

Get Your Business Found Online

Accurate business profiles help customers find you in search results and on maps. They also give people consistent details, like your hours, phone number, and website, wherever they look. Profiles support your online presence, but don't guarantee higher search rankings.

You don't need to sign up everywhere. Start with the profiles your customers are most likely to use.

Before you begin

Have the following ready, and use the same information on every profile:

- ☐ Business name
- ☐ Phone number
- ☐ Website
- ☐ Hours
- ☐ Short description
- ☐ A few good photos

Google Business Profile

Why it helps: Helps customers find your business on Google Search and Google Maps, with your hours, phone number, website, photos, and reviews in one place. For most businesses, this is the profile customers see first.

Get started: [Google Business Profile](#)

1. Sign in with a Google account the business owner controls, then search for your business by name.

2. Claim the profile if one already exists. If it doesn't, add your business.
3. Choose a category, add your address or service area, contact details, hours, and photos, then complete verification.

Useful to know: Google may already have a profile for you, built from map and directory data. Use your real business name, exactly as customers know it; Google does not allow extra keywords in the name field. Verification is required before most changes go live, and Google may verify by video, phone, email, or mail. You manage the profile while signed in to that account, through Google Search or Google Maps.

Bing Places for Business

Why it helps: Helps customers find your business on Bing Search and Maps.

Get started: [Bing Places for Business](#)

1. Search for your business and claim the listing if it already exists.
2. If it doesn't, add your business.
3. Fill in your details, add photos, and complete verification.

Useful to know: Bing may already have a listing for you. You'll need to verify that you own or manage the business. Bing may offer verification by phone, email, or mail.

Apple Business Connect

Why it helps: Helps customers find accurate business information in Apple Maps and other Apple services.

Get started: [Apple Business Connect](#)

1. Sign in with a business Apple Account or create one.
2. Find and claim your location, or add it.
3. Add your details and photos, then complete verification.

Useful to know: Keep your Apple Account accessible to the business owner. Apple may ask for company or location details to verify that you can manage the business.

Yelp for Business

Why it helps: Helps local customers discover your business and read reviews.

Get started: [Yelp for Business](#)

1. Search Yelp for your business.
2. Claim the existing page, or follow the steps to add your business.
3. Update your details and complete any verification.

Useful to know: Yelp is especially relevant for customer-facing local businesses. Keep your profile accurate and respond to reviews professionally. Follow Yelp's rules when asking customers for feedback.

Facebook business Page

Why it helps: Gives customers another place to find your contact details, hours, photos, and updates.

Get started: [Facebook business tools](#)

1. Search Facebook for your business.
2. If a Page exists, request access. Otherwise, create one.
3. Add your contact details, hours, website, and photos.

Useful to know: The Page is managed through a person's Facebook account. Keep the owner's access and recovery details current, and give Page access only to trusted people.

Industry and local directories

Why they help: Reputable directories can help customers find and confirm a business in a specific profession or community. Examples include Avvo for legal services, Healthgrades for healthcare, Houzz for home services and design, and TripAdvisor for travel and hospitality.

Get started: Search for your business on the relevant directory and claim its page. For local listings, search for your city or county's chamber of commerce and look for its business directory. Check membership costs before joining.

Useful to know: Choose directories your customers actually use. Some require professional credentials, membership, or payment; complete the free listing first and review fees before buying upgrades.

Keep profiles current

Make sure your business name, phone number, website, address or service area, and hours match across profiles. Update them when anything changes, and save account access where the business owner can retrieve it.

Questions about getting found online? **Let's connect** at camcgoy.com.