



16/02/2013, 13:55

How to add your business to the Google Map. Step by Step tutorial by Paul Therond.

# 1 Visit <http://places.google.com>

Google

You have gone full screen. [Exit full screen \(F11\)](#) [SIGN UP](#)

## Places for Business

Connecting your business with local customers

**Places for Business has allowed us to bring our story alive**

Places for Business helps us proactively reach customers, and build a great relationship with them.

Patama, Owner - Fraiche Yogurt

- Overview
- Success stories
- FAQ
- Promote your business

### Get found on Google free of charge

97% of consumers search for local businesses online. Be there when they're looking for you with Google Places for business - a **free** local platform from Google.

### Help your business stand out

Add photos, update your address and hours, or promote your business with Ads. Places for Business lets you make the most of your listing and show customers why they'll want to choose you.

### Connect with your customers

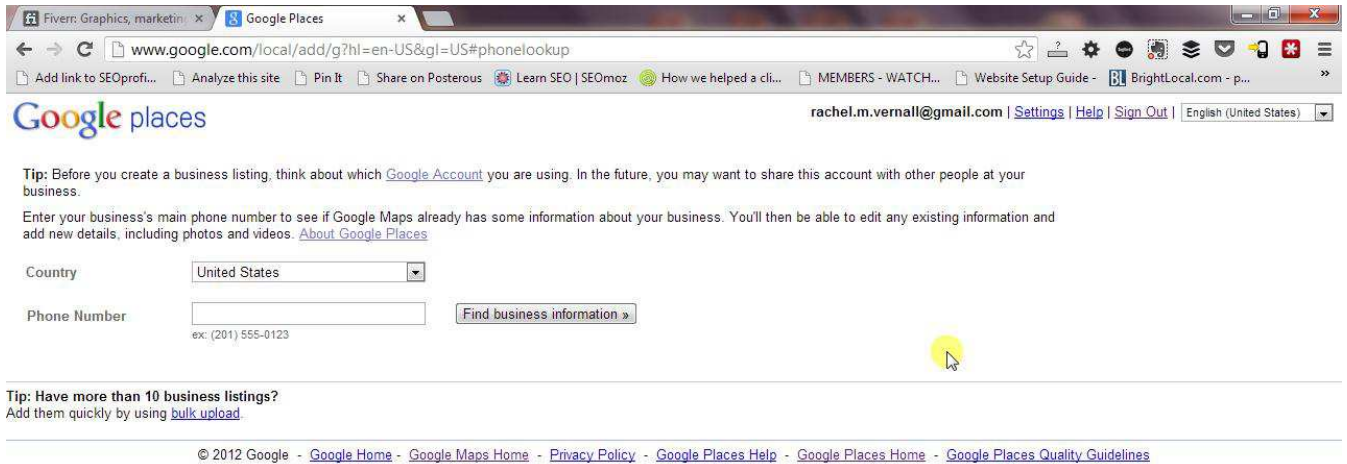
Being on Google helps people find, share, rate, and recommend your business to their friends, and people across the web. Places for Business lets you see what people are saying, and

Sending request...

Sign in to your existing Google account to begin process.

If you don't have a Google Account click the button top right that says Sign Up.

## 2 Enter business phone number



The screenshot shows a web browser window with the URL [www.google.com/local/add/g?hl=en-US&gl=US#phonenumberlookup](http://www.google.com/local/add/g?hl=en-US&gl=US#phonenumberlookup). The page title is "Google places" and the user is logged in as "rachel.m.vernall@gmail.com".

**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) 555-0123

[Find business information »](#)

**Tip:** Have more than 10 business listings? Add them quickly by using [bulk upload](#).

© 2012 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Places Help](#) - [Google Places Home](#) - [Google Places Quality Guidelines](#)

Choose your country and enter your phone number to see if Google has any data on your business. If it does it will allow you to edit it.

### 3 Enter your business details

Google places

rachel.m.vernall@gmail.com | Settings | Help | Sign out | English (United States)

No address found for a business using 0413685259. Add your information below.

