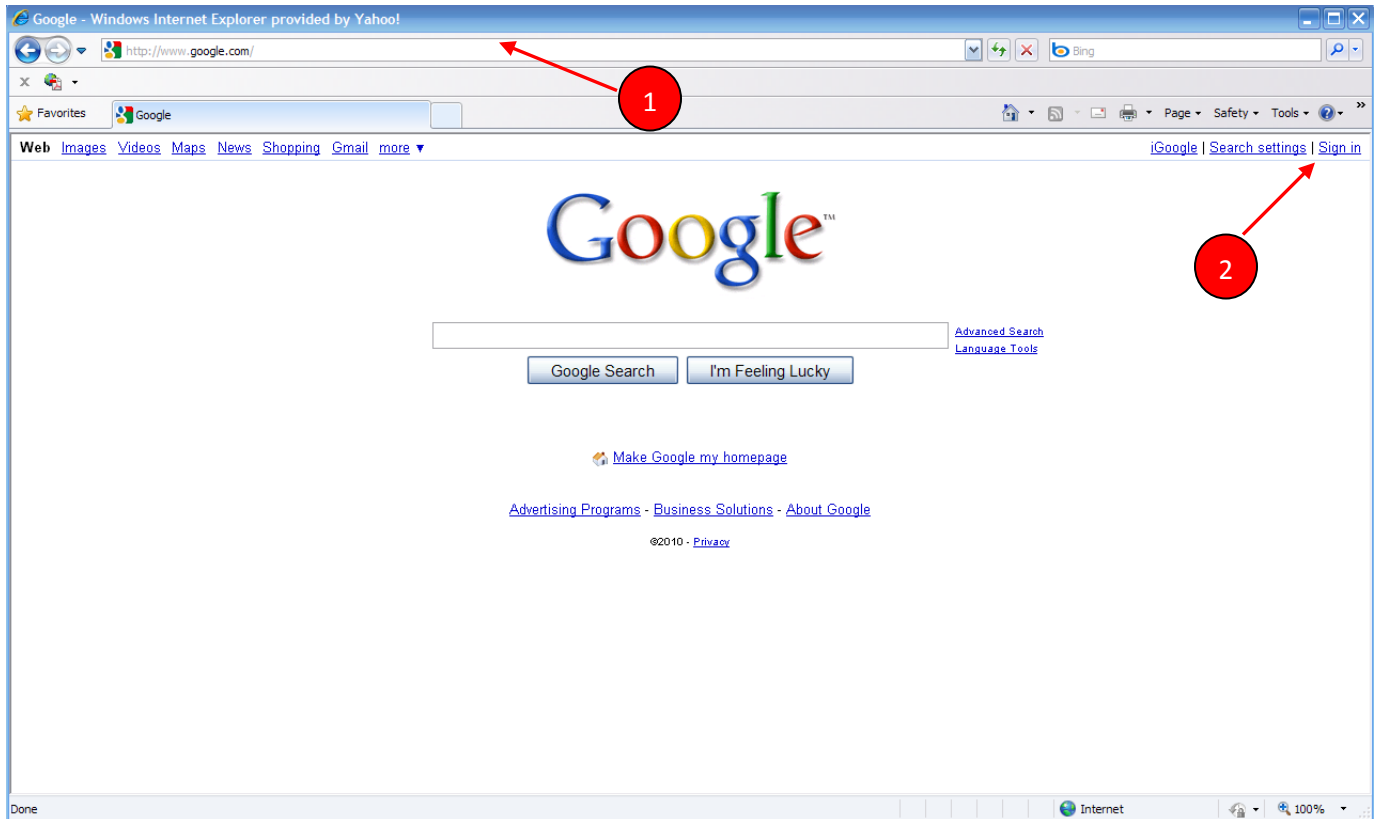
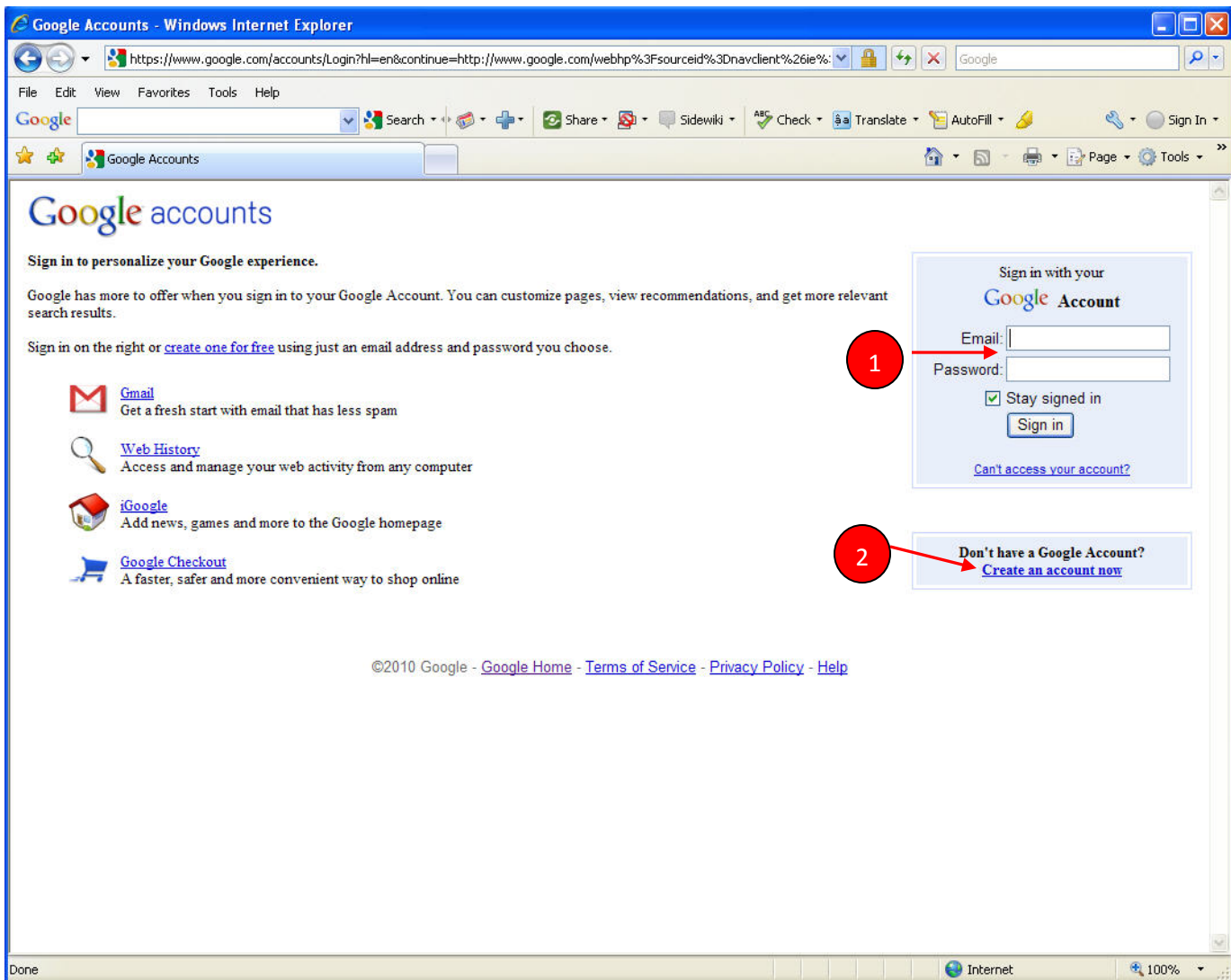


Free Google Local Business Listing Setup



1 Go to www.google.com

2 Click on the ["Sign in"](#) link.



1

If you already have a Google Account, input your email address and password and then select the sign in button and then [click here to skip to page #7](#).

2

If you don't have a Google Account, then select the, "[Create an account now](#)" link.

Create an Account

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

Required information for Google account

Your current email address: [Password strength](#)
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

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

☒ Enable Web History.

