



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

Sign in Google

Email

Password

[Sign in](#) Stay signed in

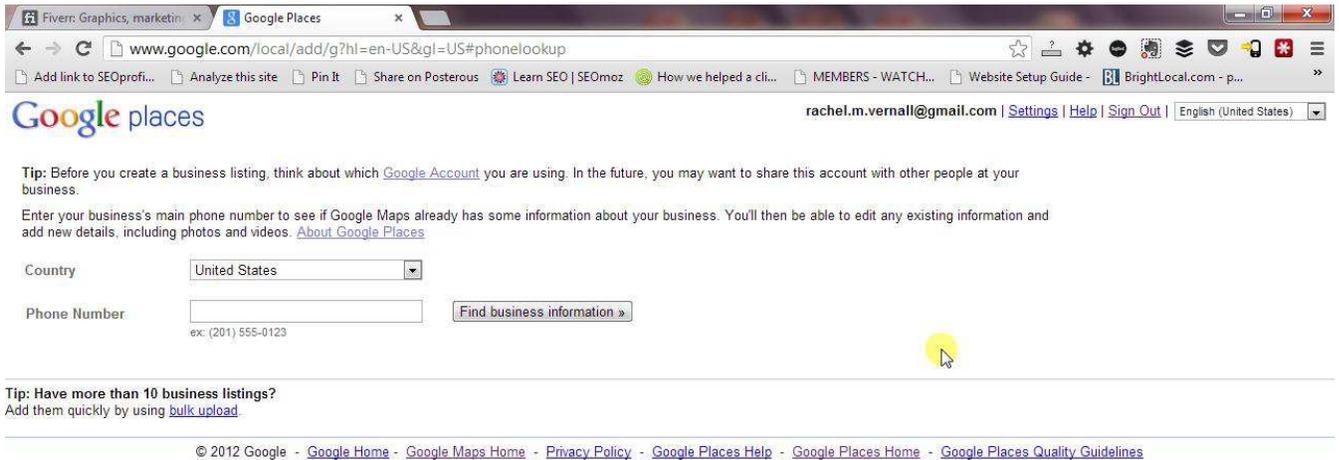
[Can't access your account?](#)

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. 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

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

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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. At the top, the browser address bar displays the URL: 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 information is displayed in a box: "Florists United, 56 Dean Bridge, Edinburgh, EH43AS, United Kingdom". Below this, there is a text input field for "Contact name:" with "Paul Therond" entered.

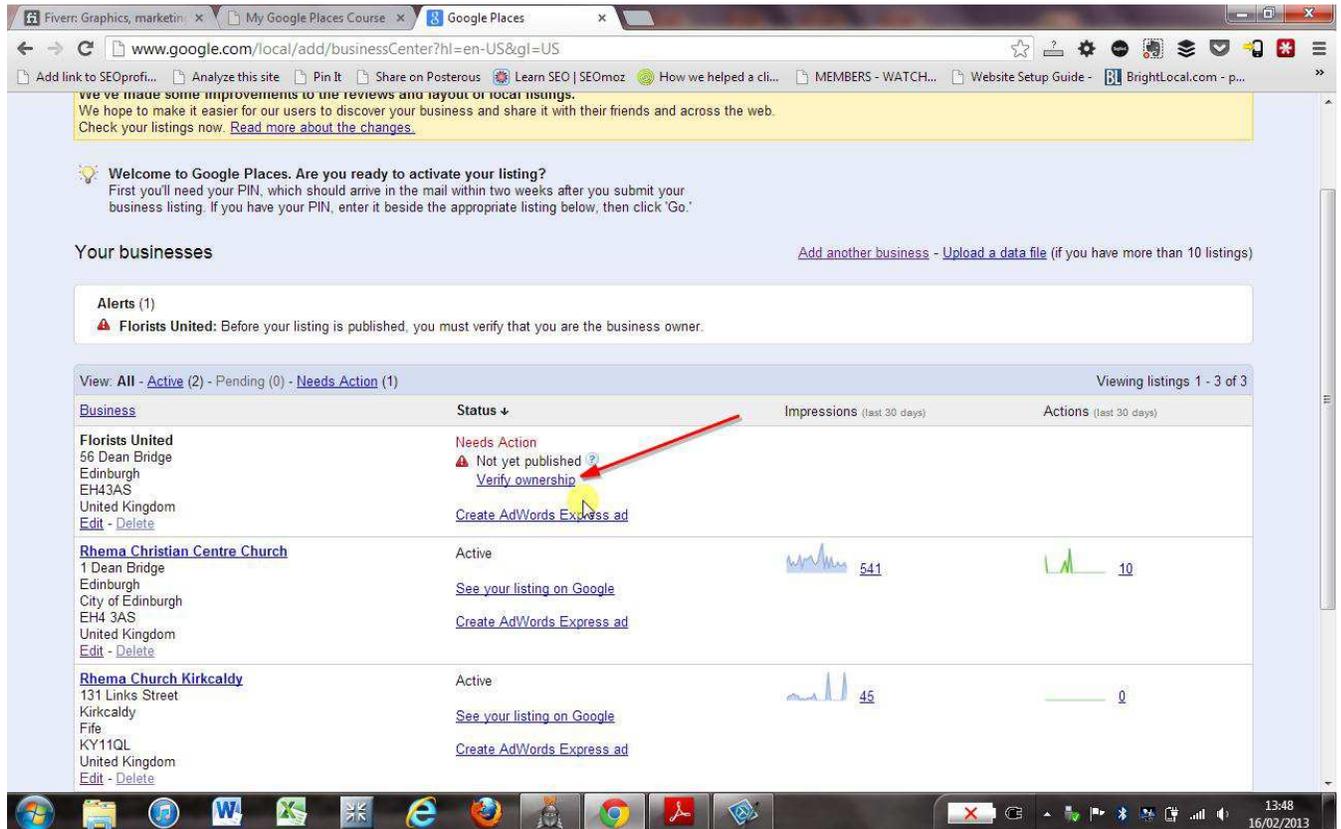
A map on the right shows the location of "Florists United" at 56 Dean Bridge, Edinburgh. The map includes street names like Raeburn Pl, Dean St, and Leslie Pl. The category "Florist" is listed below the map.

At the bottom, there are "Finish" and "Previous" buttons. A disclaimer at the bottom of the page states: "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."

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



The screenshot shows the Google Places Business Center interface. At the top, there is a navigation bar with the URL www.google.com/local/add/businessCenter?hl=en-US&gl=US. Below the navigation bar, there is a yellow banner with the text: "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.](#)"

Below the banner, there is a section titled "Welcome to Google Places. Are you ready to activate your listing?" with the text: "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.'"

The main content area is titled "Your businesses" and includes a link to "Add another business" and "Upload a data file (if you have more than 10 listings)". Below this, there is a section for "Alerts (1)" with a warning icon and the text: "Florists United: Before your listing is published, you must verify that you are the business owner."

The main listing table is titled "View: All - Active (2) - Pending (0) - Needs Action (1)" and "Viewing listings 1 - 3 of 3". The table has four columns: "Business", "Status", "Impressions (last 30 days)", and "Actions (last 30 days)".

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