



How to claim or create a Google My Business listing



Google Business Listings are one of the most powerful ways you can advertise your business for FREE!

Did you know?

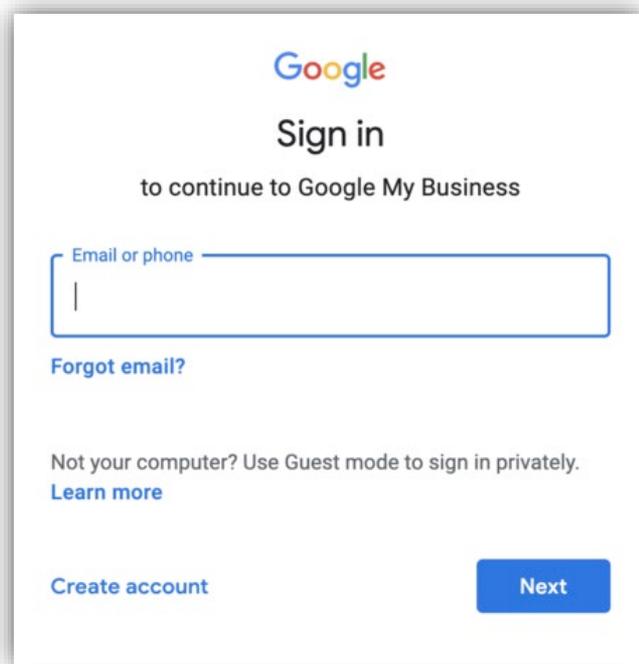
- 88% of consumers who search local businesses either call or visit the business within 24 hours
- 46% of all searches on Google are seeking local information
- 97% of customers searched online to find a local business
- 86% of searches are done using Google

Don't be left behind

Your FREE listing will allow you to manage how your business appears on Google Search and Maps. Once you have claimed or added your business to Google, you can enhance your profile by adding photos, content and posting special offers. Customers will be able to connect with you by phone, messaging, or leaving reviews. You will also be able to see how your customers engage with your business by viewing clicks, calls, bookings and follows.



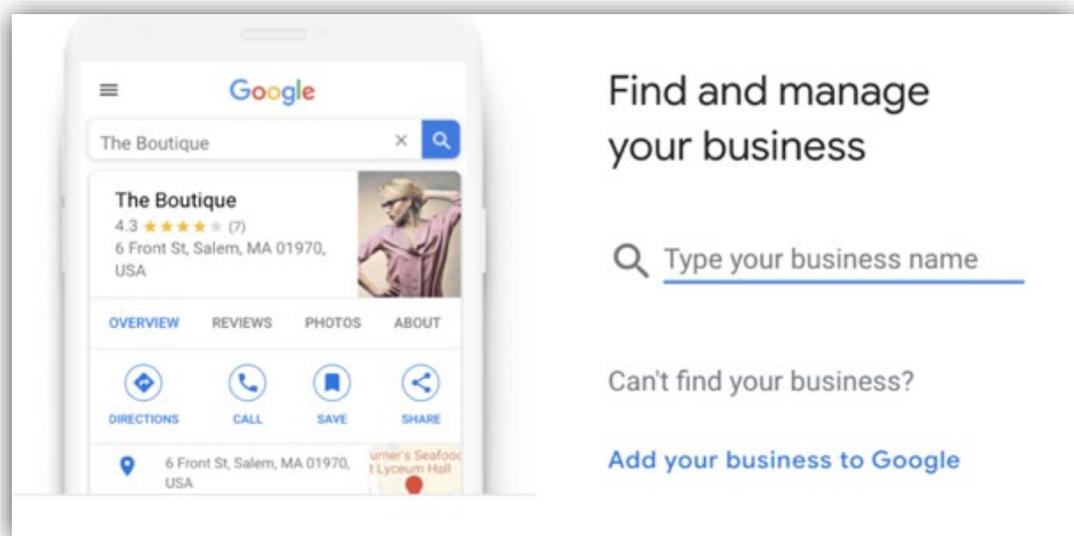
How to Create or Claim a Google My Business Listing