Default Homepage ☒ Set Google as my default homepage.
Your default homepage in your browser is the first page that appears when you open your browser.

Location:

Birthday:
MM/DD/YYYY (e.g. "2/21/2010")

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




Letters are not case-sensitive

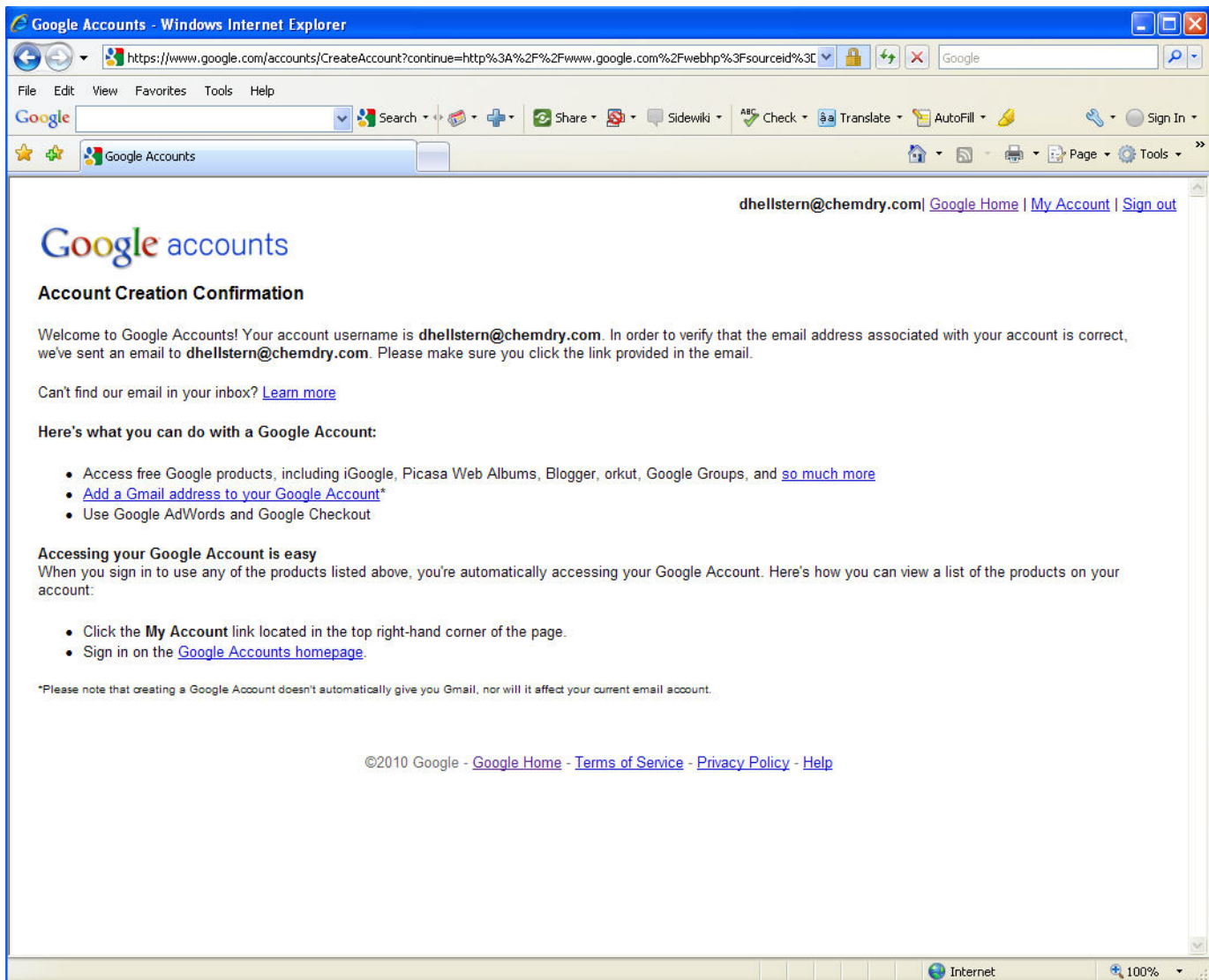
Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

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

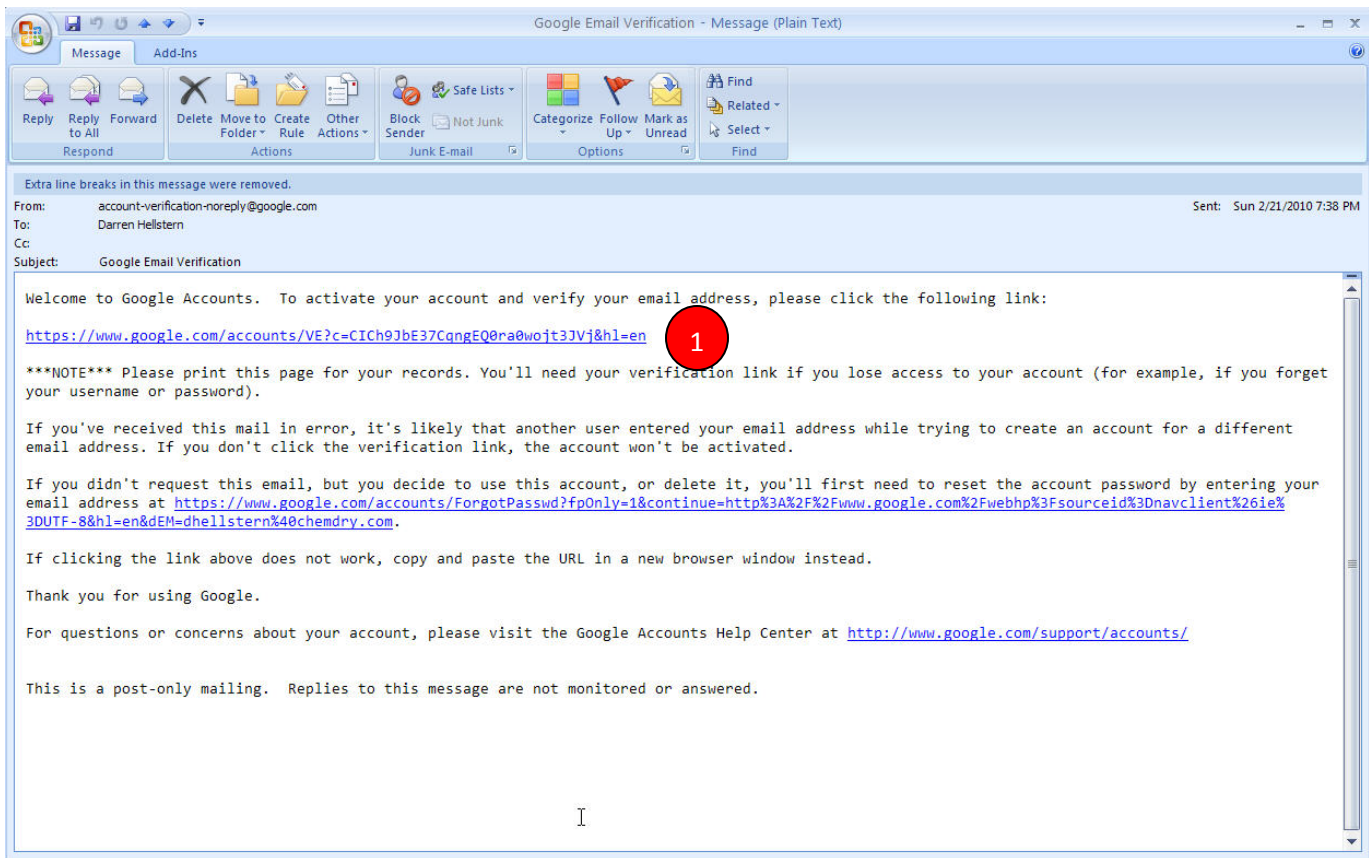
By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

