



## PUT YOUR BUSINESS ON THE MAP

We want to help every business in our community get found on the web—starting with yours.

People are searching online for businesses like yours every day. Make sure they can find and connect with you by adding your business information to Google Search and Maps. It's easy and free.

### WHY BEING ONLINE IS IMPORTANT

-  **97%** of consumers look online for local goods and services.<sup>1</sup>
-  **4 out of 5** consumers use search engines to find local information nearby.<sup>2</sup>
-  **37%** of businesses have claimed a local business listing on a search engine.<sup>3</sup>

Here's what your business could look like on Google Search:

Source:

1. BIA/Kelsey, User View Wave VII, March 2010
2. Google/Ipsos MediaCT/Purchased, Understanding Consumers' Local Search Behavior, May 2014
3. MarketingSherpa, 2012 Search Marketing Benchmark Report – SEO Edition, June 2011

# HOW TO PUT YOUR BUSINESS ON THE MAP

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## 1. GO TO [GYBO.COM/BUSINESS](http://GYBO.COM/BUSINESS) TO CHECK HOW YOUR BUSINESS SHOWS UP ON GOOGLE

- Type in your business name.
- Add your business for free if it isn't on the list.
- Review suggestions on how to improve your presence on Google.

## 2. VERIFY YOUR BUSINESS

- Wait for a call or card from Google confirming your address and sending a PIN code.
- Follow the sign in instructions and insert your PIN where the screen says "Enter Code."

## 3. MANAGE YOUR BUSINESS INFORMATION

- Make sure we have the right details for your business, including phone number, address, and hours of operation.

## 4. KEEP YOUR INFORMATION UP TO DATE

- Check back to manage reviews, add photos, update your info, and more.
- Download the Google My Business app for Android in the Google Play Store or for iOS in the App Store.
- Use the app to update your business information directly from your mobile phone.