The screenshot shows the Google My Business sign-in interface. At the top is the Google logo, followed by the text "Sign in to continue to Google My Business". Below this is a text input field labeled "Email or phone" with a vertical cursor. To the left of the input field is a blue link "Forgot email?". Below the input field is the text "Not your computer? Use Guest mode to sign in privately." with a blue link "Learn more". At the bottom left is a blue link "Create account", and at the bottom right is a blue button labeled "Next".

1. Go to google.com/business and select “Sign In” in the upper right-hand corner.
2. Use the Google account you want associated with your business. If you don’t have a gmail account, go to accounts.google.com/signup and create one.

3. **Search for your business to make sure it doesn't already have a listing.**
**It is important to make sure there is only one listing for your business.*
4. **If your business doesn't appear, move to the next step by clicking "Add your business to Google."** If your business does appear, you will need to select "Claim this business." This will usually appear as an option somewhere beneath the listing. Once you claim the listing, you will be able to change any incorrect information.



← What's the name of your business?

Business name

 Rocky Road Repairs

By continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)

Next

5. Enter the name of your business and click “Next”.

← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

Business category

 Road Construction

You can change and add more later

Next

6. Choose the category that best fits your business and click “Next”.

Services Apply

Plumber
Primary category 

[Unselect all](#)

Get discovered by customers in your area by adding the services you offer

+ Find & repair leak + Install faucet + Install garbage disposal

+ Install shower + Install toilet + Install water heater + Repair faucet

+ Repair garbage disposal + Repair outdoor systems + Repair pipe

+ Repair sewer + Repair shower + Repair toilet

+ Repair water heater + Unclog drain

Don't see a service you offer? Create your own.

+ [Add custom service](#)

7. **Add your services and click “Apply”.**
You can create a service by simply clicking “Add custom service”.

← What's the address?

United States

Street address

City

State ZIP code

Next

← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go

Yes, I also serve them outside my location

No, I don't

Next

8. Add your business address and click “Next”.

It is important to add an address as this is how you’ll show up in Google Maps. PO Boxes are not permitted. If your business is your home address, or you do want to display your address to the public, you’ll have the option to hide your address. To do this, go to “Info”, click the pencil icon to edit your address, click “Clear Address”, and click “Submit” to save your changes.

If you serve customers outside your location or deliver goods outside your address, select the “I serve them outside my location” option.

← Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

Search and select areas



Manhattan, New York

You can change and add more later

Suggested service areas

+ Richmond Heights

+ Maplewood

+ Clayton

+ Brentwood

+ Shrewsbury

+ MacKenzie

[See more](#)

Next

9. Enter your local service areas and click “Next”.

The more towns and cities you can list in your area, the more your business will populate in search results when customers in those locations search for your business.

9. Enter your phone number, website address and click “Next”.

← What contact details do you want to show to customers?

Help customers get in touch by including this info on your listing (optional)

  Contact phone number

 Current website URL

I don't need a website

Get a free website based on your info.

[See details](#)

[Next](#)

10. Finalize your listing and click “Finish”.

← Finish and manage this listing

You'll be able to manage **Roxy Rockstar Inc.** on Google.

- Promote your business with photos and posts
- Track business analytics to understand your customers
- Respond to customer reviews

[Finish](#)

11. Validate your listing.

This is the most crucial step. Once you finalize your listing, you'll be directed to a new page to verify it. You can choose to verify your listing via postcard, email, phone, bulk or instant. Most businesses are required to use the postcard method. Once you receive the postcard, log into your Google My Business account, click on "Enter verification code," and enter the code found on the postcard.

Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)

 **Postcard by mail**
Have a postcard with your code mailed to this address
May take up to 5 days to arrive

Contact name