

Capturing Your Business from Google™

The #1 Search Engine on the planet has your number and it'll only take a few minutes to drag your PIN out of their cold dead hands ... er, their cold databases. And your business' personal identification number is the key to capturing your business back from Google™.

Many businesses struggle with the dreaded misplaced map point on Google Maps and who seems dead set to put your business in these random locations far from where your actual address is situated. We'll detail how you can use Google's Local Business Center to not only rectify your Google Map address but also better your position on Google.

Google Maps (<http://www.google.com/maps>):

Google has long been exploring the Earth with satellites and mapping technologies. With the newest APIs (application programming interfaces) now allow website developers like FingerLakes1.com to build complex maps for clients. Retail businesses can display each of their stores on a map expanded to see their franchises on global scale or dive right in to show the locations of their vending carts on the various corners of Manhattan. But you all know that right?

Well, now, Google allows businesses total control of their business listing on their website with Local Business Center.

Google Local Business Center

New! [Offer coupons](#) on mobile phones, and [post updates](#) in real-time.



Unlock your local business listing on Google. It's free.



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.



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.



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.

Change Language: English

Don't have a Google Account?
[Create an account now](#)

Sign in to Local Business Center with your

Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

Google Local Business Center

(<http://www.google.com/local/add>)

As with many things on the web, you need an account to get started, so take a moment and sign up for a Gmail account

(<https://www.google.com/accounts/NewAccount?service=mail>). Once you have an account setup enter your email and password (from your Gmail account) and you can get started.

Now, that's all well and good if you are a brand new business and aren't listed on Google Maps yet. We're

much more interested in laying claim to your business' existing listing. So open Google Maps (<http://www.google.com/maps/>) and do a search for your business. Be specific. Put your whole address as you normally would ... don't worry if it's not what Google uses at the moment ... we want to train Google to use your correct address. Once you see the map listings for your search, with any luck all the work is done for you and Google has you listed first for your name and address. If not, just scroll down a bit and you'll find your business.

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Click on the listing and Google Maps will open a window overlay on the Map. Look, there's our good client Finger Lakes Limousine. They've taken the time to setup their Google Local Business Center.

Click the "more info >>" link under the title of your business, circled in red, below.

Google maps Finger Lakes Limousine, Waterloo NY Search Maps Show search options
Find businesses, addresses and places of interest.

Get Directions My Maps

Finger Lakes Limousine, near Waterloo, NY

Sponsored Links

Finger Lakes Region
Breathtaking waterways, historic wineries, and incredible museums!
www.ComingFingerLakes.com
New York

A Finger Lakes Limousine - more info >>
373 Waterloo-Geneva Rd., Waterloo, NY - (315) 789-7272
1 coupon

B Holiday Inn Waterloo/Finger Lakes Region - more info >>
2468 Mound Road, Waterloo, NY - (315) 539-5011
★★★★☆ 103 reviews
"I travel to the Finger Lakes Region frequently to visit family, and have my choice of hotels to stay in. I keep coming back to the Holiday Inn Waterloo ..."
tripadvisor.com

C Sunset Limousine - more info >>
32 East Kendig Street, Waterloo, NY - (315) 539-5297
3 reviews
"A group of my friends and my wife and I contracted with Sunset Limo of Waterloo Ny. I must say that the Limo service in the Finger Lakes tends to be ..."

D Euro Sedans & Limousines LTD - more info >>
28 Halsey Street, Trumansburg, NY - (607) 387-3876
1 review

Finger Lakes Limousine - more info >>
373 Waterloo-Geneva Rd.
Waterloo, NY 13165
(315) 789-7272
fingerlakeslimo.com
Directions Search nearby Save to... more ▾

This will take you to a pre-existing Local Business Center entry for your business. Google's been busy and they've filled out some stuff for you already ... but now you can lay claim to it.

You'll see they've classified your business, gotten pictures, and possibly even driven by it with their Google Mobile and taken a street view panoramic picture of the front of your business.

The important link you are looking for is just near the top labeled, "Edit this place - Business owner?"

Here's where the fun begins.

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Here's another client of ours who hasn't claimed his listing yet, Ciccino's Pizza in Waterloo, NY.

