

Google Accounts and Google Places

A Google Account lets you access a whole range of Google-owned services. For business owners, it allows access to Google Places and a selection of other sites and services.

Setting up a Google Account and adding your business to Google Places so that it shows up on Google's business map is quick and simple, as this handy guide from FirstFound shows.

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What is Google Places?

Google Places (formerly the Google Local Business Centre) can be found at <http://www.google.com/places>, and allows business owners to add a listing to Google's local database. This listing will then be shown on the local map that appears on some search engine results pages.

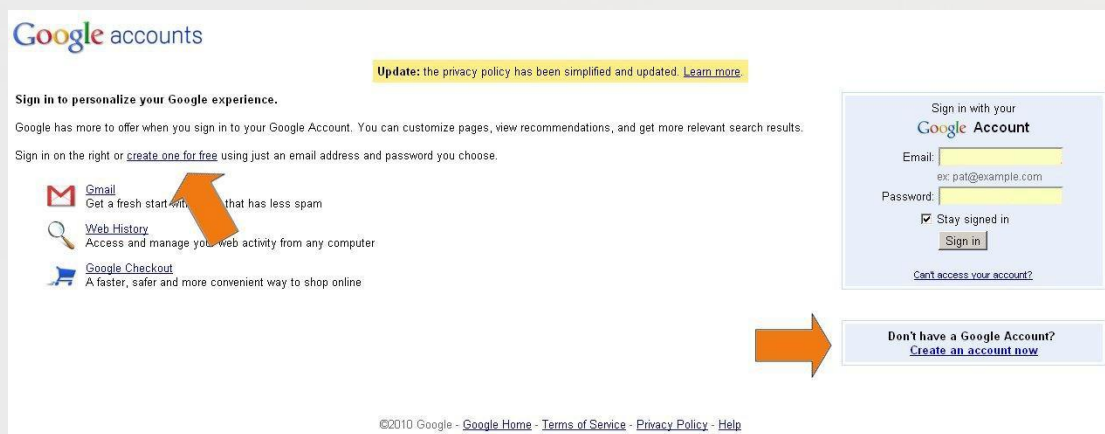
It doesn't guarantee you better listing, but can end in your business being displayed more highly than some organic results.

Setting Up a Google Account

In order to set your business up on Google Places, you will need a Google Account. If you already have an account, please skip this section and follow the instructions from page 6 onwards.

Registering for a Google Account shouldn't take very long whatsoever. All you need is an email address, password and a mobile phone. To get started, follow the following step-by-step guide.

- Go to the Google Accounts homepage at <https://www.google.com/accounts>
- Click on one of the "Create Account" link (as shown in the image below).



- You will now be taken to the registration screen. Enter all of the required details, making note of the email address and password which you use. Do not tick the 'Enable Web History' box (shown in the image below).

Create an Account

If you already have a Google Account, you can [sign in here](#).

Required information for Google account

Your current email address:
e.g. myname@example.com. This will be used to sign-in to your account.


Choose a password: [Password strength](#)
Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Enable Web History [Learn More](#)

Location:

Word Verification: Type the characters you see in the picture below.

 &
Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service
Welcome to Google!
1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Make sure 'Enable Web History' is not ticked. Having this ticked will keep a record of your preferred searches and can falsify your own site's positioning in Google

- Once all of the details have been filled in, click 'I accept. Create my account'.

Verifying Your Account

- You will now be presented with one of two verification pages. One will ask you to verify the account using a **mobile phone**, the other will ask you to verify the account via **email**.
- If you need to verify your account using a **mobile phone**:
- Read and follow the instructions, selecting either **text message** or **voice call** verification. Input your mobile phone number, and press the button to have your verification code sent.
- You will now be shown the verification screen (shown below). Input your verification code and click 'Verify'. Congratulations! Your Google Account is now ready to use.

Google accounts

Verify your account

Your verification code was sent to **07972 123 456**

If you don't receive the message, [try sending it again](#).

Enter your code

Verify

If you're having trouble verifying your account, please [report your issue](#).

