

Claiming Your GoogleTM Places



An E-Book provided by:



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Preface:

Claiming your Google Places is one of the first things any business should do. This is especially important for a location based business but it's equally important even if you're operating your business out of your spare bedroom. Even businesses that do not have a physical location will benefit from the increased SEO benefits and this will give your business one more opportunity to be found. For this same reason and many more individual business owners should claim their Google Profile so they can link to and promote their business. This e-book will guide you through claiming and setting up your Google Place.



Image Media Partners

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Step One: Claim your Google Place

- If you haven't set up a Google account do that now. ([Basics: Creating an account](#))
- Alternately, if you Google your business and it shows up on Google Maps.
 - Open the description.
 - Look in the upper right corner.
 - If it says: **"Edit this place—Business owner?"**
 - Select **"Business owner?"**
 - Continue
- Log onto your Google account and select **"My Account"** in the upper left hand corner.
- Under **"My products"** select **"Google Places."** If this is not on your main page look under the **"More >>"** link.

Edit this place - Business owner? <<



Sign in with your
Google Account

Email:
ex: pat@example.com

Password:

Stay signed in

[Can't access your account?](#)

New to Google?
It's free and easy to sign up.

- Next you will see the **"Claim your business listing on Google. It's free!"** page. On the right side is a grey box that says, **"List your business."**




Claim your business listing on Google. It's free!



With your free Google Places account you can...

- ✓ **Be found**
Verify your information to make sure people can find you on Google
- ✓ **Stand out**
Engage customers with photos, offers, public responses and more
- ✓ **Get insights**
Use info about your listing to make smarter business decisions

 **Google Tags: promote your business on Google search and Maps**
New! For a limited time, you can activate tags for free, and cancel anytime. [Learn more](#)

Do you have more than 10 business listings? Add them quickly using [bulk upload](#)

Step Two: Enter your Country and Phone

- On the next page select your country and put in your phone number. This phone number will be listed on the Places page as the number for the business. This number may be used to verify the business so be sure that it is the one used for the business and that you will be able to receive a phone call to verify the listing. When you are done select the **“Find business information >>”** button.

Google places tim@timlorang.com | [Settings](#) | [Help](#) | [Sign Out](#) | English (United States) ▾

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country:

Phone number:

ex: (201) 234-5678

- The next page will show a business and a map. If this is your business select the **“Edit”** button. If not the select the **“Add a new listing”** button.

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country:

Phone number:

ex: (201) 234-5678

The following business uses this phone number on Google Maps. Edit the listing for your business. You will verify ownership in a later step.

Image Media Partners
Seattle WA United States

Don't see your business?

Is this your business?
If not select “Add a new listing”



Step Three: Enter Basic Information

- This will bring you into a long page divided into several sections. The top section is entitled **“Basic Information.”** This is where you enter in the business name, address, phone number, web site and description. In the **“Category”** field select the best description of your business. For example are you a shoe store or a Thai Restaurant? You can pick out as many categories as appropriate. When someone searches for **“Thai Restaurant”** in your city then your restaurant will show up.
- As you fill in the information you will notice the Google Places profile being filled in on the right side. This is how it will look to people when they are searching Google or Google Maps. If the red place tag on the map does not accurately show your location then select **“Fix incorrect marker location”** in the bottom right corner of the map and move it.



Fill in information here

This is how it will look

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

* Required Fields

Country: * United States

Company/Organization: * Tim's Tavern

Street Address: * 1008 North Ballard Way

City/Town: * Seattle

State: * Washington

ZIP: * [2] 98107

Main phone: * 206-201-2517
Example: (201) 234-5678 [Add more phone numbers](#)

Email address: info@timstavern.com
Example: myname@example.com

Website: www.timstavern.com
Example: http://www.example.com
 I don't have a website.

Description: A friendly neighborhood Pub with 21 beers on tap, great pub food, darts and a jukebox with 500 records.
200 characters max, 96 characters left.

