



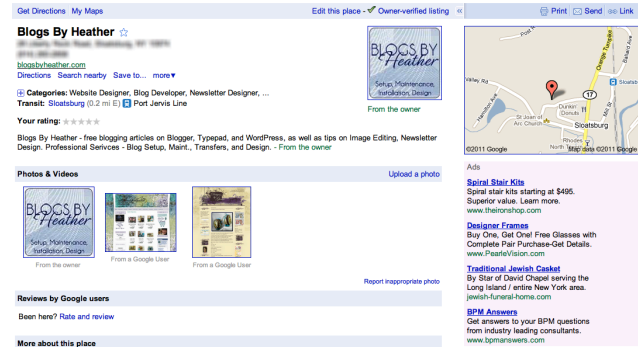
Welcome to this month's blogging how-to article from Blogs By Heather. If you have a blog or website, I'm sure one of your goals is to be found on the web, in search

results. Everyone knows about Google and over the next few months we'll review some Google tools – some you may have heard of, some maybe not. This month's article is about using Google Places.

Google Places

You can use Google Places to claim your business listing on Google. It's free and can be done in just a few clicks of the mouse! Once registered and verified with Google Places, your listing can then appear on Google search results. The ranking process is the same with Google Places and any Google Search and is based on the relevance of search terms entered and geographic location of your business, and other factors. So, when completing the information for your listing be sure it is accurate as Google pulls information from the website listed.

When creating your listing you will be asked for you business name and physical mailing address (a must). You also have the option to upload a business logo or up to 10 additional photos. In my sample for Blogs By Heather, shown in the sample, notice my business badge as well as samples of blog work I've done. You will also see a map of my business (Google Places is integrated with Google Maps), as well as my business and personal site address listed below More About This Place. Additionally be sure you add categories for your business (as you must enter at least one), such as Blog Design and Setup is one of mine (shown in the sample). Go to places.google.com/business and login to your Google Account if necessary.



Sample. Blogs By Heather Listing using Google Places

Let's Begin

After logging into your Google account, you'll be listed in Google Places in just a few minutes!

1. Click the List Your Business button.
2. Enter your Country and Phone Number.
3. On the next screen my add your Basic Information, where the asterisked fields are required. You may also enter other sets of information (Service Areas and Location Settings, Hours of Operation, Payment Options, Photos, Videos, and Additional Details).
4. Click Submit.
5. On the next screen it will ask you to validate your listing where it wants to send you a postcard (in the mail, not email).
6. Click Finish.

▼ Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

* Required Fields

Country: *	United States
Company/Organization: *	
Street Address: *	
City/Town: *	
State: *	Select state
ZIP: * [2]	
Main phone: *	(845) 753-9058
	Example: (201) 234-5678 Add more phone numbers
Email address:	
	Example: myname@example.com
Website:	
	Example: http://www.example.com
	<input type="checkbox"/> I don't have a website.
Description:	
	200 characters max, 200 characters left.
Category: *	
	Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant Add another category

Sample. Basic Information for Google Places

You're done with the registration. However, your site will not be listed until it is verified (meaning that you prove you are the site owner). Google will send you a post card with your PIN code. It will then direct you to Google Places and where to enter your PIN for verification. **This is a required process and cannot be avoided or skipped.**

Soon you will be able to find your listing in Google Places business directory, as well as in Google search results.

To download this PDF tutorial as well as previously posted Papers & Pixels PDFs from Blogs By Heather, go to <http://www.blogsbyheather.com>