



Claim Business Listings

To optimize your listings and respond to reviews – both positive and negative – you must claim your business on each review site.

This is a simple yet important step in managing your online reputation strategy.

If your business has not yet created a listing, it is possible that a reviewer (a past customer) has created one on your behalf in order to post a review. If no listing currently exists, setting one up can be done quickly.

Not only do you want to claim or set up your listing, but optimizing the listing is a valuable step.



Optimizing Business Listings

Each review site listing is an advertisement for your business. It will drive new clients to your website or call you directly, if successful.

If it is not successful then a valuable client acquisition tool will either go unused or worse – it will drive potential new clients to a competitor.

Optimizing a listing includes ensuring all information is accurate, photos are displayed, and descriptions of your services are included. Keywords are important to help searchers navigate to your business' listing.

- ✓ Ensure the business name, address, and phone number are accurate
- ✓ Correct the business categories so perspective clients can find you
- ✓ Complete the business description and include key words
- ✓ List your business hours
- ✓ List payment type accepted
- ✓ Add pictures
- ✓ Be specific regarding services and products offered
- ✓ Consider coupons or special offers
- ✓ Monitor reviews!

The following pages include simple instructions for claiming or creating business listings on Google, Yelp, and Facebook.

Google My Business

- 1 Go to www.google.com/business
- 2 Click
- 3 Sign in or create a Google Account
- 4 Enter your business name or address. Select your business from the dropdown list, if available.
- 5 If your business is not listed, you will be prompted to enter your business details. Ensure you enter accurate information, including street address and phone number.
- 6 Verify your business. Select your preferred method of varication.

Note: In the event someone else has already claimed your Business Listing, contact Google Support.



yelp for Business Owners

- 1 Go to biz.yelp.com/claiming
- 2 Click **Claim Your Business**
- 3 Enter the business address, and name, then click Get Started
- 4 If your business location is listed click "Claim"
- 5 If the business location is not listed, scroll down and click "Add your business to Yelp"
- 6 You will need to create a business owner account if you are claiming a listing
- 7 Yelp verifies ownership via a prompted call to your business
- 8 It is required to upload a photo of the business owner or manager in order to respond to reviews, you may also add photos of the business and other details

facebook

- 1 Go to Facebook.com and enter your business location into the search bar
- 2 Click on your business from the dropdown menu
- 3 Click on the "Is this your business?" icon from your business' unofficial Facebook Place page
 - **Option 1:** Merge the page into an already verified business page
 - **Option 2:** Claim and verify your business
- 4 Documentation requires uploading a photo or scanned business document, such as:
 - Utility bill
 - Business license
 - Business tax file
 - Certificate of Formation
 - Articles of Incorporation