Category: * Pub
Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: Bar & Grill
[Add another category](#)

Tim's Tavern

1008 North Ballard Way
Seattle WA 98107
United States

206-201-2517
www.timstavern.com

[Fix incorrect marker location](#)

Email address: info@timstavern.com

Description: A friendly neighborhood Pub with 21 beers on tap, great pub food, darts and a jukebox with 500 records.

Payment types: Cash, Discover, MasterCard, Visa

Hours:
Monday: 9:00 am - 10:00 pm
Tuesday: 9:00 am - 2:00 am
Wednesday: 9:00 am - 2:00 am
Thursday: 9:00 am - 2:00 am
Friday: 9:00 am - 2:00 am
Saturday: 11:00 am - 2:00 am
Sunday: 12:00 pm - 10:00 pm

Categories: Pub
Bar & Grill

Step Four: Enter Service Areas

- The next section asks:
“Does your business provide services, such as delivery or home repair, to locations in a certain area?”
If no then go onto the next section.

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

Yes, this business serves customers at their locations

But if you are a plumber, or a contractor or a pizza delivery service or a consultant you have the option of indicating the areas you will serve.

Here you can pick a distance such as 5 miles or 500 miles from your location OR you can designate areas such as a zip code, a town name or even a state.

You can add additional areas till your business service area is covered.

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

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
Seattle, WA 98199, and locations within !
Service area within miles km

List of areas served

Examples: 94089 or Sunnyvale, CA
No area matched, please try again
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.



[Fix incorrect marker location](#)

Email address: tim@timloang.com

Description: I am a television producer, writer and director and I now work on selected television projects and as a consultant for on-line video and social media marketing.

Areas served: Seattle, WA 98199, and locations within 50 miles;

Categories: Video Production Service
Audio Visual Consultant
Video Editing Service

Step Five: Enter Hours and Preferred Payment

- Hours of operations:**

Here you have the option of listing or not listing the hours you are open. You can even choose two sets of hours in a single day for those of us who take siestas.



- Payment Options:**

The next section lets you show your customers how they can pay your business.

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	-	10:00 PM	<input type="checkbox"/> Closed	Apply to all
Tue:	9:00 AM	-	2:00 AM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	2:00 AM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	2:00 AM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	2:00 AM	<input type="checkbox"/> Closed	
Sat:	11:00 AM	-	2:00 AM	<input type="checkbox"/> Closed	
Sun:	12:00 PM	-	10:00 PM	<input type="checkbox"/> Closed	

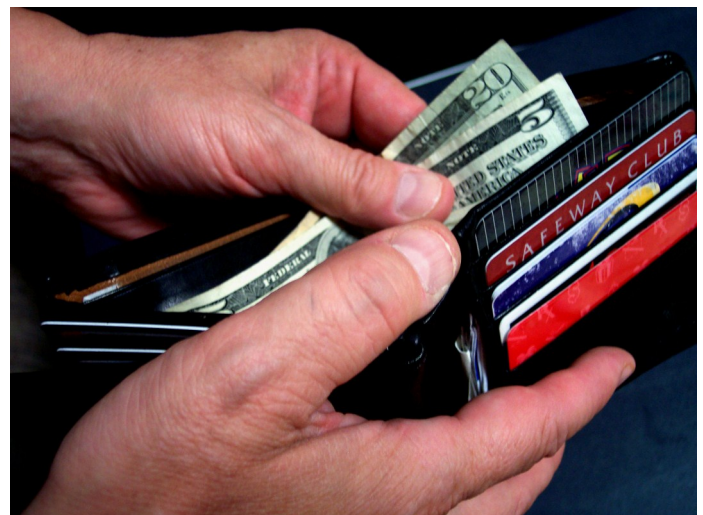
Are your hours split during a single day, such as 9-11am and 7-10pm?

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

Payment options

Specify how customers can pay at your business.

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



Step Six: Add Photos & Video

- **Photos:** you now have the option to upload up to 10 images or add photos from the web. For example if you store your photos on *photobucket* this is where you would be able to add a URL and connect to them. There are however restrictions that are just common sense.

