



# Claiming the Big 4 Listing Sites

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# The Big 4 Listing Sites

## Our Playbook

This guide will provide you with the instructional help you need to claim your listings on what we like to call, the big four listing sites.

Google My Business, Bing, Yelp and YellowPages.

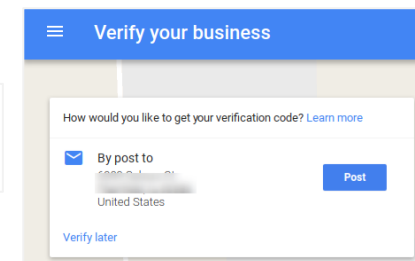
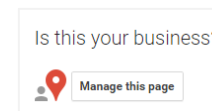
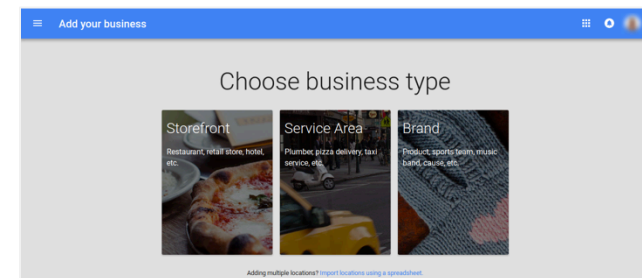
Please keep in mind that these sites are ever changing. We have compiled this data to be as recent as possible.

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# Google My Business

1. Go to [www.google.com/mybusiness](https://www.google.com/mybusiness)
2. Create an account, or sign in with a Gmail account
  - a. It is strongly recommended you use a business email account and not a personal email account.
3. Choose your business type
  - a. Select **Storefront** for a local business with a walk-in location, or **Service Area** for businesses without a public-facing storefront (i.e. plumbers, roofers)
  - b. Google will walk you through the steps of claiming and verifying your clients' Maps listing
4. If you do not see an option to manage the page, someone else may have verified the page
  - a. In this case, go here <http://bit.ly/1JNcjVQ> instead.





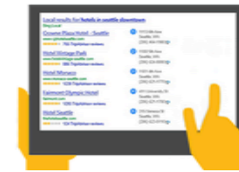
# Bing

## Bing Places for Business

1. Go to [www.bingplaces.com](http://www.bingplaces.com)
2. Create an account.
3. Follow the three simple steps on the right to owning your clients' business listing.

### 1 Claim your listing

Chances are Bing has a listing for your business already. Claim an existing listing or add a new one. If your business has multiple locations you can add them in one go using the bulk upload tool.



### 2 Complete your listing profile

Adding complete information about your business helps you tell the best story about your business. You can add photos of your business & services, hours of operation, services offered and list the various ways customers can reach your business.

### 3 Verify your listing

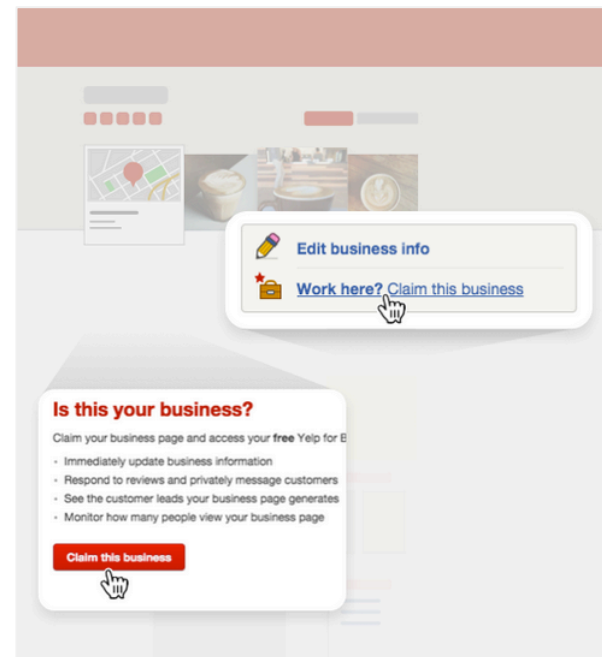
Protect your listing from unauthorized changes by verifying it. You can verify your listings by receiving a PIN at your business address, phone or email. All businesses must provide a valid address, but some types of businesses can hide their address in search results.





# Yelp

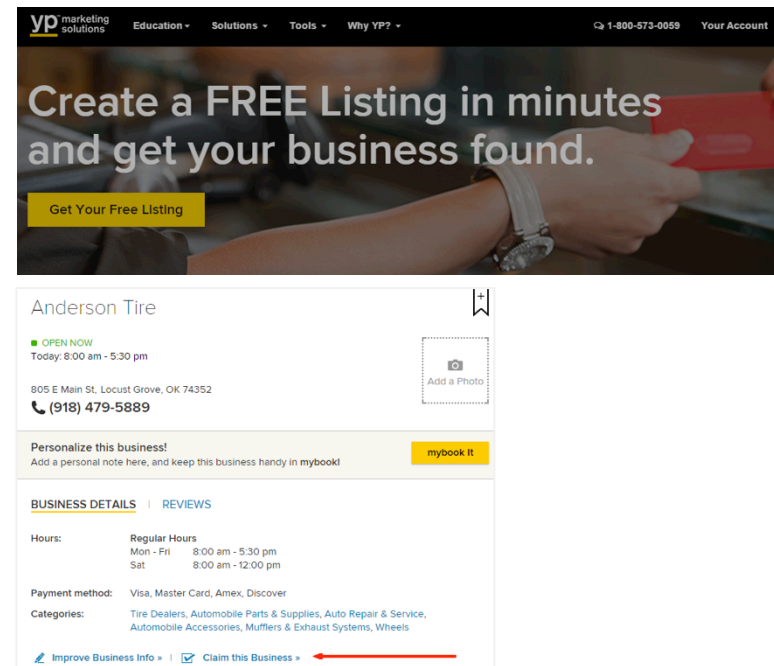
1. Go to [www.biz.yelp.com](http://www.biz.yelp.com)
2. Create an account.
3. Yelp will walk you through all the steps to claim your clients' business page.
  - a. See image on the right.
4. If there is no option to claim the page:
  - a. It may have been previously claimed. In this case, go here <http://bit.ly/1JN0rTI> instead.
  - b. The phone number may need to be changed. In this case go here <http://bit.ly/2hdHQrx> instead.
  - c. The listing was recently submitted and is still pending publication. In this case, go here <http://bit.ly/2hen6Ed> instead.





# Yellow Pages

1. Go to [www.adsolutions.yp.com](http://www.adsolutions.yp.com)
2. Select **Sign In**, then **New to YP? Join!** and create an account.
3. Verify your account via email.
4. Select **Get Your Free Listing**, or if you're on the listing, select **Claim This Listing**.
5. YP will walk you through the verification steps.
6. If you do not see the option to claim your listing, you must contact Yellow Pages directly.
  - a. Go to the Contact Us page on the website



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# Local Listings Best Practises



## **Keep track of the listing logins.**

Reclaiming listings is not easy!



## **Always use the business' local number.**

...and not a toll-free number!



## **Use consistent language.**

To ensure brand uniformity, use consistent wording from the business website in areas like the description.



## **Use high quality image.**

Specifically when creating and updating the listing's profile, cover, and album photos.



## **Link back!**

Include links to the primary claimed listings on your website to ensure easy access for customers.



## **Remain active on the listing site.**

Be sure you respond to any reviews that are left on the listing pages.