

# Claim Your Google Business

IT'S FREE AND HELPS YOUR SEO, SO WHY NOT?

Picture this: Your website is up to date. You've had search engine optimization (SEO) work done. Things should be looking good; however, there may be more areas of improvement online.

One suggestion we give businesses is to claim their business on Google. If your business has been around, Google has probably figured out your address and business name. So why bother to claim your business? Because there are several bits of information you can add to your Google Business Profile that Google can't identify electronically. Adding information will help people learn more about your business. You also have the option of using great features like posting coupons and discounts as well as viewing your page's Analytics Report (do not confuse this with Google Analytics).

## What's listed in a Google Business Profile?

- Business Name
- Mailing Address
- Website Address
- Phone Number
- Category (types of services/products you provide)
- Hours of Operation
- a Comment area
- Email Address
- Languages Spoken
- Parking Availability
- Payment Accepted
- Up to 10 Photos/Images
- Up to 5 Videos linked from YouTube
- the option to add more detailed categories
- the option to post coupons and discounts
- Reviews posted by the community

## How to Claim Your Business Profile

The fastest and easiest way is to go to [www.google.com/palcesforbusiness](http://www.google.com/palcesforbusiness). There you will enter your organization's phone number to search for your organization. Upon finding it, you can click to edit your page. If Google does not find anything, you can click to create a new page.