Do not post any photos that contain:

- ⇒ illegal content
- ⇒ violations of copyright
- ⇒ trademark infringement
- ⇒ pornography
- ⇒ incitement of violence
- ⇒ promotions of hate
- ⇒ invasion of privacy



- **Videos:** You can add up to five videos but they must first be posted to YouTube.
- Learn [How to make a YouTube Account](#) or watch this video [How to Open a YouTube Account?](#)
- To learn how to optimize YouTube videos download our free guide: [Search Engine Optimization for YouTube Videos.](#)

▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer

←

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

- The images can be a logo and must portray your business but you can't use other businesses' logos. For example if you are a travel agency you can't use a logo for a hotel chain.
- The photos are displayed in 2 x 2, or a square aspect ratio so if you use any other aspect ratio they will be distorted. The largest size you can upload is 1024 x 1024 and the maximum size file you can upload is 1MB.
- Accepted formats: JPG, GIF, PNG, TIFF, BMP

▼ Videos


Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos. ✓

Video added.

←

Example: <http://youtube.com/watch?v=dFtxv1JdXI>

You have uploaded 1 of up to 5 videos for this listing.



Step Seven: Additional Details

- **Additional Details:**

Here you can add any details that will help your customers.

Put the label on the left and use a noun, for example: Parking; Services; Menu; Cuisine; Wines.

Put the value on the right but don't use full sentences. You can add more than one value as long as it is relevant. URL's should point to the most relevant page on your site. For example the menu should point to your menu.

▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.

Brands carried : Sony, Panasonic and Toshiba.

Parking	:	Free	<input type="checkbox"/>
Ambience	:	Pub	<input type="checkbox"/>
Beer	:	25 microbrews on tap	<input type="checkbox"/>
Wine	:	Washington & Oregon Wines	<input type="checkbox"/>
Menue	:	www.timstavern.com/menu	<input type="checkbox"/>

[Add another](#)

Labels

Values

- Next click the **“Submit”** button

Submit



Step Eight: Check and Submit

- **Validate:** The next page has the finished Google Places listing on the right.
Check for errors.
If there are mistakes click the **“Previous”** button on bottom left and correct the errors.
If everything is fine select **“finish.”**
In this example Google will send a postcard.
On the post card will be a validation code.
You may have an option to receive a phone call with the PIN activation code.

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

Tim's Tavern
1008 North Ballard Way
Seattle WA 98107
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.

Finish

Previous



Tim's Tavern

1008 North Ballard Way
Seattle WA 98107
United States

(206) 201-2517
www.timstavern.com



Email address:

info@timstavern.com

Description:

A friendly neighborhood Pub with 21 beers on tap, great pub food, darts and a jukebox with 500 records.

Payment types:

Cash, American Express, Discover, MasterCard, Visa

Hours:

Monday: 9:00 am - 10:00 pm
Tuesday: 9:00 am - 2:00 am
Wednesday: 9:00 am - 2:00 am
Thursday: 9:00 am - 2:00 am
Friday: 9:00 am - 2:00 am
Saturday: 11:00 am - 2:00 am
Sunday: 12:00 pm - 10:00 pm

Categories:

Pub Bar & Grill

Photos:



(More)

Videos:



Other:

Parking : Free
Ambience : Pub
Beer : 25 microbrews on tap
Wine : Washington & Oregon Wines
Menue : www.timstavern.com/menu

Step Nine: Enter your PIN

- When you receive the PIN activation code log back onto your Google account: see steps 1 through 3.

You will now be on the Google Places **“Dashboard.”**

At the bottom you will see that your **“Status” “Needs Action.”**

Enter the **PIN** activation code in the window and select the **“Go”** button.

If for some reason you do not get a PIN in three weeks **“Request another PIN.”**

The screenshot shows the Google Places dashboard for a user named tim@timlorang.com. The dashboard has two tabs: 'Dashboard' and 'Offers'. Below the tabs is an 'Email Preferences' section with several checkboxes, all of which are checked. Below that is a 'Welcome to Google Places' message with instructions on how to activate a listing using a PIN. The main section is titled 'Your businesses' and contains a table of business listings. The table has columns for 'Business', 'Status', 'Impressions', and 'Actions'. The first listing is for 'Tim Lorang Productions' and its status is 'Needs Action'. A red arrow points to the 'Status' column header, and another red arrow points to the 'Needs Action' status for the listing. The 'Needs Action' status includes a warning icon and the text 'Not yet published', 'Confirmation letter sent Feb 5, 2011.', 'Enter your PIN: [input field] [Go]', and a link to 'Request another PIN'.