©2010 Google - [Google Home](#) - [Terms of Service](#) - [Privacy Policy](#) - [Help](#)

- If you need to verify your account using **email**:
- Follow the on-screen instructions. You will be sent an email similar to this one:

To activate your account and verify your email address, please click the following link:

[https://www.google.com/accounts/VE?v=CP-fdIDEGbhtdDC\\$redL7pEH6Qs&fd=en](https://www.google.com/accounts/VE?v=CP-fdIDEGbhtdDC$redL7pEH6Qs&fd=en)

- Click the link to verify your account. Congratulations! Your Google Account is now ready to use.

Logging In

- Go to <https://www.google.com/accounts> and enter the email address and password used to set up the account.
- You will now be taken to the account management screen, and will be able to set up your Google Places listings.

Setting up Google Places

In order to set up a Google Places, you will need to be logged into your Google Account. You will also need your company's address and contact details.

- Go to the Google Places website, <http://www.google.com/places>.
- If you are not already signed in to your Google Account, sign in when prompted.
- If you are adding a single location to Google Places, follow the instructions in this guide.
- For multiple premises, please use the instructions for adding more than one location.
- Click 'Add new business'.
- Enter your country and telephone number, then click 'Find business information.'
- You will now be taken to a page asking for the relevant details about your business. Fill all of these in as appropriate, and click 'Submit'.
- You'll now be taken to a validation screen. You can validate your listing by mobile phone, email or postcard.
- Congratulations! Your business is now listed on Google Places!

Adding More Than One Location

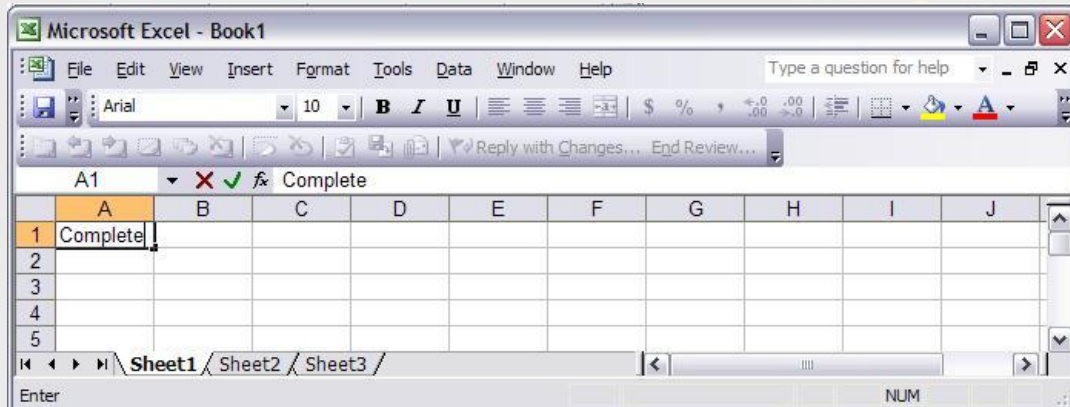
- Go to the Google Places website, <http://www.google.com/places>.
- If you are not already signed in to your Google Account, sign in when prompted.
- Select the option 'Upload a data file'. Leave this page open to upload the data file. You will now need to use Microsoft Excel to create a bulk business feed like the one shown below:

	A	B	C	D	E	F	G	H
1	COMPLETE							
2	STORE_CODE	NAME	ADDRESS_LINE_1	ADDR CITY	POSTAL_CODE	COUNTRY_CODE	MAIN_PHONE	
3	mystore1	Main Store	123 Main St	New York	12345	US	212-123-4567	
4	mystore2	Branch Location	456 Branch St	New York	12345	US	212-123-4567	
5	mystore3	Another Store	789 Another Rd	New York	12345	US	212-123-4567	
6	END							
7								
8								

