How To Register & Claim Your Google Places Account

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Client Services & Assurance Division

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Why add your listing with Google Places?

Once you've verified your listing, you can enhance the Place Page for your business by adding photos, videos, coupons, and even real-time updates like weekly specials all on your Place Page. Verifying your listing gives you the opportunity to share even more information about your business with Google.

How it works

Each local business listing on Google is in fact a giant 'cluster' of information that we get from a few different places: Yellow Pages, for example, as well as other third-party providers. To make sure the basic information you submit is accurate, we'll ask you to verify it first by entering a PIN that will be sent to either your business address or phone number.

You can add other information to your listing too—such as a description of your business, photos, reviews, or information about hours.
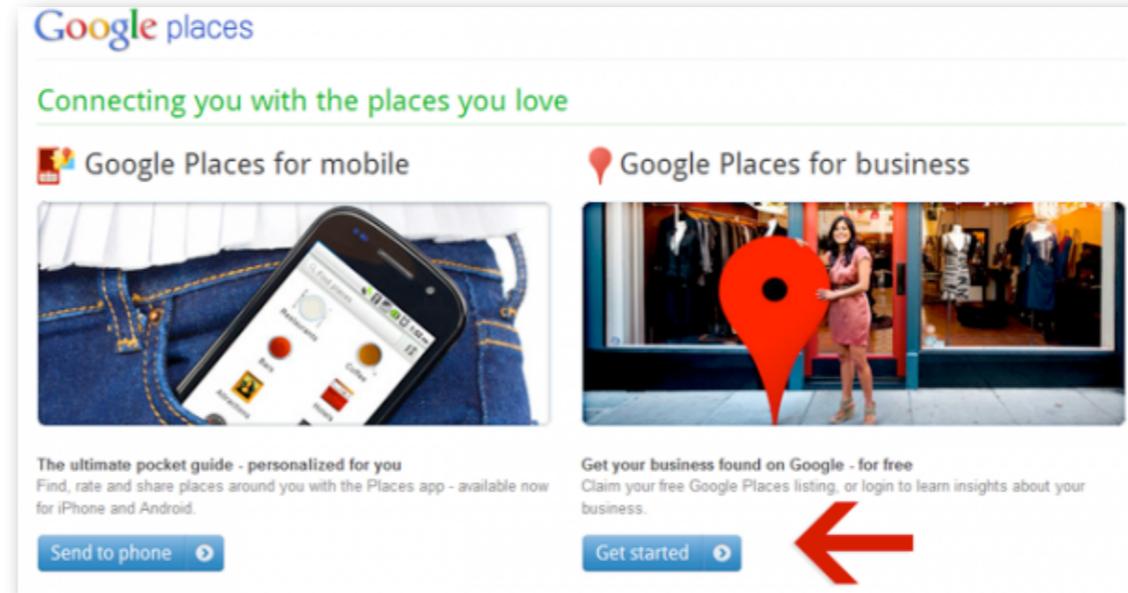
Ready to get started?

