

Help customers find you wherever you are, with a free online listing from Google.

### Get started with Google Places

A Place page is a free online listing that you can create or claim to help potential customers find you when they search for a business like yours in your area (e.g. 'pizza restaurant dallas'). By adding information to your Place page, you can take advantage of a free and powerful marketing tool.

To claim your business' Place page, follow these 5 simple steps.

**Step 1:** Go to [google.com/placesforbusiness](https://google.com/placesforbusiness) and click **Get Started**. To sign in, create a free Google account or use one you already have (such as your Gmail account).

**Step 2:** Enter your business' phone number to see if you already have a business listing on Google.

**Step 3 :** If your business is listed, click **Edit** to review and edit your Place page. If you don't see your business, click **Add a new listing**.

**Step 4 :** Add your business information including:

- Your website
- A business description to help you stand out
- Your company logo
- Photos or videos of the products or services you offer

**Step 5 :** Verify your listing. Click **Finish** and you're done.

### 3 ways to make your Place page stand out

#### 1 Respond to reviews

Ask your customers to rate your business on Google Places — this makes for great word-of-mouth marketing. And make a habit of responding to reviews.

#### 2 Stand out by showcasing your photos and videos

Frequently add photos and videos to your page to make it more appealing and interesting. It's easy — upload photos or videos when editing your page.

#### 3 Promote your business with online offers

Promote special deals and offers to attract more customers by adding offers to your listing. To add an offer, sign into your Place page, and click on the **Offers** tab to start.