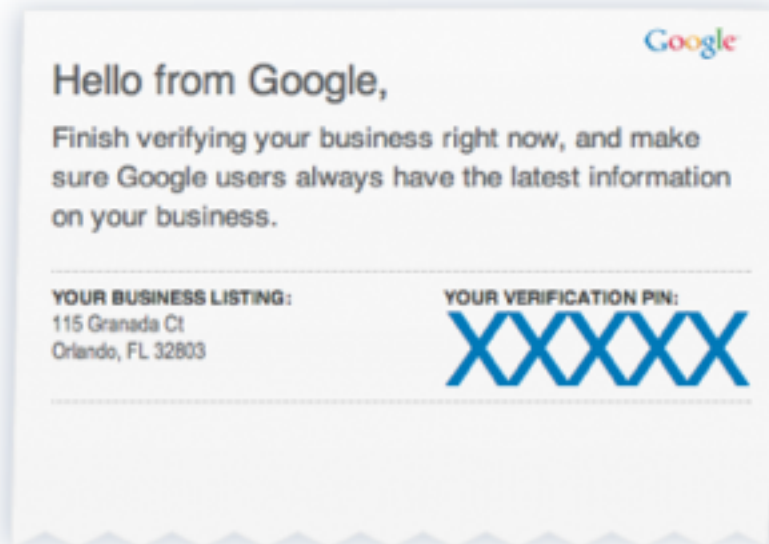
PIN

After you verify, changes you make to your page may be subject to review before being published. [Learn more](#)

[Submit](#)

[Lost your PIN?](#)

[Need additional help?](#)



*This is a sample image. Your actual PIN is on your postcard.*

8. While waiting for the postcard the public view of the page the unverified icon is no longer visible. To managers of the +Business page there is a note that the verification is pending.

Final Step:

Have your webmaster link your website to your google plus page. This results in a verified website with business listing. Your webmaster will know the steps to complete this easy 24 hour turn over process.

You will be notified once this last step is complete.