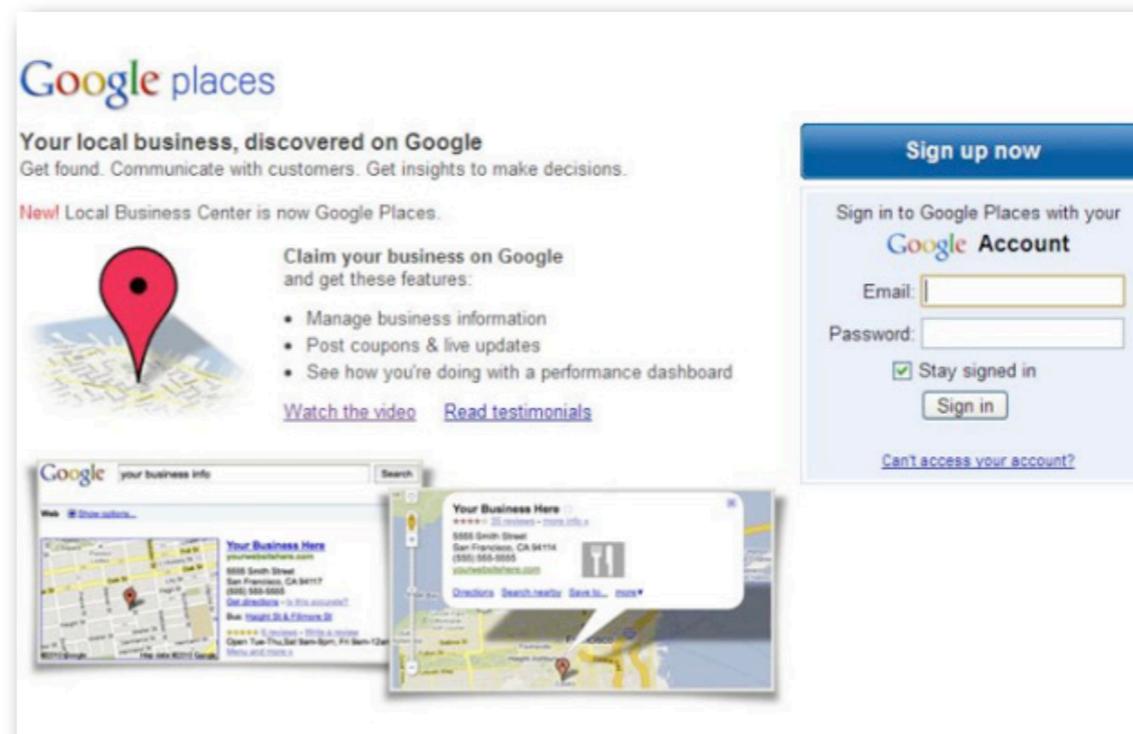**Sign up for Google Places**

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If you already have a [Google Account](#), sign in with your email and password. You can also use an AdWords login address and password, if you have one. If you don't have a Google Account, click **Sign up for an account now**, or go straight to the [sign-up page](#). Google Places accounts are not transferable, so if you are planning to share this account with other users, create a Google account that you would not mind sharing with others.

On Google Places homepage, click **Add new business**.

#1

#2

On the "Find your business" tab, search for your business by phone number
to see if Google already has information about your business.

- Select the country of your business location from the drop-down.
- Enter the phone number of your business listing.
- Click **Find business information**.

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Review the search results, if any, to see if one of them describes your business.

- If none of the results are related to your business, you will be prompted to add business information on the Edit Details page.
- If none of the results is your business, click **Add a new listing**. You'll be prompted to add more information on the next page.

Google places

RexW0611@gmail.com | Settings | Help | Sign Out | English (United States) ▼

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.
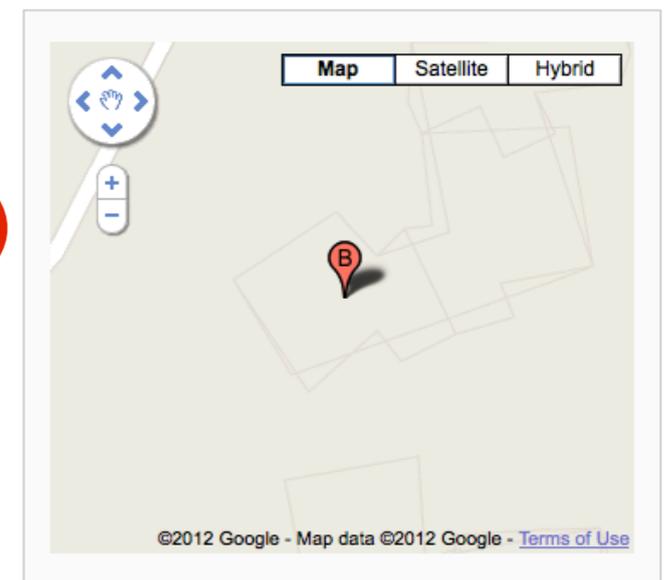
Country   United States ▼

Phone Number   (480) 529-4209   Find business information »
                ex: (201) 234-5678