**Basic Information**

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

\* Required Fields

Country: \* South Africa

Company/Organization: \*

Street Address: \*

City/Town: \*

Postal Code: \* 121

Main phone: \* 0413685259  
Example: 010 123 4567 [Add more phone numbers](#)

Email address:   
Example: myname@example.com

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

Description:   
200 characters max, 200 characters left.

Category: \*   
Which categories (up to 5) best describe your business?

0413685259

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[Fix incorrect marker location](#)

Very important to include your company name, phone number and a link to your website if you have one. Also pay special attention to the description field and make sure to include the keywords you found when you did step 1 of the Google Places course. <http://paultherond.com/2013/02/my-google-places-course/>

Also make sure to choose the best categories for your business, this will help you get more traffic too. You can choose up to five.

Also on this page (not viewable in screenshot) is a section to add photos and videos. Definitely add appropriate keyword tagged photos and video if you have. It really does help.

## 4 Choose Verification Option

The screenshot shows the Google Places verification interface in a browser window. The address bar shows the URL: [www.google.com/local/add/verify?storeid=4053051279837838372&mode=existing&flowtype=os&hl=en-US&gl=US](http://www.google.com/local/add/verify?storeid=4053051279837838372&mode=existing&flowtype=os&hl=en-US&gl=US). The page title is "Google places". The user's email is "paul.therond85@gmail.com" and the AdWords Express Customer ID is "188-202-8221".

The main heading is "How would you like to validate your listing? For your protection, we need to verify the information you've just given us." There are two radio button options: "By postcard (2-3 weeks)" (selected) and "By phone call or text message". Below the selected option, it says "We'll send you a postcard in the mail to this address".

The address shown is: Florists United, 56 Dean Bridge, Edinburgh, EH43AS, United Kingdom. A mouse cursor is hovering over this address. Below the address, it says: "If necessary, you may specify another recipient or enter a mailstop/mailbox number below. This information won't appear on Google Maps." There is a "Contact name:" field with "Paul Therond" entered.

At the bottom, there is a paragraph of legal text: "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." Below this text are "Finish" and "Previous" buttons.

On the right side, there is a preview of the business listing for "Florists United" with the address "56 Dean Bridge, Edinburgh, EH43AS, United Kingdom" and phone number "0131 343 3139". Below the text is a map showing the location on Dean St in Edinburgh. The categories listed are "Florist".

The Windows taskbar at the bottom shows the time as 13:45 on 16/02/2013.

Depending on the information you provide you will be presented with this screen, which details the verification options available to you. In the above only post card verification was provided which can take up to 3 weeks. However other options for verification also exist such as a phone call or a text message. It all depends on your listing and providing accurate contact details for Google to use.

That's it once you choose your verification option you will receive a pin, which you must enter in your Google Places account.

## 5 Verify listing

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

we've made some improvements to the reviews and layout of local listings. We hope to make it easier for our users to discover your business and share it with their friends and across the web. Check your listings now. [Read more about the changes.](#)

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)  
Florists United: Before your listing is published, you must verify that you are the business owner.

View: All - Active (2) - Pending (0) - Needs Action (1) Viewing listings 1 - 3 of 3

Business	Status	Impressions (last 30 days)	Actions (last 30 days)
<a href="#">Florists United</a> 56 Dean Bridge Edinburgh EH43AS United Kingdom <a href="#">Edit</a> - <a href="#">Delete</a>	Needs Action Not yet published <a href="#">Verify ownership</a> <a href="#">Create AdWords Express ad</a>		
<a href="#">Rhema Christian Centre Church</a> 1 Dean Bridge Edinburgh City of Edinburgh EH4 3AS United Kingdom <a href="#">Edit</a> - <a href="#">Delete</a>	Active <a href="#">See your listing on Google</a> <a href="#">Create AdWords Express ad</a>	541	10
<a href="#">Rhema Church Kirkcaldy</a> 131 Links Street Kirkcaldy Fife KY11QL United Kingdom <a href="#">Edit</a> - <a href="#">Delete</a>	Active <a href="#">See your listing on Google</a> <a href="#">Create AdWords Express ad</a>	45	0

Click verify ownership and enter the PIN that Google provides you.

That's it your listing is now claimed and completed. Well done!!!