1. Input your email current address.
2. Choose a password of at least 8 characters.
3. Re-enter the password
4. Input your birthday in the following format, 2/21/2010
5. Input word verification as shown on your screen
6. Select the, "I accept. Create my account"



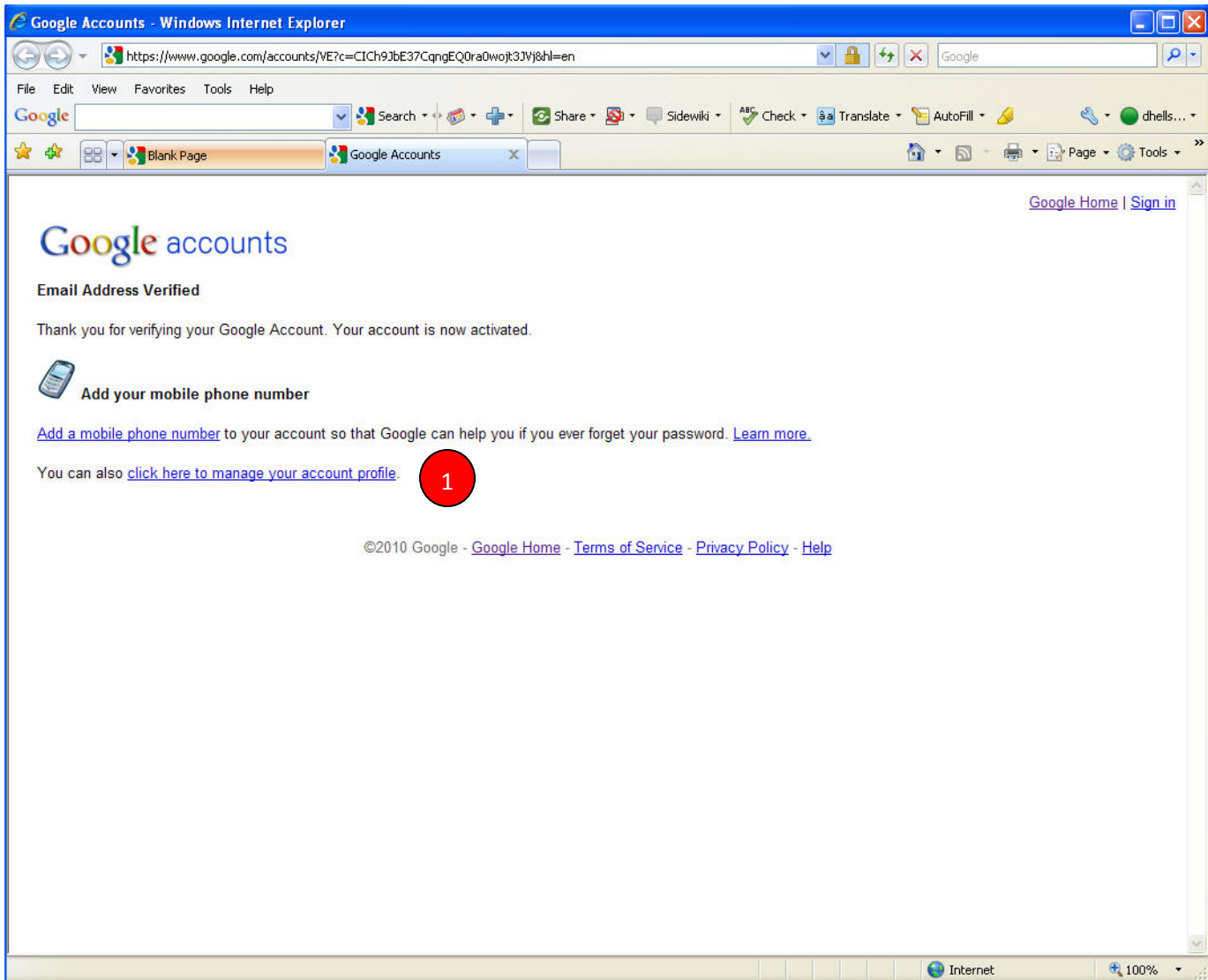
After you click the, "I accept" button, Google will email you a verification email that you must retrieve in order to access your new account. To do this you will need to access your email and find the email sent to you from Google.

Once you have found the email from Google proceed to the next page.



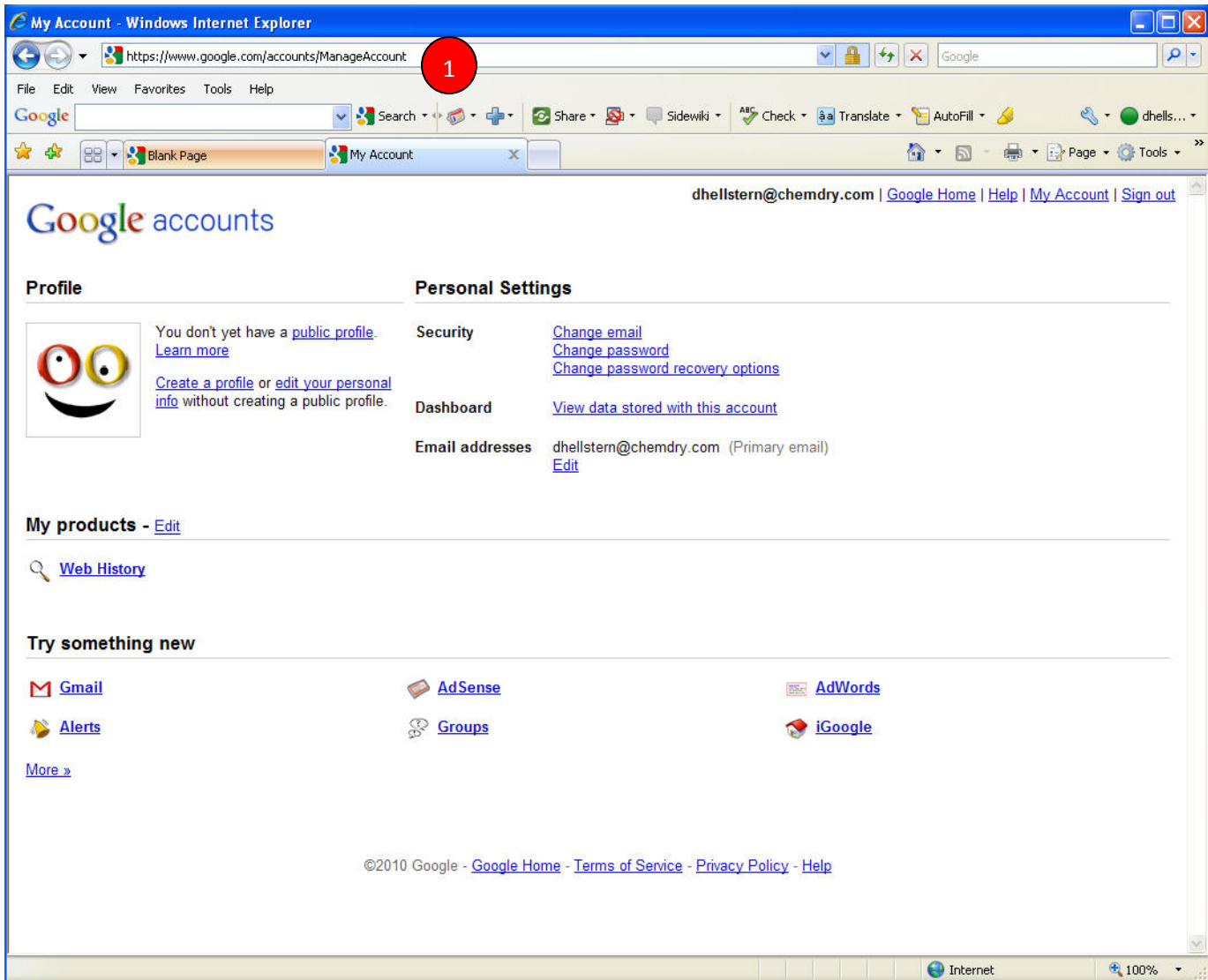
1 Click on this link in your email so that Google can verify your email address.