Creating a Bulk Business Feed

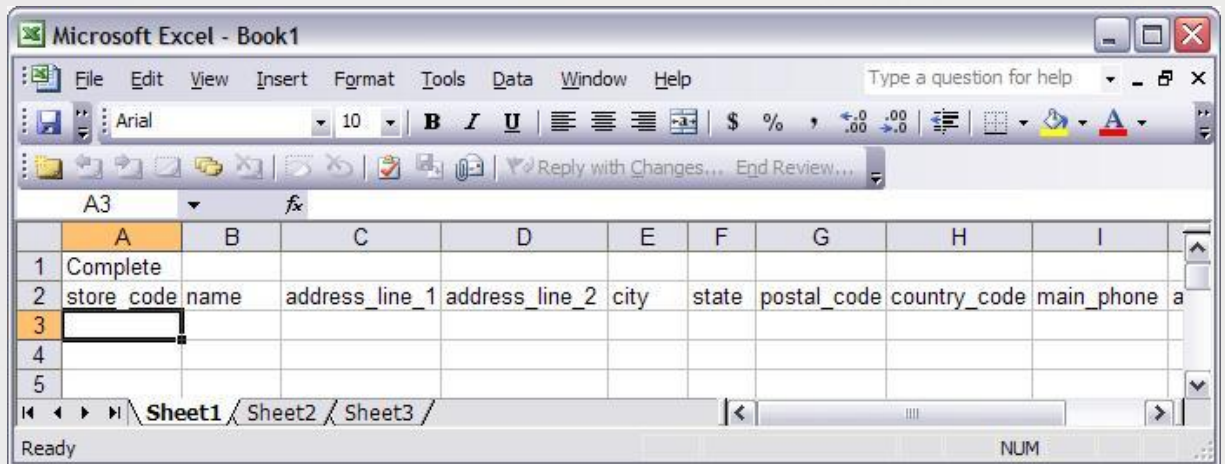
- Open Microsoft Excel (business feeds can also be created in Notepad or WordPad – just make sure that each attribute is separated by only one tab).
- Specify the type of bulk upload file you require in the first cell of your spreadsheet.

Bulk upload type	Explanation
Complete	Use this bulk upload type to send a comprehensive list of all businesses in operation. All previous "Complete" bulk uploads will be overwritten and any businesses you've previously uploaded that aren't on this list will be considered inactive by the system.
Addition	Use this bulk upload type to add to your current list of operational businesses. All businesses previously uploaded to Google Places that are not on this list are unaffected.
Deletion	Use this bulk upload type to specify business locations no longer in operation. All store codes on this list that have been previously uploaded to Google Places via "Complete" or "Addition" bulk upload files will be removed from Google Places.



- Create a header row. On the second row of the spreadsheet, enter the name of each of the following attributes:

store_code
name
address_line_1
address_line_2
city
state
postal_code
country_code
main_phone
fax_phone
home_page
description



Store Code: The store code is a unique ID that you can assign to each of your business locations. These codes can help you identify your businesses at a glance.

Name: The name of your business that will appear on the Google map.

Address Line 1: The street address of the business.

City: The town or city where your business is located.

County: The county where your business is located.

Postcode: A valid postcode.

Country Code: [The ISO 3166-1-alpha-2](#) short country name where your business is located.

Main Phone: This main phone number will appear in Google Places.

The screenshot shows a Microsoft Excel spreadsheet with the following data:

	A	B	C	D	E	F	G	H	I
1	Complete								
2	store_code	name	address_line_1	address_line_2	city	state	postal_code	country_code	main_phone_a
3	mystore1	Great Gift	123 Main St		Los An	CA	90007	US	213-123-1233
4	mystore2	Fun Find	55 Grand Ave		New Yc	NY	10018	US	212-555-1212
5									

Please Note: The following elements should not be included in your file:

- Tabs
- Carriage Returns
- New Line Characters
- HTML Tags
- HTML Comments
- Escape Sequences

- You now need to save your bulk upload feed. Click Save As, then select 'Unicode Text' as the file type.
- Click 'Save'. If you see a warning window, click 'OK'. If you see a second warning message, click 'Yes'.
- Now return to Google Places and click 'Browse' in the 'Upload the file' box. Select the file you have just created, and click 'Upload'.
- If there are any problems, you will be notified and told how to correct them.
- Assuming there are no problems, Google will start to add the listings to your Google Places account. This can take a while, so it's best if you come back after an hour.
- You may need to verify your listings. To do this, click 'request bulk verification' on the main Google Places screen, and follow the online instructions.
- Congratulations! Your business is now listed on Google Places!