The following businesses use this phone number on Google Maps. Edit the listing that has the most relevant information about your business. You will verify ownership in a later step.
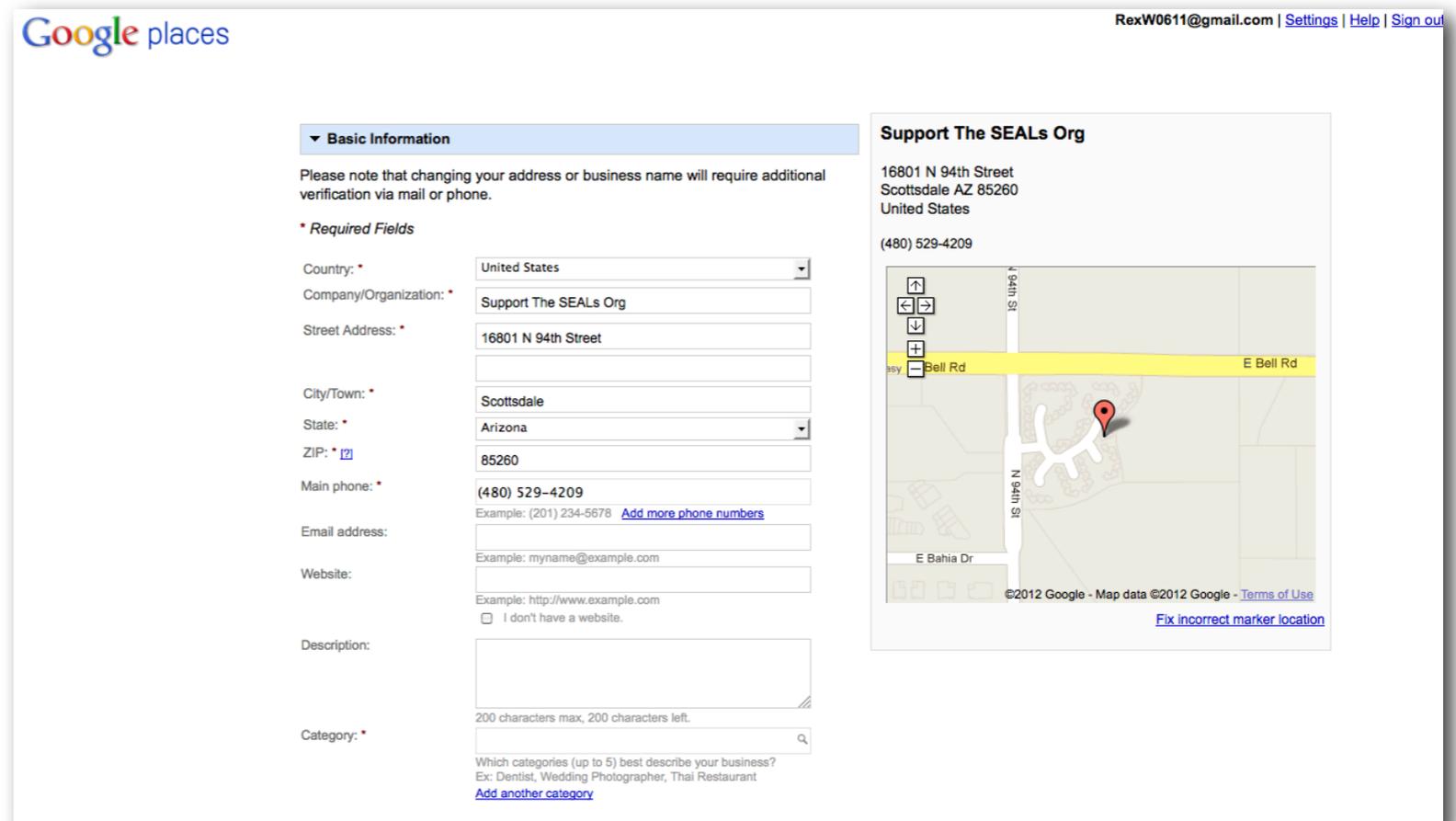
Ⓐ **Support The SEALs Org**   Edit
    16801 N 94th St Scottsdale AZ United States

Ⓑ **Support The SEALs Org**   Edit
    16801 N 94th Street Scottsdale AZ United States

Don't see your business?   Add a new listing

Map | Satellite | Hybrid

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Updating Your Basic Information

Fill out the basic information about your business. This includes:

- **Company/Organization:** This is the official/registered name of your business. Some businesses may be located within a mall or a container store, which is a store that contains another business. If your business is within a container store or mall, and you'd like to include this information in your listing, specify the container store in parentheses in the business name field. For example, Starbucks (inside Safeway).

- **Address (required)**: The address should look exactly the way you'd write it on a standard mailing envelope. If you are a service-area business, you'll be able to hide your address in a few steps.

- **Phone Number (required)**: Be sure to include the area code with your phone number.

- **Website**: Your website URL can be a maximum of 255 characters. *Be sure to use the primary DOMAIN not a forwarding domain.

