

# How to claim your Google Places Listing

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Hey Robert Ramos here with a quick and easy to follow guide on claiming your Google Maps (places) page. Setting up your *Google Places* page is easy to do and the benefits are enormous.

This is going to be the first part of many more tutorials for you on optimizing you're your local business directory listings, creating cool video commercials, social marketing, local mobile marketing and other awesome local business marketing strategies... So with that said, Let's get your business claimed and verified...

The very first thing you want to do is to create a brand new [www.gmail.com](http://www.gmail.com) account. You want to create a new Gmail account because in the future you will be linking your YouTube, Google Webmaster, Google Analytics and other Google related accounts to this new Gmail account. This will help you with other important factors in the future.

## Step 1 – Setting up a Gmail Account

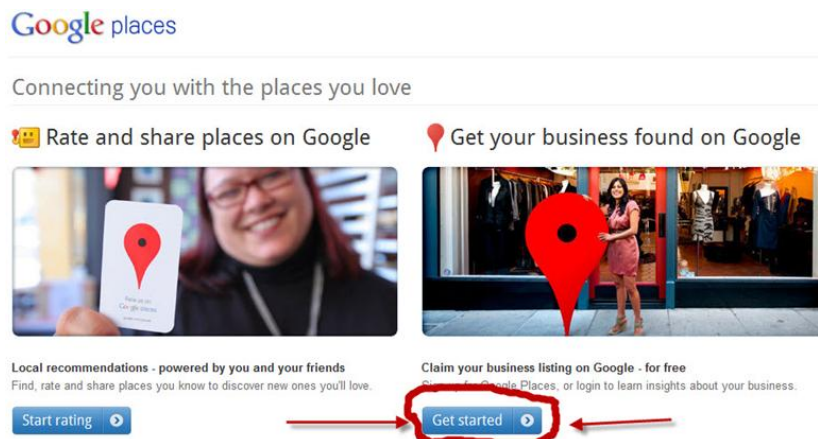
So head on over to [www.gmail.com](http://www.gmail.com) and set up your new local business marketing email now. Make sure the email is relevant or as close to your business name as possible.

Example: [BusinessName@gmail.com](mailto:BusinessName@gmail.com)

## Step 2 – Claiming your Google Places Account

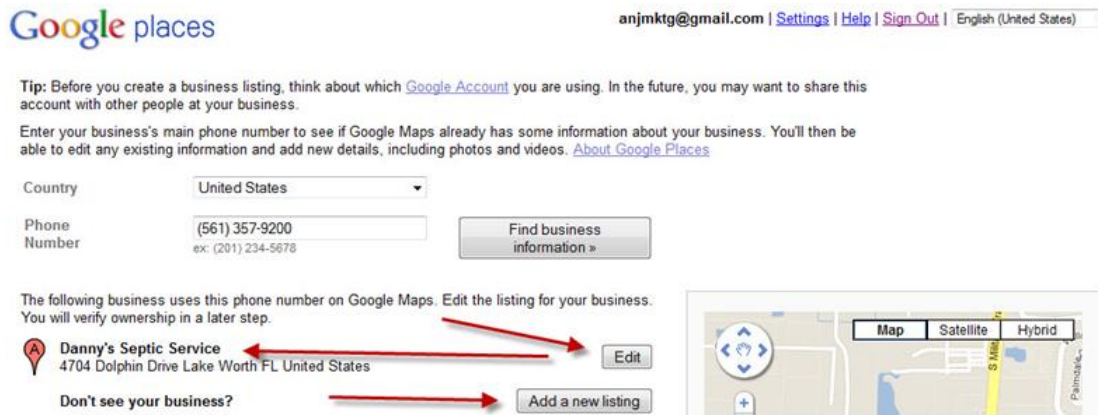
Now we get to claim your local business listing. So make sure you are signed into your new business Gmail account that you created for all of your local business marketing efforts. Then head on over to [www.google.com/places](http://www.google.com/places) and click **Get Started** under **Get Your Business Found On Google**.