After you have clicked on the email link a screen like the following page will appear.



Once you have verified your email address and the following screen has appeared, you are now ready to set up your Google Local Business Listing.

- 1 Click on the link, "click here to manage your account profile"



1

In the address bar type in the following URL, <https://www.google.com/local/add> Or click this link.

Google Local Business Center - Windows Internet Explorer

http://www.google.com/local/add/lookup?welcome=false&hl=en-US&gl=US

File Edit View Favorites Tools Help

Chem-Dry Com... Carpet Cleanin... Google Loca... Chem-Dry Clea... YouTube - Che... GoToWebinar... carpet cleaning...

Home Feeds Print Page

Google Local Business Center

edq@chemdry.com | Settings | Help | Sign out | English (United States)

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country: United States

Company/Organization: Chem-Dry of Michiana (

Street Address: 1800 Sterling Ave

City/Town: Elkhart

State: Indiana

ZIP: 46516

Main phone: 5742649412

Email address: frutig@msn.com

Website: http://www.chem-dry.net/michiana.in

Description: cleaning services. Carpets are deep clean and dry in just 1-2 hours, not days (much better than steam cleaning). The Natural is a green cleaner. 200 characters max, 8 characters left

Category: Carpet Cleaning Service

Category: Upholstery Cleaning Service

Category: Tile and Grout Cleaning Service

Category: Area Rug Cleaning Service

Category: Water Damage Restoration Service

Chem-Dry of Michiana Carpet Cleaning
frutig@msn.com

1800 Sterling Ave
Elkhart IN 46516
United States
5742649412
<http://www.chem-dry.net/michiana.in>

"Professional carpet, tile, grout and upholstery cleaning services. Carpets are d..."

Fix incorrect marker location

1

2

3

start Google Local Business... Chem-Dry Corporate... Calendar - Microsoft... Unbilled Message Google Local Map List... GoToWebinar Internet 100% 2:35 PM

1

Input your franchise name and contact information in their corresponding fields.

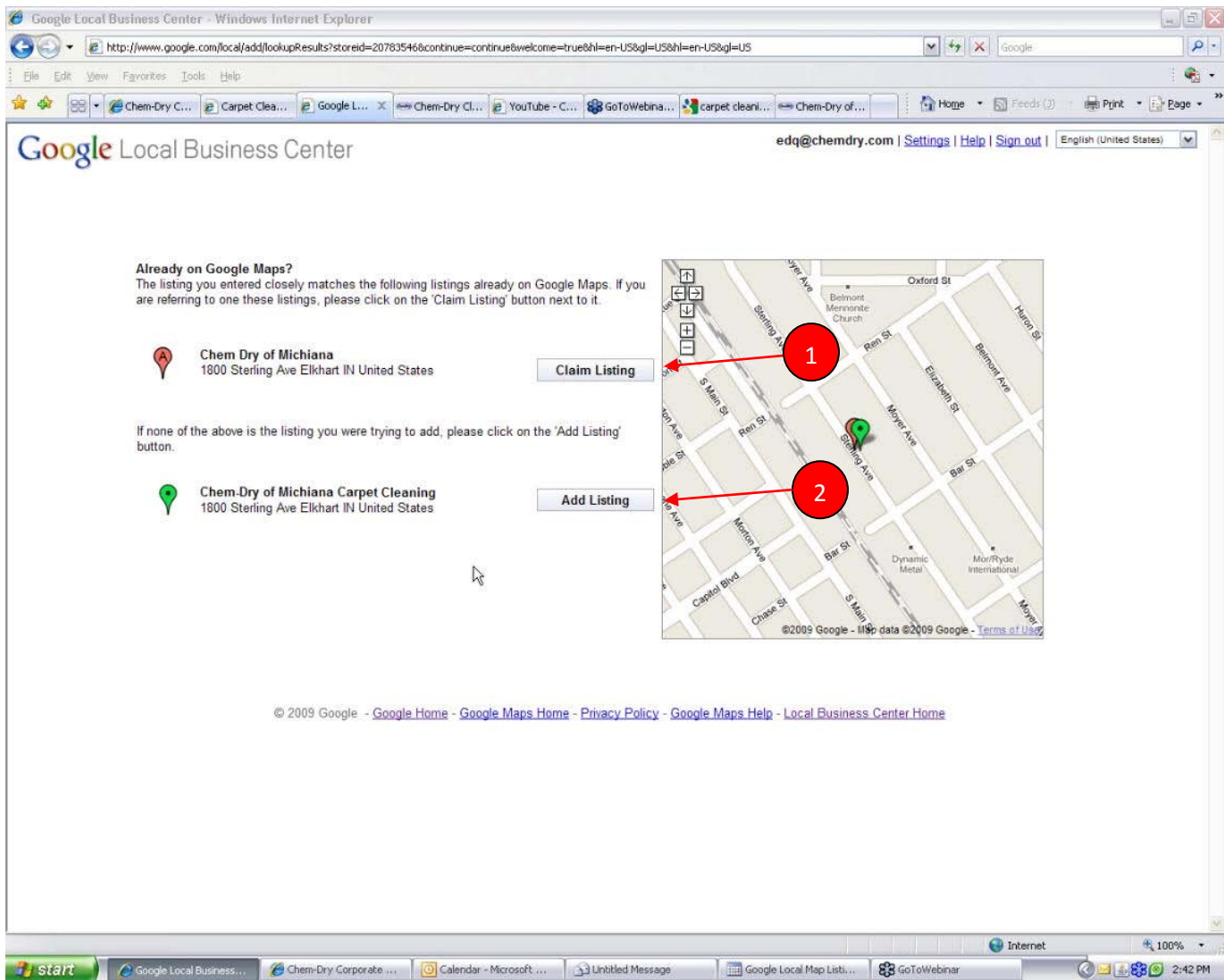
Company/Organization:	Your complete franchise name
Street address, city, state, zip code:	Make sure this is your physical address of your business. Google will need an actual verifiable address listed in order for your business to appear on their website.
Main Phone:	List your business phone number
Email Address:	Input the email address you will want customers to see and contact you through.

2

- Website:** Make sure you input your complete website address provided by HRI and in the format shown on the above screen shot (ex. <http://www.chem-dry.net/michiana.in>). If you are not sure what your Chem-Dry website address is, then go to www.chemdry.com, click on the “Find my local Chem-Dry link and input your zip code to bring up your franchise, right click with your mouse on your franchise name and then select the “copy shortcut”, come back to your Google Local Business Listing and then right click and select paste in the website field.
- Description:** This field is for you to provide a brief description of your franchise. This field is limited to 200 characters. Here is a sample, “Professional carpet, tile, grout and upholstery cleaning services. Carpets are deep cleaned and dry in 1-2 hours, not days (much better than steam cleaning). The Natural is a green cleaner“. This is also a good place to mention your large service area/city, and your years in business. Include a call to action: Call for a free phone estimate.
- Category:** Categories are used by Google to identify the services that best describe your business. You can add up to 5 categories.
1. Carpet Cleaning Service (Required)
 2. Upholstery Cleaning Service (Required)
 3. Tile and Grout Cleaning Service (optional)
 4. Area Rug Cleaning Service (optional)
 5. Water Damage Restoration Service (optional)

3

Submit: Once you have completed the screen click on the Submit button to advance to the next screen.