Click **Next**.You'll now have the opportunity to provide the following information about your business:

- **Categories:** Enter several categories to describe your business, to make it easier for others to find when they search Google. Google will automatically suggest categories as you type. Make sure you choose one Google-suggested category before adding customizable categories. You can enter up to 5 categories for your business.
- **Hours of operation:** Select your hours of operation using the drop down menus. If would prefer not to specify your hours of operation, keep the radio button selected next to "I prefer not to specify operating hours."
- **Payment options:** Select the checkboxes next to the payment methods that your business accepts.
- **Photos:** Use the photo uploader to add a photo from your computer, or specify a URL to add a photo from the web. You can add up to 10 photos to your listing. Photos will appear in order of greatest size and quality. To learn more about adding photos, check out the User Guide.
- **Video:** To add a video, upload it to YouTube and copy and paste the URL to your Places listing. You can add up to 5 videos to your listing. For help with uploading your video to YouTube, read the article on how to upload a video in the YouTube Help Center.
- **Additional details:** Use this section to add custom information fields to your listing. For example, parking availability, or whether your business allows pets. Learn more about useful custom attributes to add to your listing.

Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- ● **No**, all customers come to the business location
- ○ **Yes**, this business serves customers at their locations

Hours of operations

Make sure your customers know when you're open!

- ● I prefer not to specify operating hours.
- ○ My operating hours are:

Mon:	9:00 AM	-	5:00 PM	☐ Closed ⇩ Apply to all
Tue:	9:00 AM	-	5:00 PM	☐ Closed
Wed:	9:00 AM	-	5:00 PM	☐ Closed
Thu:	9:00 AM	-	5:00 PM	☐ Closed
Fri:	9:00 AM	-	5:00 PM	☐ Closed
Sat:				☑ **Closed**
Sun:				☑ **Closed**

Are your hours split during a single day, such as 9-11am *and* 7-10pm?
☐ I'd like to enter two sets of hours for a single day.

Payment options

Specify how customers can pay at your business.

☐ Cash	☐ American Express	☐ Visa
☐ Check	☐ Diner's Club	☐ Financing
☐ Traveler's Check	☐ Discover	☐ Google Checkout
☐ Invoice	☐ MasterCard	☐ Paypal

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You will notice the additional options and area's to add information to:

- **Photos:** Use the photo uploader to add a photo from your computer, or specify a URL to add a photo from the web. You can add up to 10 photos to your listing. Photos will appear in order of greatest size and quality. To learn more about adding photos, check out the User Guide.
- **Video:** To add a video, upload it to YouTube and copy and paste the URL to your Places listing. You can add up to 5 videos to your listing. For help with uploading your video to YouTube, read the article on how to upload a video in the YouTube Help Center.
- **Additional details:** Use this section to add custom information fields to your listing. For example, parking availability, or whether your business allows pets. Learn more about useful custom attributes to add to your listing.

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Google Places offers three ways for you to verify a new business listing, or to verify phone number or address changes in an existing listing. Click on a verification method below for more information.

Verification by phone (called right away so be sure you're at the business)
Verification by SMS
Verification by postcard

Not all verification options may be available due to several reasons:

- The mailing address or the phone number do not match the listing, meaning our records indicate different information than what you are providing
- Too many businesses have been verified with the same phone number or the same address

If you're having trouble verifying your business, please visit our verification troubleshooter.

Note that if you edit your business name, address, or phone number, you'll need to verify again before these changes can go live.

Choose how you would like to verify your listing and click **Finish**.

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 3 ways:

○ **By phone**
We'll call you at this phone number (01) 636 0396

○ **By SMS**
We'll send you an SMS at the following:

Mobile number: +353 1 636 0396

Carrier: Select carrier...

○ **By postcard (2-3 weeks)**
We'll send you a postcard in the mail to this address

