



Fáilte Ireland

National Tourism Development Authority

GOOGLE PLACES FOR BUSINESS

How to get your business listed on Google Maps search results

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Introduction

Google Places for business is a free service that lets you define the way your business listing appears in Google Maps. When someone searches for a business and includes a location in the search , the search results usually also returns any matches that are listed in Google Maps.

Therefore, it is important to make sure you submit and verify your business information through the Local Business Centre to ensure it returns the most authoritative information for your business listing.

Skill Level

Basic

The topics in this guide are suitable for anyone who has basic PC knowledge.

Video Tutorials

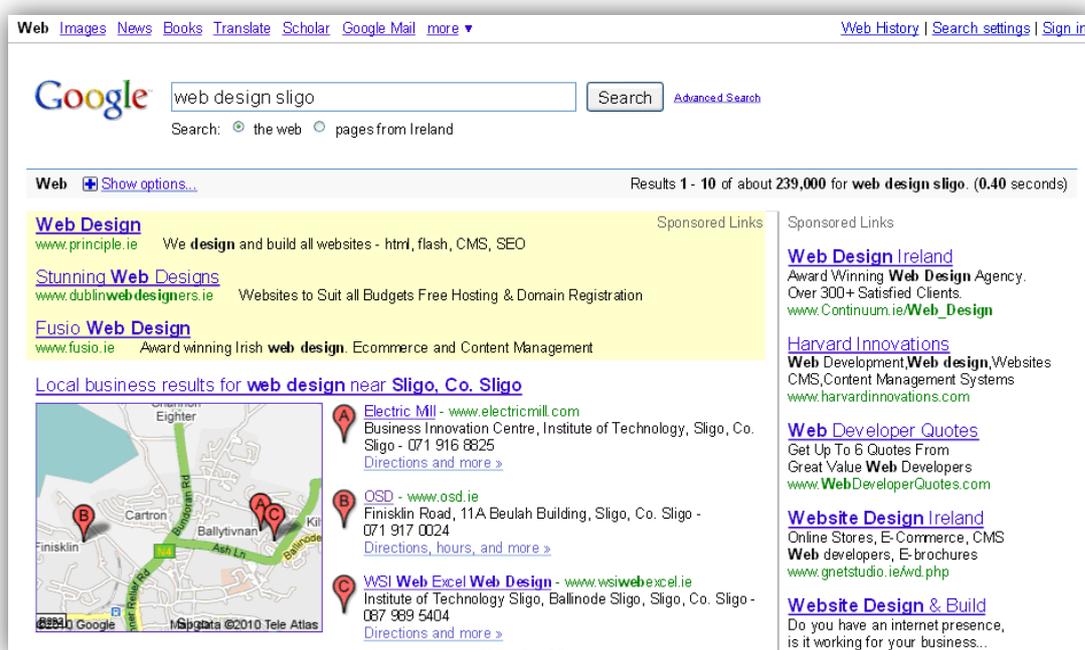


Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

Note: *When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.*

What is Google Places?

Google allows you to register your business for free and when people type in a location as part of the search Google displays a summary of this listing if it's relevant. So for example, if I am running a restaurant in Dublin and register this business using Google Places and then someone searches for 'Restaurant Dublin' then Google may display my places entry. The big advantage of this free listing is Google gives this high priority and it will typically be displayed before any other search results.



You can manage your local listing

Edit the content of your Google listing, add it for the first time, and delete old locations. Make sure your information is correct, and see it on your Place Page.

You can engage potential customers

More people search locally on Google than anywhere else. Show them coupons, add videos and photos, and even post real-time updates.

You can see the results

Log in anytime to see how many times people have viewed your listing, what actions they took, and where they came from in your local area.

