

# A handy guide to Google Places

The **first** handy guide from BLISS

June 2011

Written by Brian Adamski

Edited by Laurie Peacock

Art directed by Nathan Beck

# How to add your business to Google Places

Here are some basic steps to follow if you want to add your local business to Google Places:

1. If you don't already have one, you'll need to create a Google Gmail account. Go to <http://www.google.com/gmail> and then click on "Create an account." Remember, this is for a business account so you won't want to use your personal email address.
2. Go to the following URL: <http://www.google.com/places> & login using your Gmail username & password. Click on "Add a New Business" as shown below.
3. Select your Country and enter your local business phone number. Then select "Find business information". Your business may already be on Google Maps, but if it isn't, then click the button that says, "Add a new listing."
4. Enter your Basic information such as Business Name, Address, Phone Number, Email Address, Website & Category.
5. Add the optional information like business hours, photos, videos, payment options and service areas to your listing too. Not only does Google use these additional details about your business to rank your listing higher, it also **provides valuable information for your customers.**



**Tip:** Before you create a business listing, think about which [Google](#)

Enter your business's main phone number to see if Google Maps a details, including photos and videos. [About Google Places](#)

Country

United Kingdom

Phone number

ex: 0121 234 5678


Find business information »


6. After you fill in this information, click "Submit" which will take you to the validation step.

7. **Validate your listing.** You will need to validate your listing with either a phone call to your local number, which is fast and easy, or they can send a postcard to the business address, which can take several weeks. Google will either give you the PIN over the phone or mail it to you on the postcard. This PIN number will activate your listing.

#### How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:

 **By phone**  
We'll call you at this phone number 01834 811 244

 **By SMS**  
We'll send you an SMS at the following:  
Mobile number:   
Carrier:

## Claim an Existing Listing

If your business is already listed but you know nothing about it, then a couple of things could have happened, either a third party site (business directory etc) passed information to Google then you may have a Google Places listing but it will be incomplete. Or perhaps a previous employee who is no longer contactable created the account and never gave you the password.

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

Both are easy to rectify and should be rectified. Well inputted data in Google Places will affect the companies position in Google's main search as well as in Places. Google views a listing that is populated by the business owner (or an authorised individual), as more authoritative, and therefore stronger and more relevant.

If you found a listing during your initial search, you just have to click the "Business owner?" link, and the process will continue as normal.

# Information You Need For Optimizing Your Listing

## 1. Company/Organization Name.

## 2. Company Address.

Be consistent with your address when creating listings. Google looks for discrepancies when it sees your address on your listings, your website and other internet sources and you would not want your account to get suspended.

## 3. Phone Number.

Use a local phone number instead of an 0800 or 0845 number. You want your customers (and Google) to recognise the number as a local number they can trust.

## 4. Description.

A strong description is necessary for achieving a high ranking in Google Places. An appropriate, keyword-rich, well-targeted description is necessary for ensuring the success of your marketing results. You want to use as much of the 200 characters allowed as you can. Make sure you always write for humans while including the most important search terms for your business.

### ▼ Basic Information

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

#### \* Required Fields

Country: *	United Kingdom
Company/Organization: *	Clarach Bay Holiday Village
Street Address: *	Clarach Bay Caravan Park
City/Town: *	Aberystwyth
County:	Dyfed
Postal Code: * <a href="#">[?]</a>	SY23 3DT
Main phone: *	01970 820 579
	Example: 0121 234 5678 <a href="#">Add more phone numbers</a>
Email address:	info@clarachbay.com
	Example: myname@example.com

## 5. Category.

Picking the right category is critical if you want this listing to be optimized. Google checks categories to make sure that they're consistent with the content on your website and the keywords in your Google Places description.

The 1st category that you choose should be one of Google's categories. You must select one of these for your primary category if you hope to rank highly in Google Places. Your other four categories should ideally be chosen from Google's list, but this is not a requirement. You should create your own category only if you think Google would approve, or if they have approved similar categories in the past. You can always change this later.

---

*Google will look at the five categories in the order that you place them. This is a vital decision to ensure you're ranked highly for terms that users search for.*

---

Google will look at the five categories in the order that you place them. The most important category goes at the top, and the least important category goes in the fifth slot. This is a vital decision to ensure you're ranked highly for terms that users search for. The decisions you make will depend on your marketing goals.

## 6. Locations.

If you have multiple business locations, you will need multiple listings. For each of your listings, all of the points discussed in this guide should apply. **Don't duplicate listings.**

# Google Places Offers, Reviews and Updates

## Offers

Another key element of Google Places is the Offers section. Filling out an offer can drive tremendous amounts of traffic to your front door. Google likes to see you fill out the offers and keep the information updated and relevant.

---

*Filling out an offer can drive tremendous amounts of traffic to your front door.*

---

For every user who walks through your front door, coupon in hand, you have a customer likely to purchase. Customers can either print the coupon offers or use a mobile coupon. With mobile coupons, customers find your offer in your Google Places listing and show you the coupon on their mobile phone to get the discount without printing it out.

## Reviews

Getting your company reviewed on Google Places will also improve your business' chances of ranking well. Some businesses have hundreds of reviews on Google.

On the following page you'll see some examples of Offers and Reviews and how they appear on the Google Places Page.

## Offers

### Discounted Family Holidays

Book online for special offers. Clarach Bay Holiday Village is a premier destination for families and couples in Wales. Stunning location with own private beach, plenty of on site entertainment ...  
Expires: 30 Jun 2011 - [google.co.uk](http://google.co.uk)

## Reviews from around the web

### [caravansitefinder.co.uk](http://caravansitefinder.co.uk) - 3 reviews ★★★★★

"**Ideally situated, close to the beach** and not far from Aberystwyth – West Wales' most popular seaside resort – Clarach Bay offers everything you need for a fun filled family holiday. Together with a wealth of facilities and sparkling live family entertainment on site, there ..."

[www.caravansitefinder.co.uk/.../711-clarach-bay-holiday-villa...](http://www.caravansitefinder.co.uk/.../711-clarach-bay-holiday-villa...)

## Reviews by Google users

★★★★★ **A very friendly holiday** village just outside Aberystwyth. We booked a short break to explore the west Wales coastline. Our accommodation was minutes from the beach and had great family entertainment on site.


[Edit](#) - [Delete](#)

# Updates

Owners can now share live updates on their Places Page to promote up and coming events or current news about their company or industry. Updates appear on their Google Places Page within seconds.

Example of a live update and how it appears on Google Places:

### [caravansitefinder.co.uk](http://caravansitefinder.co.uk) (3)

 **2 hours ago** - Sunday 29th April - Live Music with Rock In Motion Featuring songs from Rock Giants such as Guns and Roses, Queen, Bon Jovi. Live at Clarach Bay Holiday Village - [From the owner](#)

Caravan Holiday Village in Wales offering self catering Family Holidays. Static caravan accommodation with Touring Caravan pitches and full facilities. On site entertainment plus own private beach. - [From the owner](#)