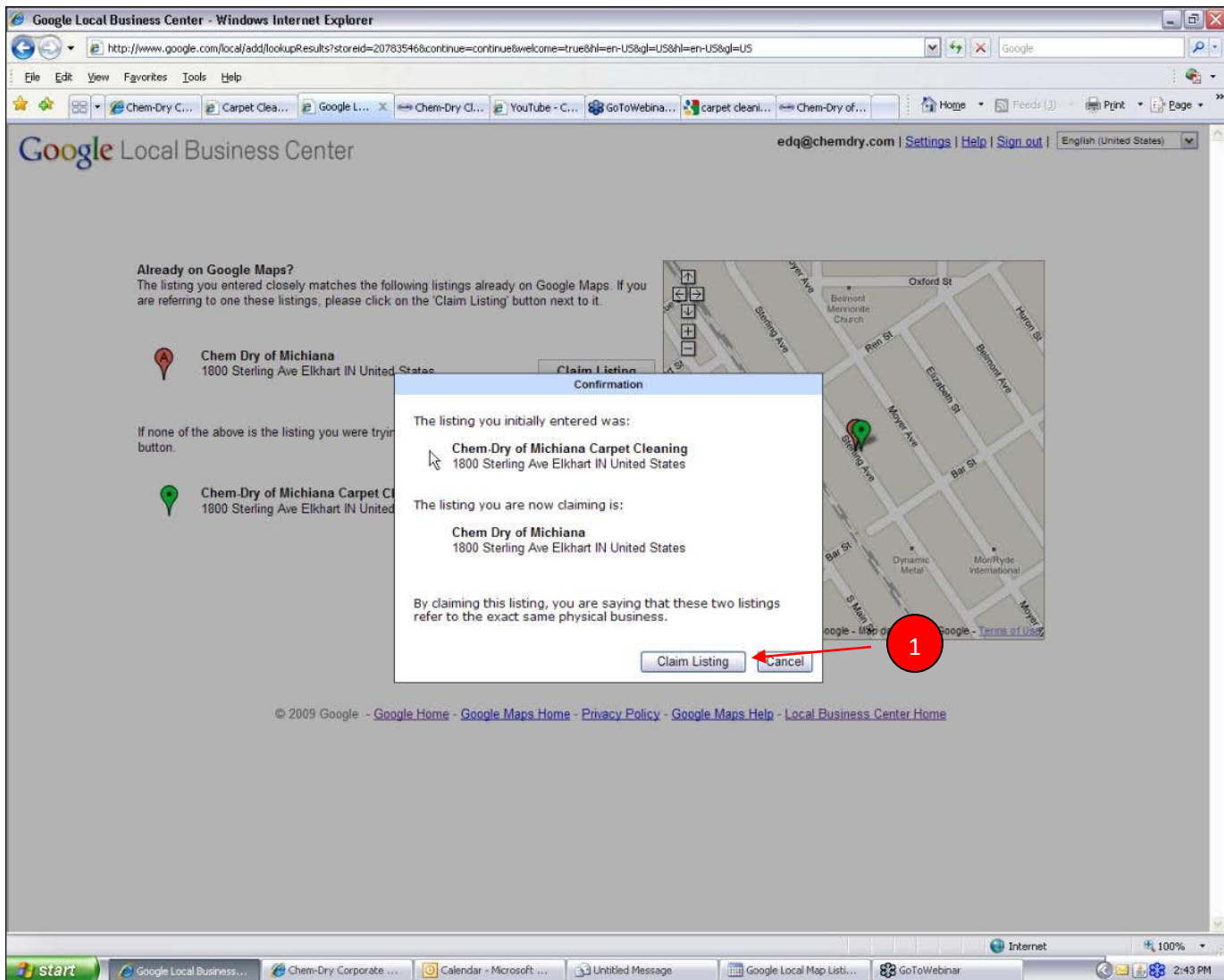


1

Some of you may see this screen that already contains your business listing. If this happens you want to select the “Claim listing” to take over this listing with the new one you are creating. If you see multiple listing with your address then select the top one to claim.

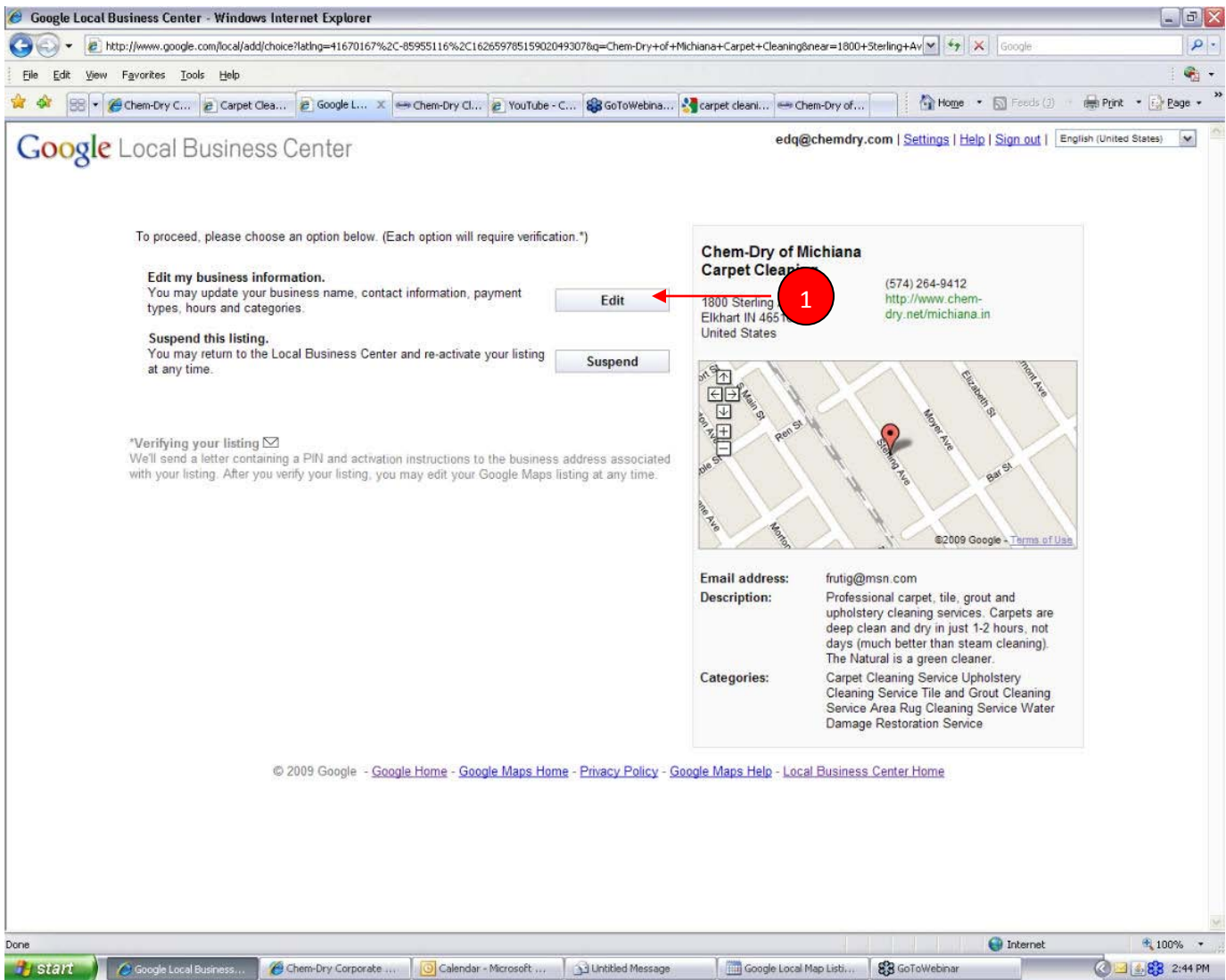
2

If the Claim Listing is not your business, then you will need to select the “Add Listing” button to list the new local listing you just created.



1

If you selected the Add Listing then go to the next page to complete your local listing. If you selected the Claim Listing then the following screen will pop up and you will need to select the Claim listing button to confirm that the other business listing refers to your exact same franchise business. Once you have done this you can proceed to the next page.



1

Select the Edit button to continue with the setup of you local business listing.

▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- ☐ No, all customers come to the business location
- ☒ Yes, this business serves customers at their locations

☐ Do not show my business address on my Maps listing

Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc.)

