

ADD OR CLAIM YOUR GOOGLE BUSINESS LISTING

(FROM DESKTOP)

1. On your computer, go to [Google My Business](#).
2. In the top-right corner, click **Sign in**.
3. Sign in to your Google Account, or create one. Then, click **Next**.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).
4. Enter your business' or chain's address. You may also be asked to position a marker on the location of your chain's branch on a map. If your business doesn't have a physical location but works in a service area, you can [list the area instead](#). Then, click Next.
5. Choose if you want your business location to appear on Google Maps.
 - If you serve customers at your business address:
 1. Enter your [business address](#).
 2. Click **Next**.
Note: If you also serve customers outside your business address, you'll have the option to list your service areas as well.
 - If you don't serve customers at your business address:
 1. Enter your [business address](#).
 2. At the bottom, click **I deliver goods and services to my customers > Next**.
 3. List your service areas, then click Next.
6. Search for and select a business category. You can also choose a more specific category as appropriate. Then, click **Next**.
7. Enter a phone number or website URL for your business and click **Finish**.
Note: You'll also have the option to create a free website based on your information. **I do not** recommend that you create a website (landing page) via this platform. It is better to establish your own domain and link to your website from your listing.

It is also recommended that you provide individual phone numbers or store page **for each location** of your business, rather than a single centralized call center.

8. Select a verification option.
Note: If you see a page that says "This listing has already been claimed," click **Request access**. Then, follow the directions to claim your business. Learn more about how to [request ownership](#).

Begin verification

Verification helps ensure the accuracy of your business information across Google. Verified businesses are twice as likely to be considered reputable by users.¹

Verification also protects you from anyone who might otherwise pose as a representative of your business. Until you've completed verification, you won't be able to edit the business information that appears on Google products.

For most businesses, verification means requesting, receiving, and reading a verification postcard from Google.

Tip: Some business owners may be able to verify through other methods like phone call, text, email, or Google Search Console. If you see any of these options, follow the directions on the page to verify your business, and skip the instructions in this guide. [Learn more about verification](#).

If you've continued to verification directly after signing up, you'll see **Mail** in the top left corner of the page, over the map where your business is pinned.

1. If your business information is correct, click **Mail**. Make sure **not** to click **Verify later** below.

2. Enter the name of the person the verification postcard should be mailed to. (This is optional—you can leave it blank if you'd like.) We'll send it to the address you provided for your business.
3. Click **Send postcard**.

You may have signed up for Google My Business, then stopped before beginning the verification process. In that case:

1. Sign in at google.com/business. Your Google My Business dashboard will appear.
2. Find the red banner at the top of the page, and click the **Verify now** button to the right.
3. You'll see **Mail** in the top left corner of the page, over the map where your business is pinned. Confirm that your business information is correct, then click **Mail**.
4. Enter the name of the person the verification postcard should be mailed to. (This is optional—you can leave it blank if you'd like.) We'll send it to the address you provided for your business.
5. Click **Send postcard**.

Wait for your postcard

In a week or so (depending on where you're located), you'll receive a postcard from Google at your business address. The postcard will include a **unique verification code**, which you'll enter in Google My Business to confirm that your business is located at the listed address.

Complete verification

Once you receive your verification postcard, return to google.com/business. Sign in and click **Verify location** from the menu (or click the **Verify now** button). Then follow the instructions to enter the verification code from your postcard.

Congratulations: you're now verified and ready to edit your business information, respond to reviews, and add photos!

It may take a few weeks for your business information to appear across Google. Once your information is live, check out your listing. Just search for your business name and city in Google Search or Maps and see what appears.

Check out this [Google "HOW TO" video](#) as well.