John's Ice Cream
2 Manders Terrace
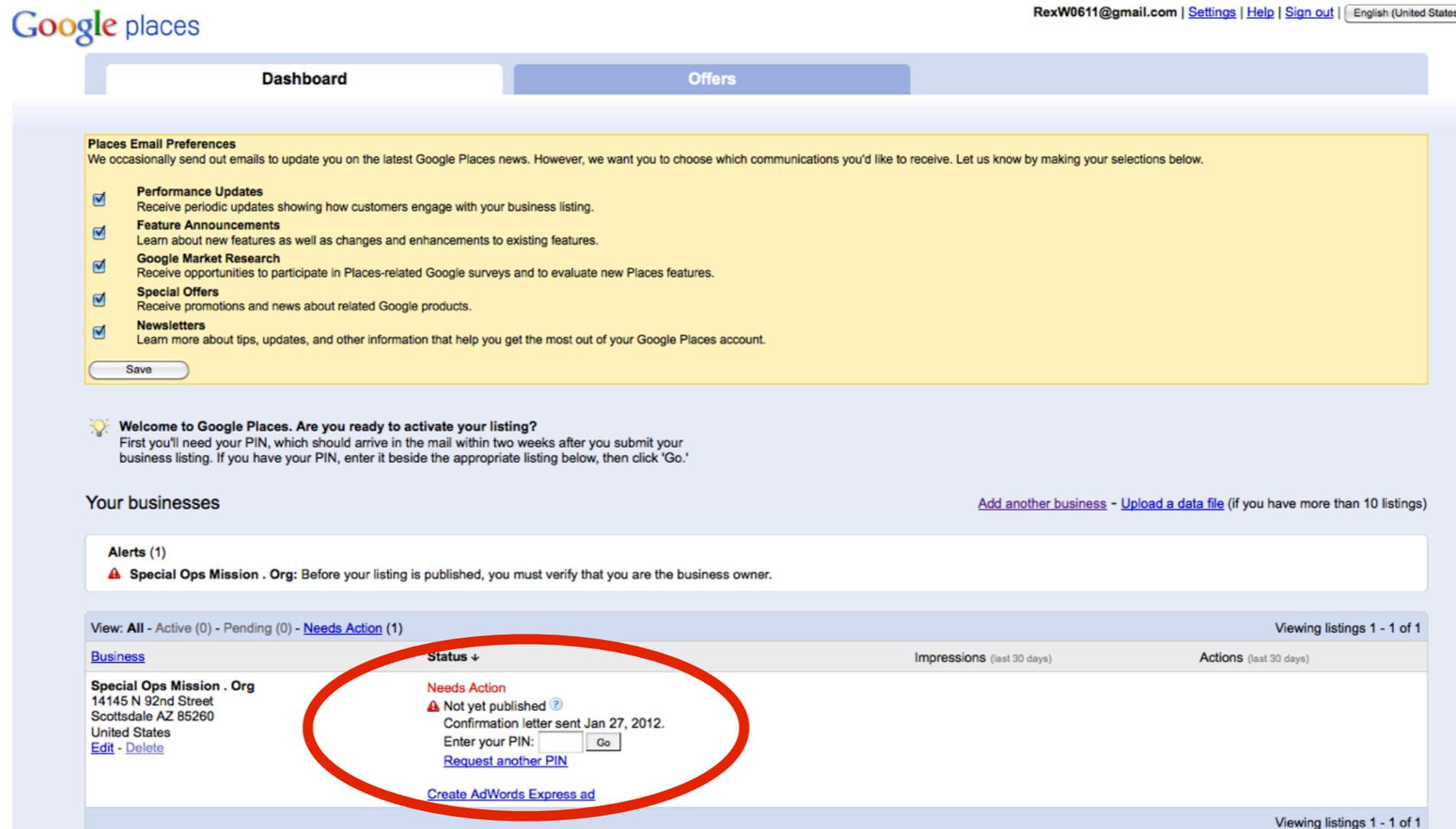Ranelagh
Dublin 6
Co. Dublin
Ireland

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name: Joseph Cosgrave

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

PIN Verification is required to confirm that the person claiming and verifying the listing through Google Places is actually the business owner or an authorized representative of the business.

A PIN, also known as a verification code, is sent to either the business address or the business phone. The business owner then enters the PIN into the Google Places account. Once the listing has been verified, the listing will appear on Google.

You may notice the Status of each of your Google Places listings. Make sure your listing is set as ACTIVE. There are four columns: **Business**, **Status**, **Impressions**, and **Actions**. The list of businesses and statuses may be sorted alphabetically by clicking on the header. The arrow () will indicate a sorted column.

Status	What it means
Active	This means that your listing is publicly available by searching Google. If you're unable to find your business right away, try performing a search for [business name in zip code] on maps.google.com or click the **See my listing on Google Maps** link to view your Place Page.
Needs Action	This means that the single listing you've submitted needs additional work before being published. Text will appear after the alert symbol (⚠) with additional steps to publish your listing. For example, you may need to complete your listing, verify ownership, enter your PIN, or edit the details of your listing to conform to our policies.
Pending	If your listing is Pending, no additional action on your part is necessary. Text will appear after the alert symbol (⚠) with additional information about its status. Learn more if your listing is being reviewed. Note that verified bulk uploads will have this message until they appear on our site a couple weeks after verification.
Suspended	If your listing is suspended, it means that you have chosen to remove it from Google Maps. Click **Resume display on Google** to make it visible again or **Delete** to remove it from your account permanently.