(See image below)



**Next** Google Will Ask you for your business phone to check and see if they have any information on your business. Go ahead and enter your phone number to perform this check with google. Be sure to enter your phone number in this format: (999) 999-9999... **Then Click Find Business Information...**

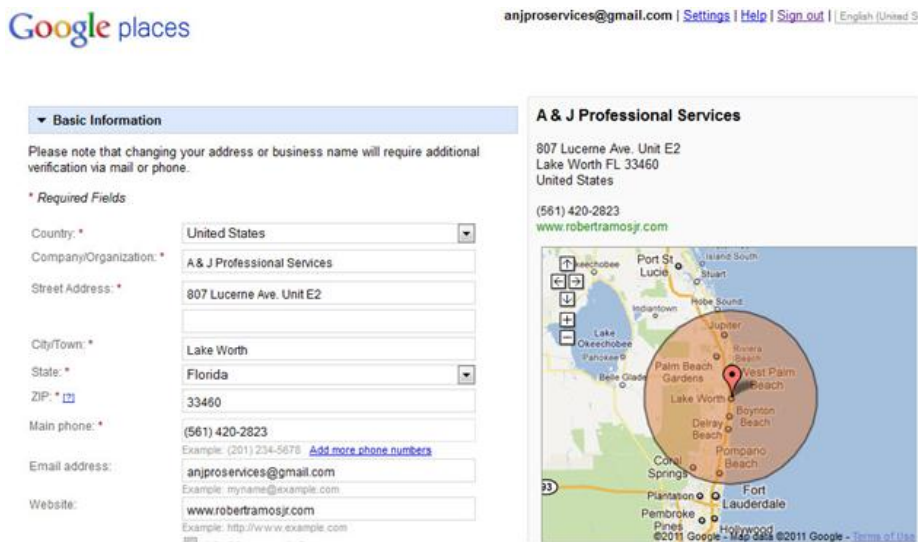
If google finds any business listings or information, they will display any listing matching that phone # as show in this image below...



**From This page you will have two options:**

1. **If this is in fact your business** simply **click Edit** and continue through this guide
2. If this is **NOT your business**, then simply **click Add New Listing** and continue through this guide.

Once you hit continue you will be brought to another page where you can edit all of your business details. Looks something like this (below)



**This is where you get to tell Google all about your business.** I recommend you try to use every available option and max out your content on Google Places. But before we get all hog-wild on your listing, we are going to want to think some of this through... So first, we'll get started with just the basic information and then we'll move on to the other awesome stuff a bit later.

Here is a list of the sections and subsections we will be focusing on for now:

▼ **Basic Information**

**Country:** Enter Your Country Here

**Company/Organization:** Enter Your Business Name Here. Do Not try and put keywords or anything else in this field. Strictly enter your business name only in this field. Anything else can be considered web spam and can and will hurt your visibility online or can result in your listing being suspended by google.

**Street Address:** Enter your precise street address here

**City/Town:** Enter Your City Here

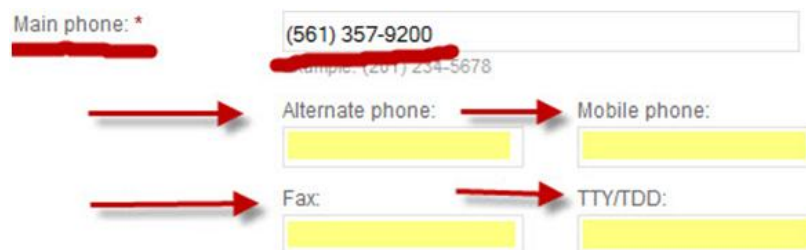
**State:** Enter Your State Here

**ZIP:** Enter Your Zip Code Here

**Main phone:** Enter Your Official Business Main Phone Number Here. Not Your Cell Phone or anything Else... If you have additional Phone numbers you can click on the add more phone numbers link to expand and get more phone number options. (See Example image below)



**Once You Click on Add more numbers you will get more options.**  
(See example image below)



**Email address:** Enter the New Gmail Email Address Here...

**Website:** Enter Your Website address here. If you do not have one, Google has a check box to mark if you do not have a website...