☐ Distance from one location

Lake Oswego, OR 97035, USA 20.0 miles

Service area within 20 ☒ miles ☐ km [Update Preview](#)

☒ List of areas served

[Add](#)

Examples: 94089 or Sunnyvale, CA

Lake Oswego, OR, USA ☒

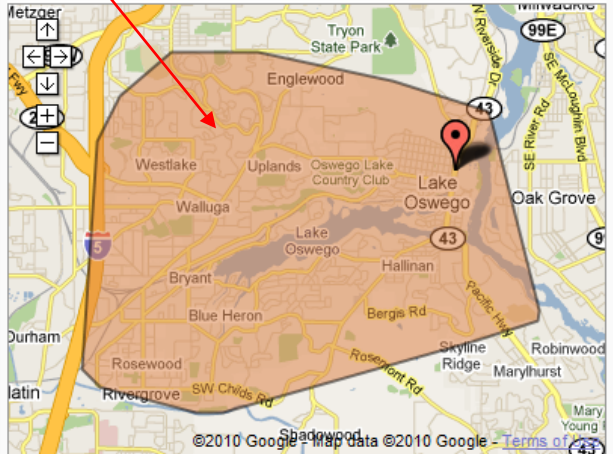
Areas are approximate and may not correspond to official boundaries.
Your service area will include areas you enter and points in between.

▼ Hours of operations

Lake Oswego Chem-Dry

1
e Street
Lake Oswego OR 97035
United States

(503) 636-4837
www.chem-dry.net/lakeoswego.org



[Fix incorrect marker location](#)

Email address: randrus@oregoncd.com
Description: Premium carpet and upholstery cleaning - featuring the powerful CTS truckmount. Ask

1

Service area:

This is a new offering by Google; this feature enables you to select a specific zip code (or zip codes) that you cover. To enable this feature select the “Yes, this business serves customers at their locations” then the following list of options will appear. Make sure the “Do not show my business address on my Maps listing” is not checked. Then select the “List of areas served,” and input the zip codes/cities that you service (for example you may list Lake Oswego, then select add and then enter another city such as Oak Grove.) It will then highlight the cities or zip codes you entered on the map.

PLEASE NOTE:

Only list a city or zip if you service the MAJORITY of that city or zip. Do not list a county unless you service that entire county. If a customer calls outside your service area, please direct them to a local franchise or 1-800-CHEMDRY.

▼ Hours of operations

Make sure your customers know when you're open!

☒ I prefer not to specify operating hours.

☐ My operating hours are:

Mon:	9:00 AM - 5:00 PM	<input type="checkbox"/> Closed	↓ Apply to all
Tue:	9:00 AM - 5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM - 5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM - 5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM - 5:00 PM	<input type="checkbox"/> Closed	
Sat:		<input checked="" type="checkbox"/> Closed	
Sun:		<input checked="" type="checkbox"/> Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

☐ I'd like to enter two sets of hours for a single day.

▼ Payment options

Specify how customers can pay at your business

<input checked="" type="checkbox"/> Cash	<input checked="" type="checkbox"/> American Express	<input checked="" type="checkbox"/> Visa
<input checked="" type="checkbox"/> Check	<input type="checkbox"/> Diner's Club	<input type="checkbox"/> Financing
<input type="checkbox"/> Traveler's Check	<input type="checkbox"/> Discover	<input type="checkbox"/> Google Checkout
<input type="checkbox"/> Invoice	<input checked="" type="checkbox"/> MasterCard	<input type="checkbox"/> Paypal

▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission](#)

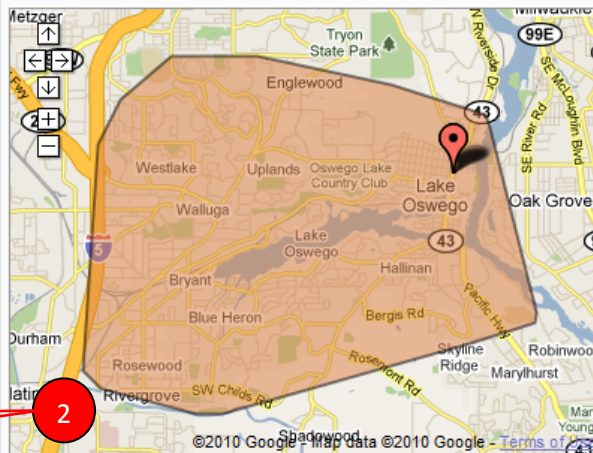
Lake Oswego Chem-Dry

State Street

(503) 636-4837

www.chem-dry.net/lakeoswego.or

Lake Oswego OR 97035
United States



[Fix incorrect marker location](#)

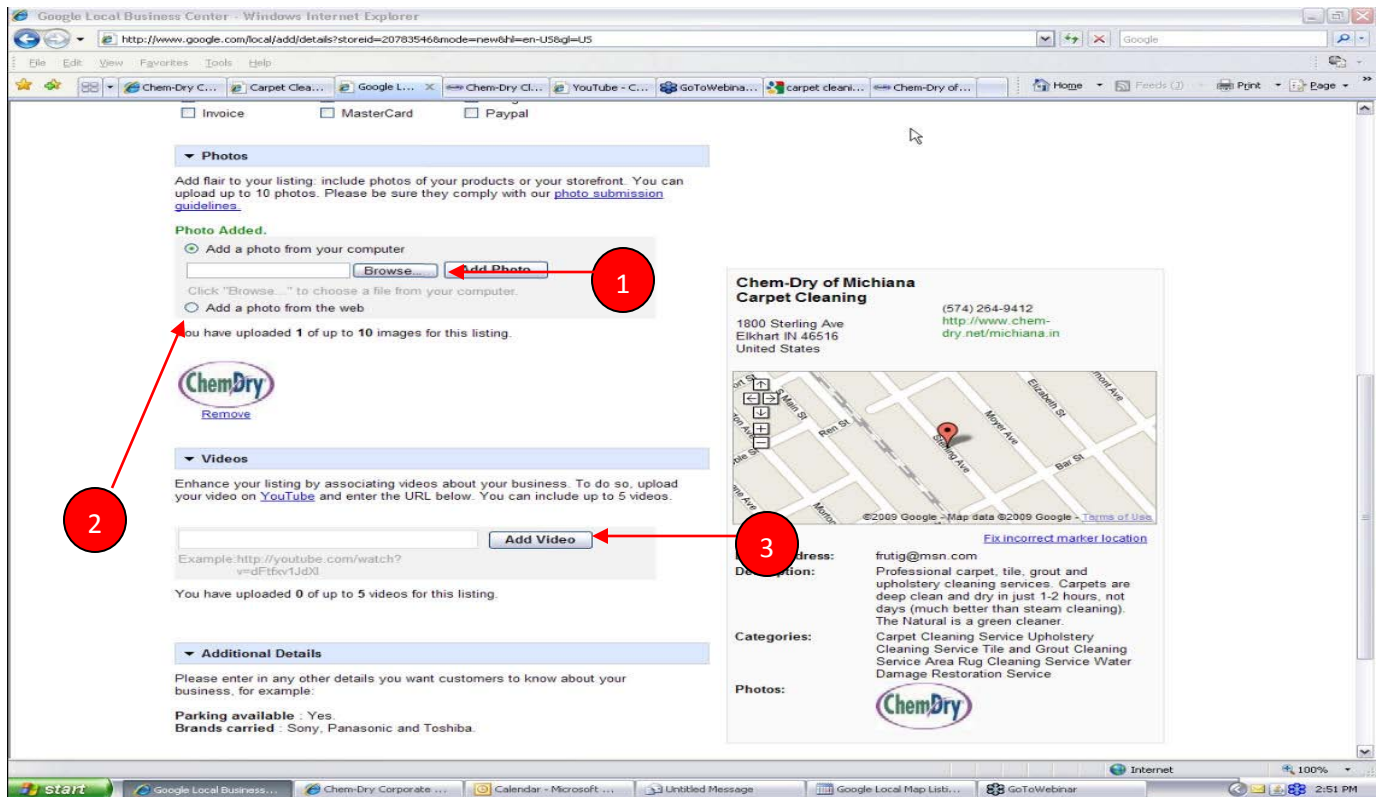
Email address: randrus@oregoncd.com

Description: Premium carpet and upholstery cleaning - featuring the powerful CTS truckmount. Ask about our Pet Urine Odor Removal system. Our technicians are trustworthy and professional. Portland Metro Area.

