

How to Properly Claim Your Official Business Listing With Google

Thanks for your interest in our step-by-step guide to claiming your official business listing with Google.

Downloading this guide means you understand how important it is for your business to have a presence on Google so that potential customers can find you when they're searching online. Fact is, there are customers in the market for your services right now that just can't see you because you haven't "claimed" your official Google listing. Frustrating, right?

"Claiming" your listing is a simple process that essentially lets Google know that you're a real business, what type of services you provide, and exactly where you're located. It just verifies that you're a legitimate business so they feel more comfortable referring you when people in your area are searching for your services.

Once your listing is claimed and verified it will then appear within Google search results, on Google Maps, and it will also have a Google+ profile as well.

Being listed within the Google search results means you'll now show up when people are looking for you. It makes it possible for customers to find information about your business like hours of operation, contact information, directions, and customer reviews.

Appearing on Google Maps will help customers access directions to your business no matter what device they're using or how they're browsing.

Google+ offers many new ways to build your brand and set yourself apart from your competition.

- You can post pictures and videos of your business and your products.
- You can interact with customers and reply to their online reviews.
- You can also post updates & special offers to your Google+ profile as well.

Customers will be able to "follow" your business on Google+ with the click of a button and they'll be the first to receive notifications about your updates and special offers.

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The Google My Business Platform

In order to claim your official business listing with Google you need to register your business with a Google service called “Google My Business”.

<https://www.google.com/business/>

It’s free to register and by doing so, your business will now automatically appear within the Google search results, on Google Maps, and it will also create the Google+ profile for your business.

Google My Business is replacing the old Google Places for Business and the Google+ Pages Dashboard. So, if you’ve ever used those in the past, you’re account has been automatically upgraded to Google My Business.

The Google My Business dashboard gives you the ability to maintain all of your business information in one convenient place and have it distributed to customers across all Google platforms automatically when needed.

You’ll also now have access to some valuable insight and analytics into how people are finding your business online.

You’ll be able to see:

- How many times people are seeing your business on Google.
- The number of people that have clicked over to your website from Google.
- The number of times people have requested directions to your business.
- You’ll even be able to see where people are when they’re requesting directions to your business.

And with the Google My Business app on Google Play and in the Apple App Store it’s easier than ever to manage your listing while on the go from any mobile device or tablet.

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Step-by-Step to Adding or Claiming Your Business

1. Navigate to Google My Business: <https://business.google.com/>

New to Google My Business? Don't worry--all you need is a Google account. It could be the same one you use for Gmail or Google+.

2. Search for your business using its name and address.

Brands, organizations, or artists should follow [these steps](#).

3. If you don't see your business listed in the menu, click **“No, these are not my businesses”** or **“I've correctly entered the business”**.

4. You'll then be prompted to enter some details for your business.

Make sure you enter an accurate, complete street address, and a phone number which reaches your business directly.

5. After you complete your business information, click **“Submit”**.

6. Verify your business.

The verification process helps Google ensure that your business information is accurate and that only you, the business owner or manager, has access to it.

You may see one or several types of verification depending on the type of business you manage, but most business will need to verify by postcard. (Google will send a postcard with a verification code to the business address you provided and it should arrive in one to two weeks.)

7. Once you receive your postcard, return to the Google My Business dashboard and enter your verification code.

8. Once you've verified, you may see a banner asking you to review your information and make any final changes. Click **“Done Editing”** when you're certain that everything is up to date.

9. You're done!

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Once your business is verified you'll now have access to all of the advantages and benefits that the Google platforms provide.

If you have any questions at all while verifying your business, please reach out via the contact information below and let us know.

We'll gladly help you with any particular issues you're facing or even handle the entire verification process for you if you prefer.



Effective Web Solutions
1737 Main St.
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www.claimmybiz.com
www.effectivewebsolutions.biz

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Helpful Links & Resources

Verifying a Local Business on Google:

<https://support.google.com/business/answer/2911778>

Google My Business for Service Area Businesses:

<https://support.google.com/business/answer/3038163>

Guidelines for representing Your Business on Google:

<https://support.google.com/business/answer/3038177>

Address Entry Guidelines:

<https://support.google.com/business/answer/2853879>

Creating a Brand or Organization Page:

<https://support.google.com/business/answer/4570248>

Lost or Missing Verification Postcard:

<https://support.google.com/business/answer/6161755>

What to do if Someone Else Verified Your Business:

<https://support.google.com/business/answer/4566671>