Once you've submitted your business information, & verify the PIN it will then be staged to go live on Google. We allow a maximum of 100 listings per account for manual verification.

You can see your local business listing live on Google by signing into your Google Places account and clicking **See your listing on Google**. This link will take you to your actual Place Page, as seen by users.

Sometimes when you verify a listing, it is possible that we will show data from another user who has also verified the listing. If the information in your listing is wrong even after you have verified the listing, you can send a report through the Report a problem link.

Google places

Thank you! We'll be in touch soon.
Within two weeks, we'll send a letter (containing your unique personal identification number and activation instructions) to the address below. Please follow the instructions in the letter to validate your information and prevent unauthorized edits to your listing.

Your listing will not appear until you complete this validation process.

```
Special Ops Mission . Org
Attn: Rex Ware
14145 N 92nd Street
Scottsdale AZ 85260
United States
```

We'll send the letter to this address.

Google Inc. 1600 Amphitheatre Parkway Mountain View, CA 94043

Your name here
Your address here
Your town, CA 94401

Your letter will look like this.

What if the letter doesn't arrive?
If you don't receive your letter within two weeks, or if you have additional questions, please visit //maps.google.com/support/bin/topic.py?topic=13416&hl=en-US. In the meantime, you can review your listing's status in your Google Places account (see below).
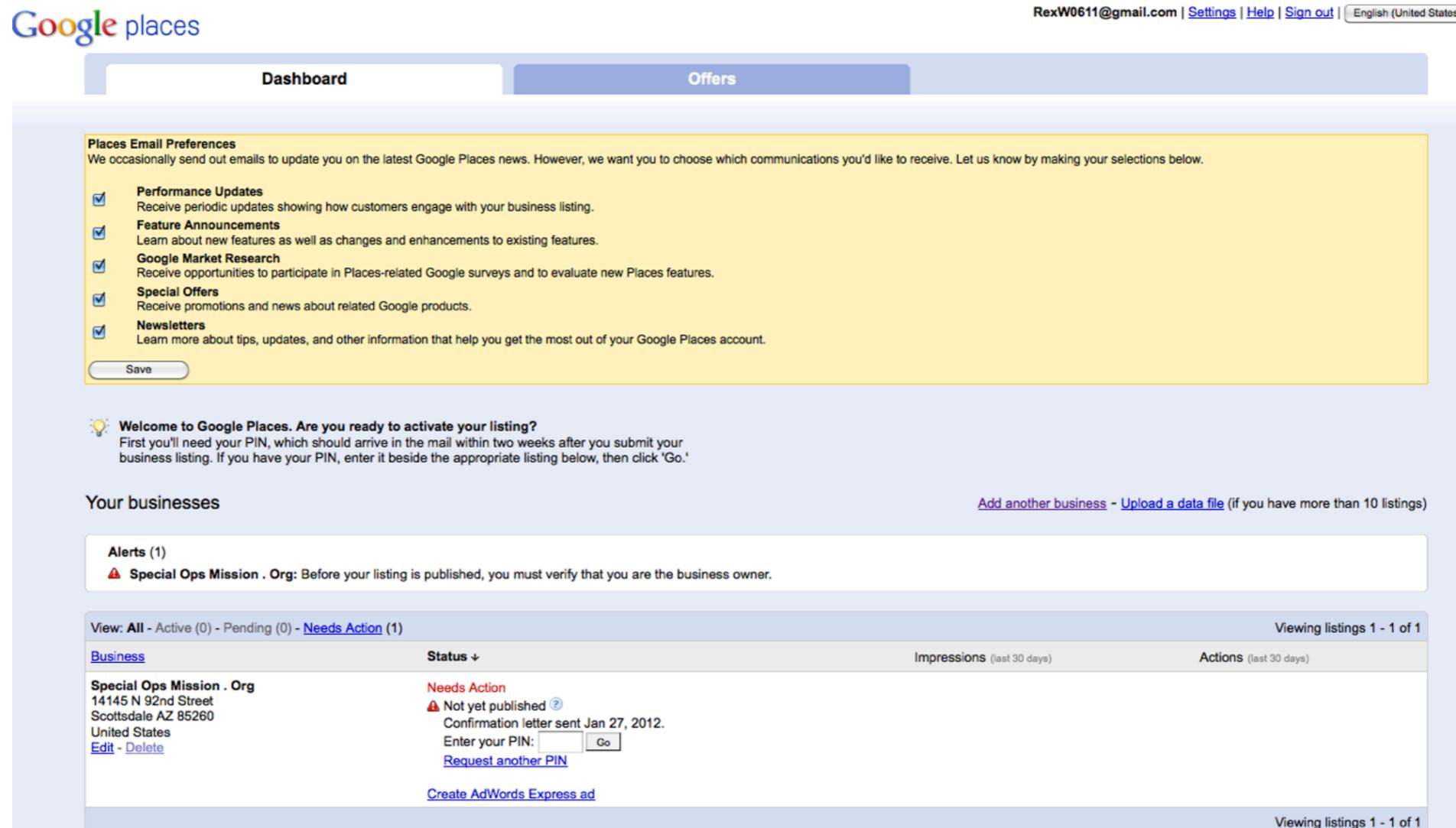
What's Google Places?
Google Places is a central location where you can review, edit, and add business listings.