Payment types: Check, American Express, Cash, MasterCard, Visa

Categories: Services - Upholstery
Services - Carpet Cleaning

- 1 **Hours of Operations:** We would recommend that you don't list your hours of operation unless you are very committed to the hours that you set. We would suggest that you leave the option, "I prefer not to specify operating hours".
- 2 **Payment Options:** We would recommend that you don't select any of the options unless you are will to accept most of those listed on the screen. If you are willing to accept cash, check, invoice, American Express, Discover, MasterCard, and Visa then you could select all of those options if not, then don't select any of them.



1

Google loves photos. You can add up to 10 different photos on your business listing. There are two ways to add Photos to your listing:

1. Click on the Browse button
2. Find the folder labeled, "My Pictures"
3. Select the photo (we would recommend you load the Chem-Dry badge logo) you would like to add and click the insert button
4. If you want to add additional photos repeat this process.

2

OR

1. Select the "Add photo from the web" option.
2. Click or paste the following link into your browser bar <http://pbckt.com/ss.djeI>
3. Select the Chem-Dry photo you would like to use from this site by clicking on it.
4. After selecting the photo scroll down until you see the following box titled "Share this Image" it is found on the left side near the bottom of the screen. (Example found on next page.)

Want to go ad-free? [Upgrade to Pro!](#)






**SAVE ON AVERAGE \$110 A YEAR ON INK,
BASED ON AS FEW AS 4 PRINTS A DAY.***

BUY NOW

Share this image

Email & IM	http://s756.photobucket.com/albums/
Direct Link	http://i756.photobucket.com/albums/
HTML Code	<a href="http://s756.photobucket.co
IMG Code	[img src="http://i756.photobucket.com/a

Share   

Add your comment ([Options](#) | [Help](#)) [Attach image](#)

Characters left: 1000

[Preview or](#) **Post**

5. Copy the text found in the “Direct link” box.

6. Then paste the URL you copied into the “Add photo” box found on the Google page.

Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

☐ Add a photo from your computer
☒ Add a photo from the web

Please make sure you own the copyright of the image you are uploading.

Add Photo

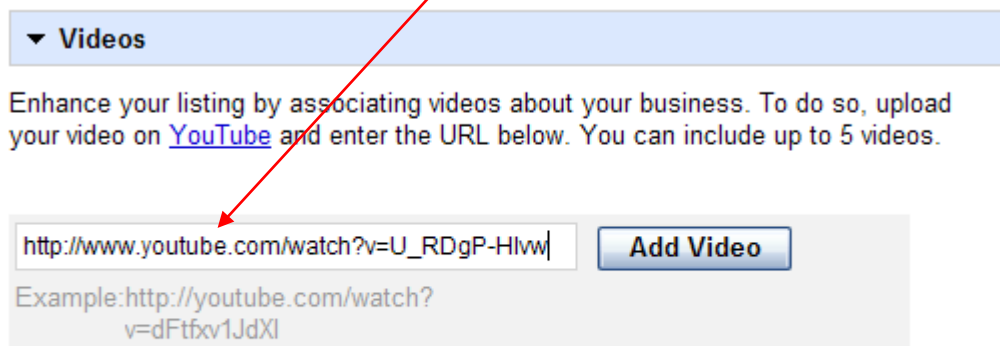
Example: <http://earth.google.com/sites/images/grandcanyonx350.jpg>

You have uploaded 0 of up to 10 images for this listing.

7. Click the “Add Photo” button. Repeat if you wish to add more photos.

Google also loves videos. You can add up to 5 videos on your listing. We have loaded 5 different videos for you to choose from. To choose one, do the following:

1. Copy one of the links below for a video you would like posted:
 - a. The Power of Carbonation: <http://www.youtube.com/watch?v=ZN90vmjTJMY>
 - b. Uncleanable Carpet: http://www.youtube.com/watch?v=pXq_Ky772zc
 - c. Power of Protectant: <http://www.youtube.com/watch?v=M6yb9EzGfGI>
 - d. Specialty Stain Removal: <http://www.youtube.com/watch?v=WbO65aB4dPM>
2. Paste this link into the “Add video” box on the Google page. Once you have pasted the link into the box click, the “Add video” button.



▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfxv1JdXI>

You have uploaded 0 of up to 5 videos for this listing.

3. Repeat to add more videos if desired.

Google Local Business Center - Windows Internet Explorer

http://www.google.com/local/add/details?storeid=20783546&mode=new&hl=en-US&gl=US

File Edit View Favorites Tools Help

Chem-Dry C... Carpet Clea... Google L... Chem-Dry Cl... GoToWebina... carpet dean... Chem-Dry of... #p/u/3/M6y...

Browse... Add Photo

Click "Browse..." to choose a file from your computer.
☐ Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Adding video to listing ...

http://www.youtube.com/watch?v=M6yb9EzGfGI Add Video

Example: http://youtube.com/watch?v=dFtbv1JdXI

You have uploaded 0 of up to 5 videos for this listing.

Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.
Brands carried : Sony, Panasonic and Toshiba.

Cleaning Services : at Cleaning, Specialty Stain Removal X

Cities we Serve : Elkhart X

Add another

Submit

Chem-Dry of Michiana Carpet Cleaning

(574) 264-9412
<http://www.chem-dry.net/michiana.in>

1800 Sterling Ave
 Elkhart IN 46516
 United States

Map data ©2009 Google

[Fix incorrect marker location](#)

Email address: frutig@msn.com

Description: Professional carpet, tile, grout and upholstery cleaning services. Carpets are deep clean and dry in just 1-2 hours, not days (much better than steam cleaning). The Natural is a green cleaner.

Categories: Carpet Cleaning Service Upholstery Cleaning Service Tile and Grout Cleaning Service Area Rug Cleaning Service Water Damage Restoration Service

Other: Upholstery Cleaning, Leather Cleaning, Carpet Cleaning, Specialty Stain Removal
 Cities we Serve: Elkhart

© 2009 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Maps Help](#) - [Local Business Center Home](#)

Error on page.

start Google Local Busine... Chem-Dry Corporat... Calendar - Microsof... Untitled Message Google Local Map Li... GoToWebinar Document17 - Micro... 3:10 PM

1

Additional Details:

In this section, you can add additional information about your business. The fields on the left are for headings and the fields on the right are for the details. We recommend that you input "Cleaning Services" in the field on the left and the following in the field the right, "Cleaning Service, Upholstery Cleaning, Leather Cleaning, Carpet Cleaning, Specialty Stain Removal, Pet Urine Removal"