**Description:** Enter a brief description of your business here. If you have a company tagline or saying you can include that here too. Try to be as straight to the point as possible here as you only get up to 200 characters for this description. If you can, add a short call to action as well like (Call Today or Call & Save Big Today)... It's always good to tell a prospect that found you online what to do next... ☺

**Category:** Here you get to add up to 5 categories to your business listing. Try to take advantage of all five if you can. It will only show one field at first. If you take a closer look you will find a blue link that says add another category that will expand each time you hit it until a maximum of five categories.

Google will allow you to make 3 custom categories if your category isn't listed. But they do require you to at least use two of their pre-listed categories...

To see if google has relevant categories for you, simply begin to type you main business type or words very related to your business and google will automatically give you a list of their pre-listed categories. Keep doing this until you set a category for all five spots.

Remember you only have to have two pre-listed categories... So if you feel the need you can create up to three custom categories that better describe your business...

The point is to try and make your categories super relevant to your business...

## Moving on To The Service Areas and Locations Settings... (see example below)

This Sections is pretty self explanatory. Basically if you check the **No**, All customers come to the business location. (all other location options will not show)... If you check the **Yes**, this business serves customers at their location... (you will get extra options to tell google how far your sevice area extends)

**Service Areas and Location Settings**

Does your business provide services, such as delivery or home repair, to locations in a certain area?

No, all customers come to the business location

**or**

Yes, this business serves customers at their locations

Do not show my business address on my Maps listing

Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc).

Distance from one location

Service area within   miles  km

List of areas served

Examples: 94089 or Sunnyvale, CA

No areas added.

Areas are approximate and may not correspond to official boundaries.  
Your service area will include areas you enter and points in between.

**This Part Only Show Up, If You Select the Yes Option Above.**

**Next, Go ahead and set your business hours of operation...** (see example image below)

Enter your business hours here. If your business closes for lunch and then re-opens after lunch or anything to that effect google gives you the option to set a split set of hours at the bottom of this section...

**▼ Hours of operations**

Make sure your customers know when you're open!

I prefer not to specify operating hours.  
 My operating hours are:

|      |         |   |   |         |   |  |                                |
|------|---------|---|---|---------|---|--|--------------------------------|
| Mon: | 9:00 AM | ▼ | - | 5:00 PM | ▼ | <input type="checkbox"/> Closed            | ↓ <a href="#">Apply to all</a> |
| Tue: | 9:00 AM | ▼ | - | 5:00 PM | ▼ | <input type="checkbox"/> Closed            |                                |
| Wed: | 9:00 AM | ▼ | - | 5:00 PM | ▼ | <input type="checkbox"/> Closed            |                                |
| Thu: | 9:00 AM | ▼ | - | 5:00 PM | ▼ | <input type="checkbox"/> Closed            |                                |
| Fri: | 9:00 AM | ▼ | - | 5:00 PM | ▼ | <input type="checkbox"/> Closed            |                                |
| Sat: |         |   |   |         |   | <input checked="" type="checkbox"/> Closed |                                |
| Sun: |         |   |   |         |   | <input checked="" type="checkbox"/> Closed |                                |

Are your hours split during a single day, such as 9-11am and 7-10pm?

I'd like to enter two sets of hours for a single day.

**The last thing we want to do for now is to enter your customer payment options...**  
(see example below)

This part is also very self explanatory. Just check all payment options that you accept...


**▼ Payment options**

Specify how customers can pay at your business.

|   |   |  |
|---|---|--|
| <input type="checkbox"/> Cash             | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa            |
| <input type="checkbox"/> Check            | <input type="checkbox"/> Diner's Club     | <input type="checkbox"/> Financing       |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover         | <input type="checkbox"/> Google Checkout |
| <input type="checkbox"/> Invoice          | <input type="checkbox"/> MasterCard       | <input type="checkbox"/> Paypal          |

That's it for now. Do not fill out anything else at this time. Scroll to the bottom of the page and hit Submit. You should now be sent to a page, that asks you to validate your listing by pin# sent to your business address in the mail. **Make sure your info is correct and click finish...** (see example below)

**How would you like to validate your listing?**  
For your protection, we need to verify the information you've just given us.