- Go to Google Places
- Back to Google Maps

To increase your marketing reach, you might consider:
- AdWords - Target customers locally or anywhere in the world. Pay only for ads that bring prospects to you.
- Google Base - Add your entire catalog to our free product search site.
- Google Checkout - Sell online with Google Checkout and increase sales by driving more traffic and higher conversions.

It may take up to one week after verification for your new business listing to appear on Google. Updates to existing listings, including the removal of photos or entire listings can also take about one week. We can't manually accelerate this process, but we are constantly working to improve our turnaround time for this system.

To make edits to your business listing, sign in to Google Places. Your dashboard will show all of the listings you have added.

In the business info column on the left side of the screen, you will see an "Edit" link underneath your business's basic listing information. Click the **Edit** link to make changes.
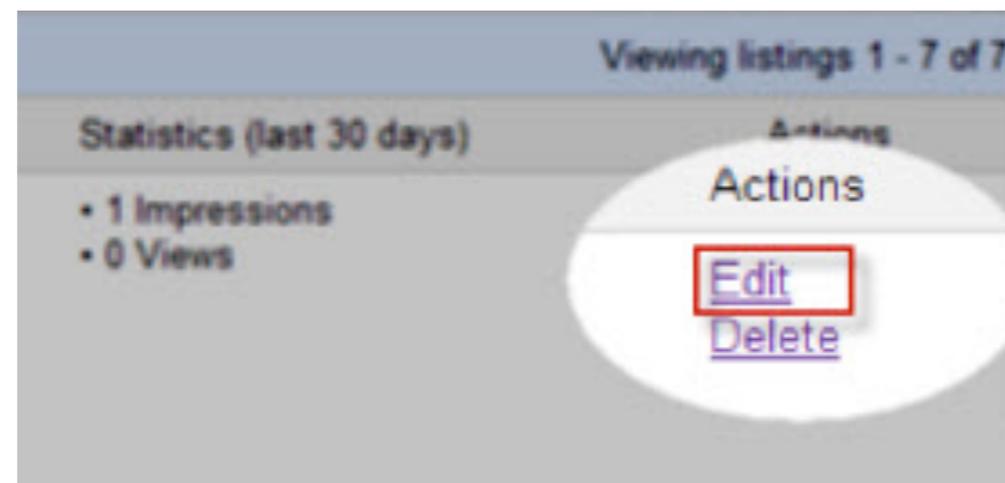
This brings you to a page where you can edit information about your business, like address, photos, videos, custom attributes, and more! Your changes should appear almost instantly. If you wish to edit a listing that was uploaded as part of a bulk listing, visit the Places User Guide.

If you are a business owner, you can verify your business on Google.

If you're not the business owner, but still notice an error in a listing, you can use the Maps User Guide.

Note that if you edit your business name, address, or phone number, you'll need to verify again before these changes can go live.

Congratulations you have now successfully registered your Google Places Listing. Here are some additional tips.

- **Website Link:** Be sure to link your Google Places account to your website and offer or welcome patient reviews.
- **Video:** Find out more about our SEO webinar classes & how to register. You can call Client Services at 888-364-5774.