Add your Business to Google Local Business Centre

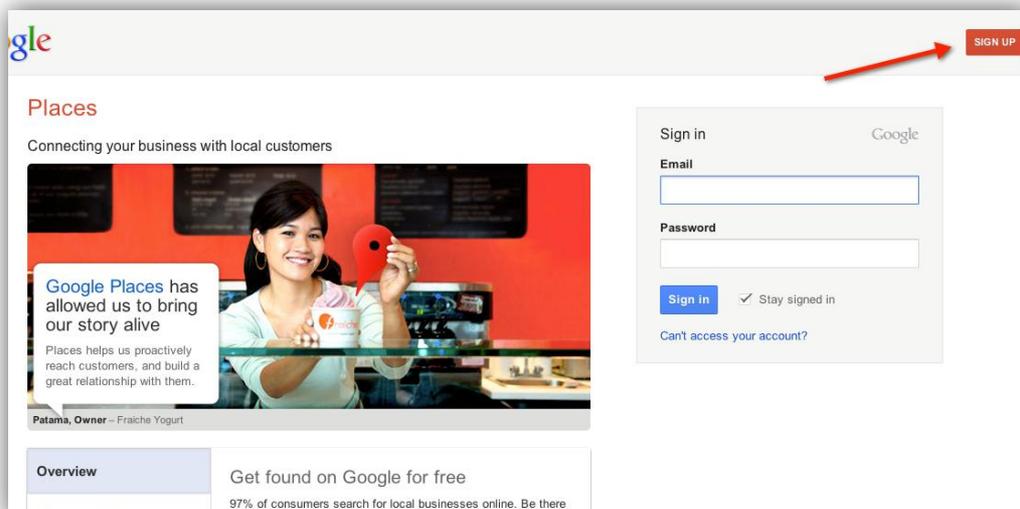


VIDEO: Add your Business to Google Local Business Centre

This video takes you step by step through the process of adding your business to Google Local Business Centre. Once added your business can appear within Google map search results.

When you are ready, click the PLAY icon to start the video.

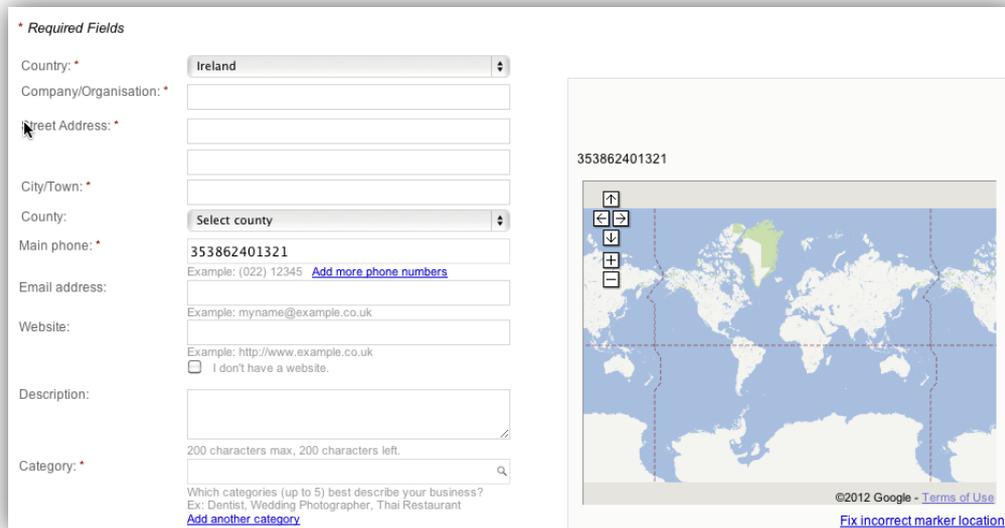
Go to www.google.com/placesforbusiness to start adding your business to Google Places. First you will be asked enter/sign in to your Google email account. If you don't have a Google account you can sign up for a new account on this page



Once you have logged into your Google Account click you will need to specify your country and number and then you select 'Find Business Information'. Google will attempt to find information based on your business.