 **By postcard (2-3 weeks)**  
We'll send you a postcard in the mail to this address

Robert Business  
5500 lake worth rd  
lake worth FL 33467  
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Once You Click Finish you will be brought to your google places dashboard Located here:  
<http://www.google.com/local/add/businessCenter>

Save this link, so you know how to access your Google Places dashboard in the future...

(See dashboard example below)

The screenshot shows the Google Places dashboard interface. At the top, there are two tabs: 'Dashboard' (selected) and 'Offers'. Below the tabs, the main heading is 'Your businesses' with a link to 'Add another business - Upload a data file (if you have more than 10 listings)'. A filter bar shows 'View: All - Active (1) - Pending (0) - Needs Action (0)' and 'Viewing listings 1 - 1 of 1'. A table lists the business details:

| Business   | Status ↓   | Impressions (last 30 days) | Actions (last 30 days) |
|--|--|----------------------------|------------------------|
| <a href="#">A &amp; J Professional Services</a><br>807 Lucerne Ave. Unit E2<br>Lake Worth FL 33460<br>United States<br><a href="#">Edit</a> - <a href="#">Delete</a> | Active<br><a href="#">See your listing on Google Maps</a><br><a href="#">Create AdWords Express ad</a> | --                         | --                     |

Below the table, there is a note: 'Statistics are not real time and are provided at a 24 hour delay. Google does not guarantee the accuracy of the statistics.' At the bottom, there is a section titled 'To increase your marketing reach, you might consider:' with three bullet points:

- [AdWords](#) - Target customers locally or anywhere in the world. Pay only for ads that bring prospects to you.
- [Google Base](#) - Add your entire catalog to our free product search site.
- [Google Checkout](#) - Sell online with Google Checkout and increase sales by driving more traffic and higher conversions.

You should receive your postcard from google in the next 7-14 days. Once you receive the postcard from google, you will need to find the enclosed pin # and login to you google places dashboard to validate your listing information. If you do not receive it for any reason, google, has an option in the google places dashboard to have it sent to you again.

## Step 3: Adding Images to your Google Places Page...

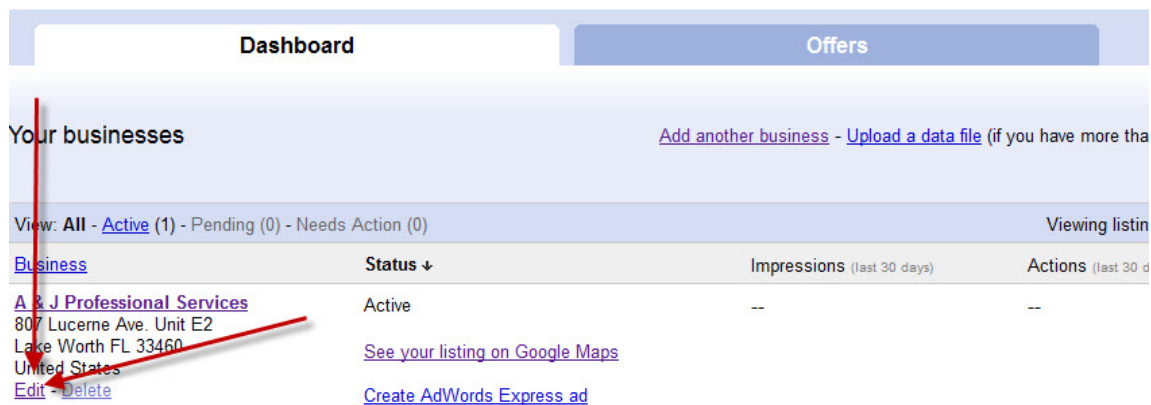
In the next section of this tutorial we will be going over the images section of your Google Places listing. Adding images easy and highly recommended. This helps your business place page really stand out and gives your potential customers the opportunity to see some pictures of you, your staff and the business in general...

So go ahead and take some pictures of yourself, any staff or employee's, company vehicles, business building, Company Logo's and any other relevant photo's of your business...