Google places tim@timlorang.com | Settings | Help | Sign out | English (United States)

Dashboard Offers

Email Preferences
We occasionally send out emails to update you on the latest Google Places news. However, we want you to choose which communications you'd like to receive. Let us know by making your selections below.

- Performance Updates**
Receive periodic updates showing how customers engage with your business listing.
- Feature Announcements**
Learn about new features as well as changes and enhancements to existing features.
- Google Market Research**
Receive opportunities to participate in Places-related Google surveys and to evaluate new Places features.
- Special Offers**
Receive promotions and news about related Google products.
- Newsletters.**
Learn more about tips, updates, and other information that help you get the most out of your Google Places account.

Save

Welcome to Google Places. Are you ready to activate your listing?
First you'll need your PIN, which should arrive in the mail within two weeks after you submit your business listing. If you have your PIN, enter it beside the appropriate listing below, then click 'Go.'

Your businesses [Add another business](#) - [Upload a data file](#) (if you have more than 10 listings)

Alerts (1)
⚠ **Tim Lorang Productions:** Before your listing is published, you must verify that you are the business owner.

View: All - Active (0) - Pending (0) - **Needs Action (1)** Viewing listings 1 - 1 of 1

Business	Status	Impressions (last 30 days)	Actions (last 30 days)
Tim Lorang Productions 2410 West Manor Place Suite 201 Seattle WA 98199-2202 United States Edit - Delete	Needs Action ⚠ Not yet published Confirmation letter sent Feb 5, 2011. Enter your PIN: <input type="text"/> <input type="button" value="Go"/> Request another PIN		

Viewing listings 1 - 1 of 1

Step Ten: Preferences

- **Email Preferences:**

Also on the dashboard you will have an opportunity to receive email updates from Google concerning your account plus newsletters and promotions from Google.

Select the Email's you would like to receive and select the "save" button.

The screenshot shows the Google Places dashboard for a user named tim@timlorang.com. The 'Offers' tab is selected. A yellow 'Email Preferences' dialog box is open, showing several options with checked checkboxes: Performance Updates, Feature Announcements, Google Market Research, Special Offers, and Newsletters. A 'Save' button is at the bottom of the dialog. Below the dialog, a message asks if the user is ready to activate their listing. Under 'Your businesses', there is a link to 'Add another business' with a red arrow pointing to it. Below that, an alert for 'Tim Lorang Productions' is shown. At the bottom, a table lists the business details and its status as 'Needs Action'.

Business	Status	Impressions (last 30 days)	Actions (last 30 days)
Tim Lorang Productions 2410 West Manor Place Suite 201 Seattle WA 98199-2202 United States Edit - Delete	Needs Action ⚠ Not yet published Confirmation letter sent Feb 5, 2011. Enter your PIN: <input type="text"/> <input type="button" value="Go"/> Request another PIN		

- **Add another business:**

From the dashboard you can add more businesses. Follow the same procedure for adding new business or different locations of the same business.

Claiming Your Google Places

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Image Media Partners provides consulting, implementation and support services for on-line and inbound marketing.

Authorized reseller and support services for HubSpot software

Consultant for inbound marketing and on-line marketing

Implementation specialist for HubSpot software

Deploy and manage online marketing tools such as:

- Blogging

- Social Media

- E-mail campaigns

- Lead nurturing and conversions

Image Media Partners is a private consulting company based in Seattle, Washington.

Learn more how we can help your business with Google Places and increase your reach on the internet and attract more customers. Contact us for a free evaluation of you web site and on-line marketing efforts at: [Image Media Partners](#) or <http://bit.ly/evA1xT>