



DashComm

MARKETING RESOURCES

How to Claim Your Business on Google

What is Google My Business?

Google My Business is a free, easy-to-use tool that allows business owners to take charge of how their business is displayed throughout Google Search and Google Maps.

You can get the app on Google Play, the App Store, or sign up on your desktop. From there, you'll confirm a handful of details and have access to the full platform.

Why claim your business?

With a Google My Business account, you get a free business listing that you can update as you see fit. If you enter an internet search, no matter what browser you use, you usually receive results based on your location. Your business **MUST** be listed in Google My Business if you want to be found online in a local search.

Here are some of the benefits of a Google My Business account:

- **Easily connect with customers.** Signing up only takes a few minutes and creates new potential to reach customers through Google Search and Maps. Once your account is established, you can read and respond to customer reviews for your business.
- **Get found.** With your free account, you can edit your business information including hours, location, contact information, photos, etc. and make it easier to be found by potential customers.
- **Gain trust.** If your business appears in a Google search, customers know that you have been endorsed by Google. If Google trusts you, they should, too.
- **Get more website visits.** A Google listing makes it easier to find your business information, including easy access to your website.
- **It's free.** There's no cost to sign up or maintain your account. Google benefits from accurate information, so it's incentivized to get as many businesses participating as possible.

(continued on next page)



DashComm

MARKETING RESOURCES

How to Claim Your Business on Google

How to Get Started

1. Open [Google My Business](#).
2. In the top-right corner, click **Sign in**.
3. Sign in to your Google Account, or [create one](#) if you don't already use Google services.
4. Enter the name of your business and click Next.
5. Enter your business location, then click Next.
6. Choose if you want your business location to appear on Google Maps.
 - a. If you serve customers at your business address:
 - i. Enter your business address, then click Next.
Note: If you also serve customers outside your business address, you'll have the option to list your service areas as well.
 - b. If you don't serve customers at your business address:
 - i. Enter your business address.
 - ii. At the bottom, click "I deliver goods and services to my customers" and then click Next.
 - iii. List your service areas, then click Next.
7. Use the search field to select a business category, then click Next.
8. Enter a phone number or website URL for your business, then click Next.
Note: You'll also have the option to create a free website based on your information.
9. To complete sign-up and verify your connection to this business, click Finish.
10. Select a verification option. Verifying your business is an essential step in opening up a Google Business account. Google will not display your listing until your business has been verified.
 - a. Before choosing an option, double check for typos.
 - b. There are a handful of ways to verify your account – the most common are via phone, email, or postcard. Choose which option you'd prefer and complete the directions Google provides.
11. You're all set! Once your account is verified, you can work on optimizing your listing. A few ways to do that include:
 - a. Download the Google My Business app. This will allow you to monitor your account on a regular basis.
 - b. Encourage customers to leave reviews. Monitor your reviews and respond quickly.
 - c. Upload quality photos. Photos of your business will set you apart from your competition and make it more likely for customers to visit your location.

Note: If you see a page that says: "This listing has already been claimed," click "Request Access" and follow the directions to claim your business. [Learn more about how to request ownership](#).

(continued on next page)



DashComm

MARKETING RESOURCES

How to Claim Your Business on Google

Fast Facts

- An optimized Google My Business listing is **70% more likely to attract location visits** and makes a business **2.7x more likely** to be considered reputable
- **97%** of consumers looked online for local businesses in 2017
- According to Google, **50%** of people who perform a local online search for certain products or stores **will actually visit a store that same day**
- Complete and accurate Google My Business Listings are **70% more likely** to attract location visits
- Businesses with photos receive **35% more clicks to their websites** and **42% more** requests for driving directions
- **91%** of consumers regularly check online reviews and **84% trust them** as much as a personal recommendation

Additional Resources

[Google My Business: Articles](#)

[How to Optimize Your Google My Business Listing](#)