Country	<input type="text" value="Australia"/>	<input type="button" value="Find business information »"/>
Phone Number	<input type="text" value="ex: (02) 1234 5678"/>	

You will then be presented with a screen which will ask you for details of your business:



Fill out the basic information about your business, such as:

- **Company/Organisation:** This is the official/registered name of your business.
- **Address (required):** The address should look exactly the way you would write it on a paper mailing envelope.
- **Phone Number (required):** Be sure to include your area code with your phone number. You can also add your mobile number; remember this will also show to customers and they will be able to contact you on your mobile
- **Website:** This can be a maximum of 255 characters.
- **Description** – Enter a detailed of your business. Ensure to use full sentences but try to include the keywords that are relevant to your business. This will help with search results.

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 Maps. Google will automatically suggest categories as you type. You can enter up to 5 categories for your business.
- **Hours of operation:** Select your hours of operation using the dropdown menus. If you 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 up loader 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. A good selection of photographs is very useful.
- **Video:** To add a video, upload it to [YouTube](#) and enter its URL. You can add up to 5 videos to your listing.
- **Additional details:** Use this section to add your own information fields to your listing. For example, parking availability, or whether your business allows pets.

You can see your listing as it will appear in Maps on the right side of your screen, and new information will appear as you enter it. When it looks the way you want it to, click **Submit** at the bottom of the page.

Please enter in some additional details about your business. If people know when you're open or can see some pictures of your business, they're more likely to visit you. All of this information is optional and can be entered in at a later time if you're in a hurry to see your business appear on Google Maps.

If you'd like to skip this step, please scroll to the bottom of the page and click on the 'Submit' button.

All your business information is here

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	<input type="checkbox"/> Closed	↓ Apply to all
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Sat:				<input checked="" type="checkbox"/> Closed	
Sun:				<input checked="" type="checkbox"/> 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.

CDC Communications

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[Fix incorrect marker location](#)

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Description: Communication, Voice, Data and Mobile Telecommunications Audits Telecoms and IT requirements analysis Cabling: Design & installation of CAT5e, CAT6 Certificati

Categories: Telecommunications Equipment Supplier Telephone Systems Cabling: Design & installation of CAT5e, CAT6 Handsfree Carkits, Bluetooth Accesories VoIP Systems

Payment options

Specify how customers can pay at your business.

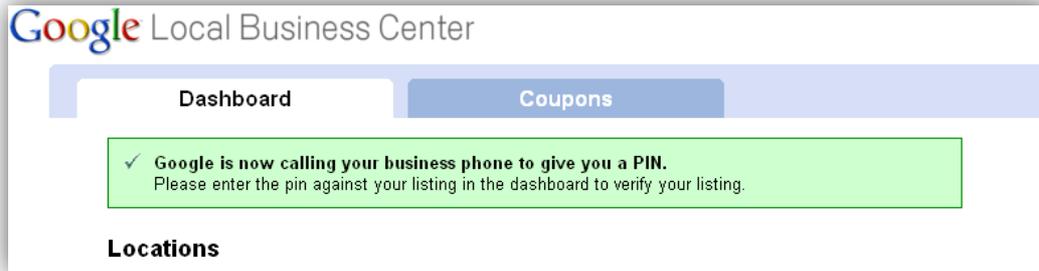
<input type="checkbox"/> Cash	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa
<input type="checkbox"/> Traveler's Check	<input type="checkbox"/> Diner's Club	<input type="checkbox"/> Financing
<input type="checkbox"/> Invoice	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Maestro
		<input type="checkbox"/> Paypal

Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Choose how you would like to verify your listing and click Submit

Choose which option you would like Google to contact you with verification. If your company telephone has an automated message set up, **remember** Google will not be able to determine which line to be put through to, in this case your best option is to send it to your mobile via SMS.



Once you've submitted your business information, you'll be asked to verify it before it goes live. You are allowed a maximum of 100 listings per account for manual verification.

Once you receive your pin the final step is to enter it into the box (as shown below) and you have completed your listing.



Once verified, your listing may take up to 24 hours to appear in Google search results.



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