The screenshot shows the Google Maps interface for Ciccino's Pizzeria. The search bar contains "Ciccino's Pizza, Waterloo NY". Below the search bar, there are links for "Get Directions", "My Maps", and "Edit this place - Business owner?". The "Edit this place - Business owner?" link is circled in red. To the right of the listing is a map showing the location in Waterloo, NY, and a street view image of the building. The listing details include the address (22 East Main Street, Waterloo, NY 13165-1431), phone number (315) 539-1064, website (ciccinos.com), and category (Pizza Restaurant). The "Details" section lists cuisine (Italian, American), atmosphere (Romantic, Fireplace, Family / Children, Bar Scene), reservations (Suggested), special needs (Children's Menu, Booster/High Chairs, Wheelchair Access), meal services (Lunch, Dinner), and price level (InExpensive).

Click "Business owner?" and we'll stake your claim. You'll be presented with a few options ...

Add, Edit, or Suspend Listing

To proceed, please choose an option below. (Each option will require validation.*)

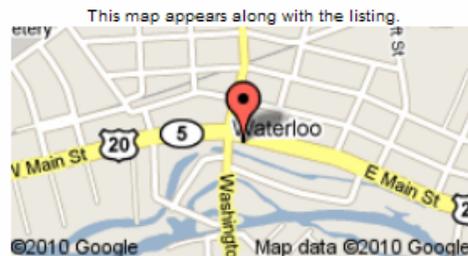
Choose one.

- Edit my business information.**
You may update your business name, contact information, payment types, hours and categories.
- Suspend this listing.**
You may return to the Local Business Center and re-activate your listing at any time.
- This isn't my listing.**
If the information to the right isn't yours, you may add your business as a new listing now.

Ciccino's Pizzeria

22 East Main Street Waterloo NY 13165-1431 United States

Phone: (315) 539-1064



*Validating your listing

We'll send a letter containing a PIN and activation instructions to the business address associated with your listing. After you validate your listing, you may edit your Google Maps listing at any time.

[« Back](#)

[Continue »](#)

Check the first option, "Edit my business information," and click "Continue."

Okay, an edit window ... you might think that you own the listing now. Nope. You still have to validate your account. In the interim, Google wants you to spend time

updating your listing. So take some time to fill out all of the information you can on this page. It's essentially a mini-website.

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Once you are done you'll then be taken to a screen that asks you how you would like to be contacted:

How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:

-  **By phone**
We'll call you at this phone number (315) 539-1064
-  **By postcard (2-3 weeks)**
We'll send you a postcard in the mail to this address

Ciccino's Pizzeria
22 East Main Street
Waterloo NY 13165-1431
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Finish

Ciccino's Pizzeria

22 East Main Street
Waterloo NY 13165-1431
United States
(315) 539-1064
www.ciccinos.com



Description: Ciccino's Pizzeria and Restaurant (est. nestled between Cayuga and Seneca L locations in Waterloo and Geneva, New Ciccino's offers a wide variety of Italian cuisine,

You can choose either option. To do "By phone" I suggest you have your phone in hand and ready to answer it because the moment you click the "Finish" button they could call you within seconds AND they won't let it ring until you answer so be ready. For those of you who are not in a rush and wish to take a more leisurely approach, click "By postcard" and kick back. They say 2-3 weeks but you'll most likely get it before that. Confirm your

mailing address before you do. They pull your address from your listing.

Now you are done, but you can always go back and change your listing or listings for you entrepreneurial types. As you can see we help those of our clients who are not computer savvy or are just too busy.

Google Local Business Center

[yourname@gmail.com](#) | [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

Dashboard

Coupons

Locations

- + [Add new listing](#)
- + [Upload a data file](#) (if you have more than 10 listings)

Business	Status	Statistics (last 30 days)	Actions
D. E. Miller Roofing Company 34 Oak St. Seneca Falls NY 13148 United States	Active Posted Mar 29, 2010	• 98 Impressions • 5 Actions New! View report	Edit Delete
See your listing on Google Maps			
D E Miller Finger Lakes Roofing Co 34 Oak St. Seneca Falls NY 13148 United States	Active Posted Mar 29, 2010	• 98 Impressions • 5 Actions New! View report	Edit Delete
See your listing on Google Maps			
FingerLakes1.com 97 Cowing Street Seneca Falls NY 13148 United States	Active Posted Mar 29, 2010 2 coupons (1 active)	• 81 Impressions • 7 Actions New! View report	Edit Delete
See your listing on Google Maps			

Viewing listings 1 - 3 of 3