Once you have taken all the pictures and gathered any digital logos you may have for your business, go on into your google places dashboard located here:

<http://www.google.com/local/add/businessCenter?hl=en-US&gl=US>

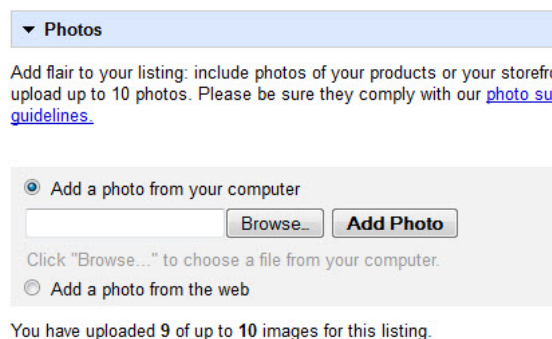
Click on Edit - (See image below)



The screenshot shows the Google Places Dashboard with two tabs: 'Dashboard' and 'Offers'. Under 'Your businesses', there are links for 'Add another business' and 'Upload a data file'. Below this, a table lists businesses. The first business is 'A & J Professional Services' with address '807 Lucerne Ave. Unit E2, Lake Worth FL 33460, United States'. A red arrow points to the 'Edit' link in the 'Actions' column.

| Business   | Status ↓   | Impressions (last 30 days) | Actions (last 30 d |
|--|--|----------------------------|--------------------|
| <a href="#">A &amp; J Professional Services</a><br>807 Lucerne Ave. Unit E2<br>Lake Worth FL 33460<br>United States<br><a href="#">Edit</a> - <a href="#">Delete</a> | Active<br><br><a href="#">See your listing on Google Maps</a><br><br><a href="#">Create AdWords Express ad</a> | --                         | --                 |

Now scroll down to the images section where you can add images to your business listing. (see image below)



The screenshot shows the 'Photos' section with instructions: 'Add flair to your listing: include photos of your products or your storefront upload up to 10 photos. Please be sure they comply with our [photo su guidelines](#).' Below this are two radio button options: 'Add a photo from your computer' (selected) and 'Add a photo from the web'. The first option includes a 'Browse...' button and an 'Add Photo' button. A note says 'Click "Browse..." to choose a file from your computer.' At the bottom, it says 'You have uploaded 9 of up to 10 images for this listing.'

Just download the pictures from your camera to your computer and begin to add the here. As you can see, it is really easy to add the images. when your done just scroll to the bottom and hit submit to update your listing details.

## Step 4: Adding Video's to your Google Places Listing

Now were going to get you some fancy cool looking video's on your listing. Don't let the word video scare you, because I've got a really cool resource for to making killer looking video's fast.

I personally use [animoto](#) to create simple video's for use on places pages. you can access animoto for free here:



Just follow the directions in animoto, the system for creating awesome video's is super easy to use and pretty much self-explanatory. If you have any trouble using the the [animoto video creator](#), no worries. I will be creating a tutorial on their service soon.

Once you have created your video's on animoto simply find the share it to youtube option and click on it. It should automatically walk you through the process of authorizing anmoto to your youtube account and upload the video for you.

Remember, that when you created your gmail account, it also set you up with the same user name for youtube as well. Now log into youtube after the video uploaded and grab your video link from the my videos section of youtube... You can find it by your user name on the top right of youtube. you may need to click to expand the options.

Once you get into the my videos area, click on your new video and copy the video lick from the address bar. Then log into your google places dashboard and click edit. Now scroll down to the video section and paste the video link you copied from youtube and click add video.

Do this for how ever many video's you would like to create and then scroll all the way down to submit your changes...

That's it your done for now. Give yourself a pat on the back for taking the first step in setting yourself up for success online. I have many more tutorials and tips coming soon on my blog to increase your business visibility online. So stay tuned and check back often so you can take advantage of my free lessons and take your business to the next step...

Also Remember that You should receive your postcard from google in the next 7-14 days. Once you receive the postcard from google, you will need to find the enclosed pin # and login to you google places dashboard to validate your listing information. If you do not receive it for any reason, google, has an option in the google places dashboard to have it sent to you again.