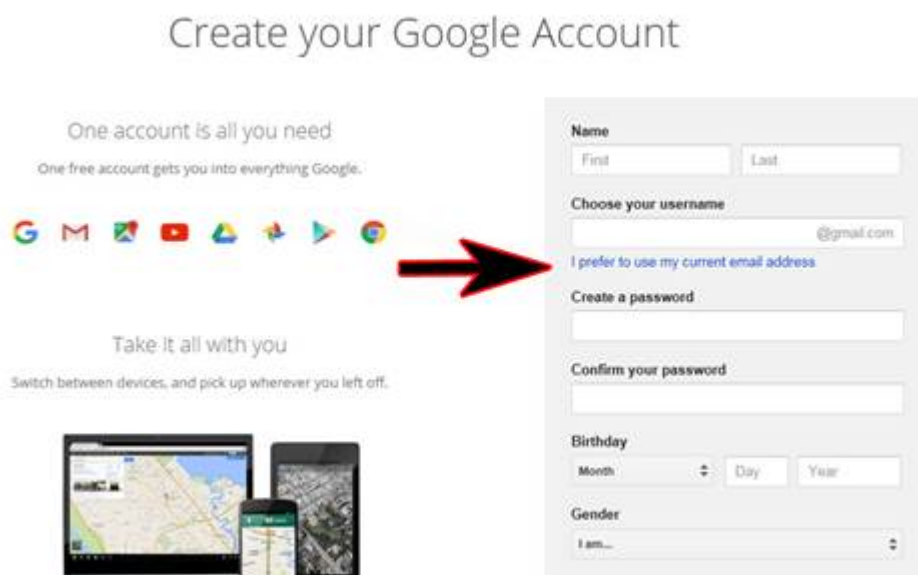


Things To Know/Do Before Claiming Your Business Listing

To claim your business listing, you will need a Google Account. There are a number of reasons you may have already signed up for a Google Account - such as if you have a Gmail account, YouTube, Google+ or other Google services. All Google services are accessed with the same user name and password; so, if your business has a Google Account, great; if not you will just need to sign up for one.

If you don't have a Google Account for your business, it is easy and FREE to create one. To Create a Google Account link to: <https://accounts.google.com/signup?hl=en>. If you don't want to use a Gmail address for your business (e.g., because you already have another email address established) you can associate the account with an existing email address. Remember to save your user name and password – you'll need them when claiming your business listing.



Adding Photos

One of the most exciting things about claiming your business listing with Google is that it gives you the opportunity to add photos that market your business. Even if you haven't claimed your business listing yet, Google may already have some information posted for your business. Unfortunately, the photos that are likely to be posted are Google Street View photos taken near your business address, which do not always represent your business. For example, the photos are frequently of the street, traffic, landscaping, etc. in the vicinity of your business not photos of your business, logo, sign, or products.

Choose both interior and exterior photos of your business and products. Photos look best if they are high-quality, clear, and well-lit, and are genuine (not stock photos). Photos should be PNG or JPG files between 10KB and 5MB in size and have a resolution of at least 720x720. **Business listings with photos get 35% more clicks and are twice as likely to be considered reputable!**