2

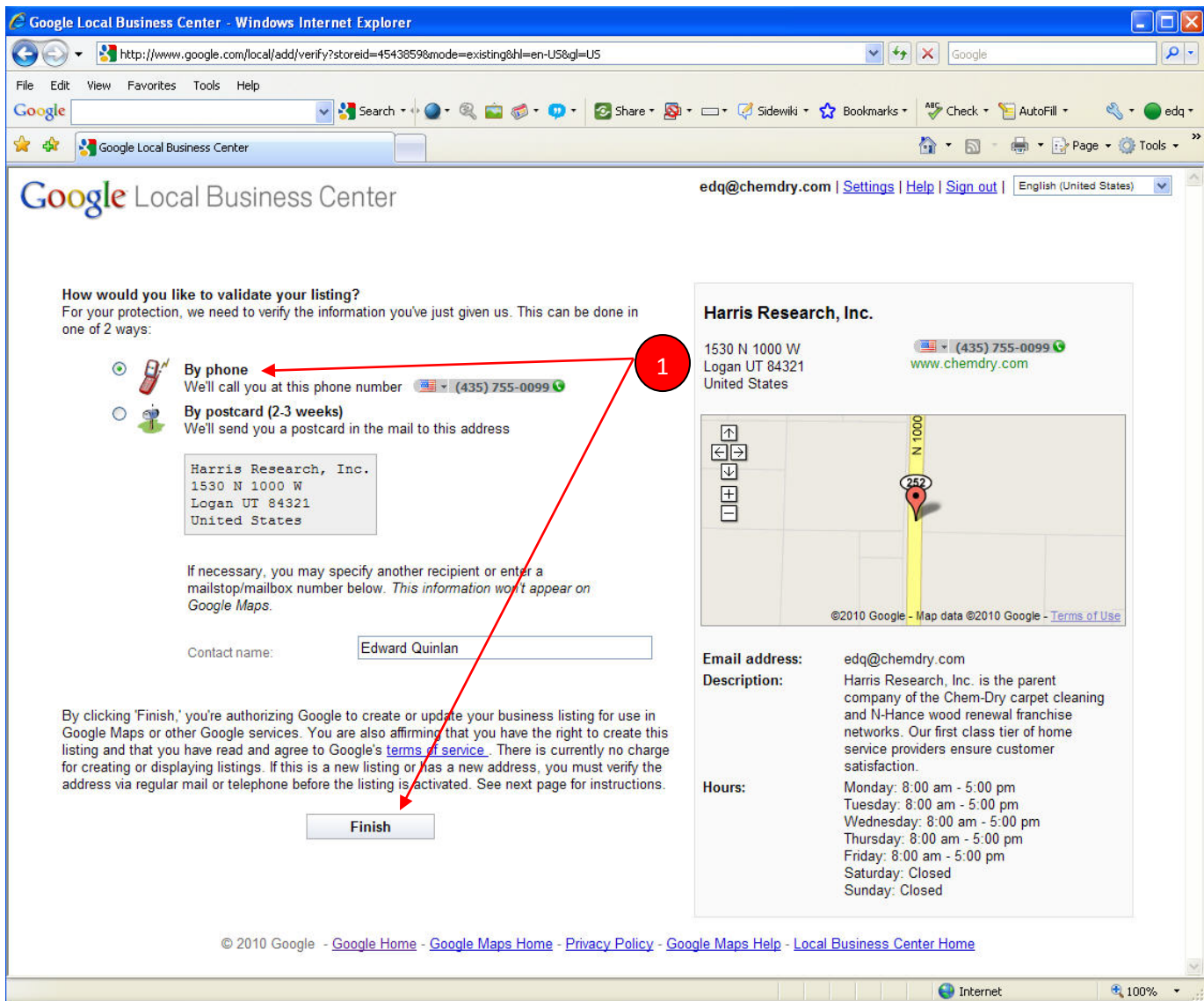
Additional Details:

This is the place where you will want to list the areas you service. Click on the "Add another" link for an additional field. In the new field on the left type in "Cities we serve". In the new field on the right type in all of the cities you serve. Make sure you separate the cities with a coma (ex. Logan, Smithfield, etc.). You will have a limited number of characters that you can type in this field.

If you need to add more cities, you will need to click on the "Add another" link and repeat the process. In the new left field type "Additional cities we serve" and in the left field continue to list the cities you service. In some areas of the country people search for carpet cleaning services by county instead of city. If this is the case for your area, then in the left field type, "Counties we serve" and in the right field type the list of counties you service.

3

Click Submit when you are finished with this screen.

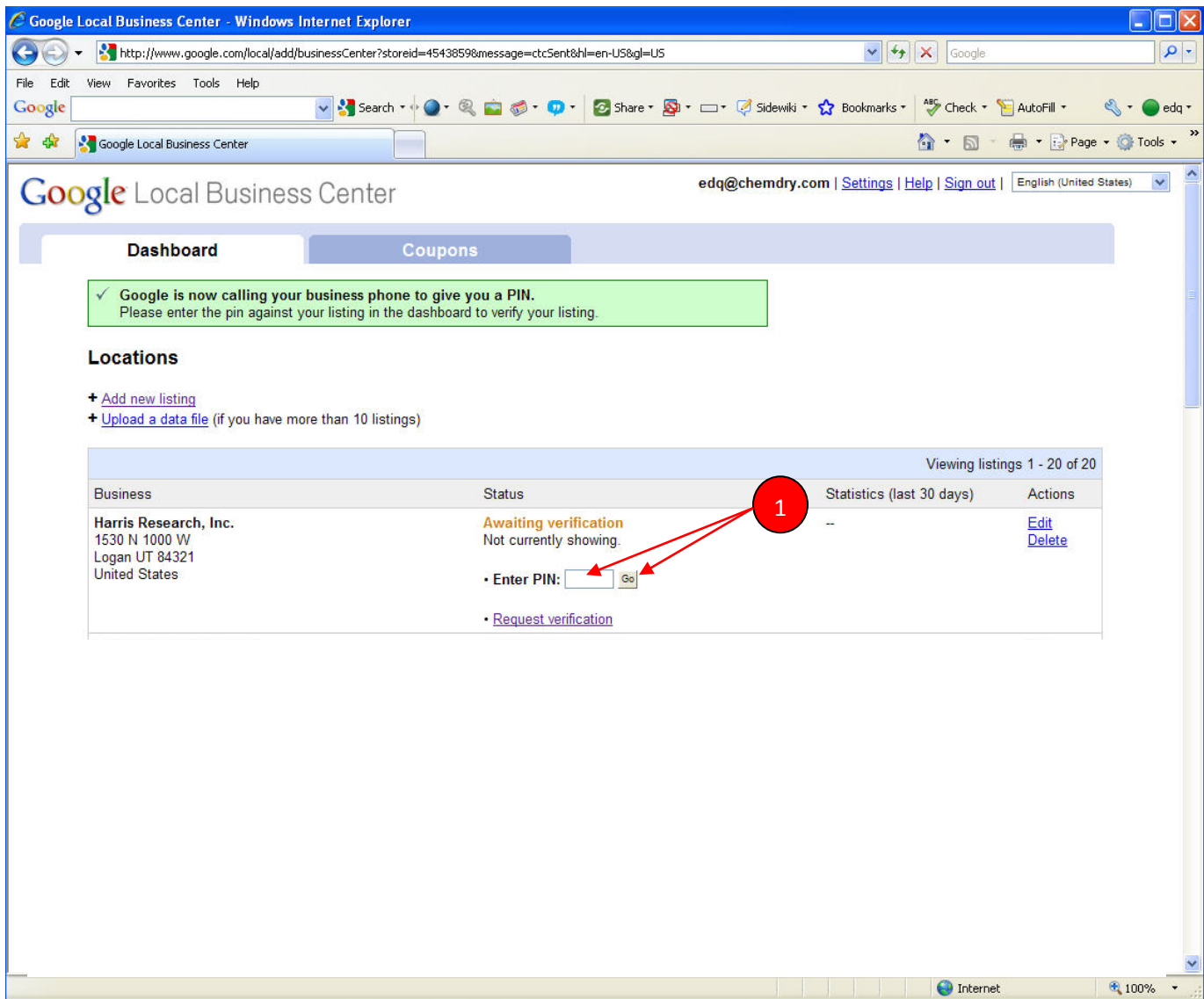


Validating your Business Listing: For your protection, Google wants to verify the information you have given them, they will verify this in one of two ways: You will be either given the option to have it validated by a phone call, or you will receive a postcard in the mail in 2-3 weeks. Validating your business listing will greatly help the page ranking of your Google Listing. By validating your information, Google will know that this is correct and will give you a better ranking when customers search for your services.

[Click here](#) to Proceed to [page 22](#) if the only option given is the validation by postcard.

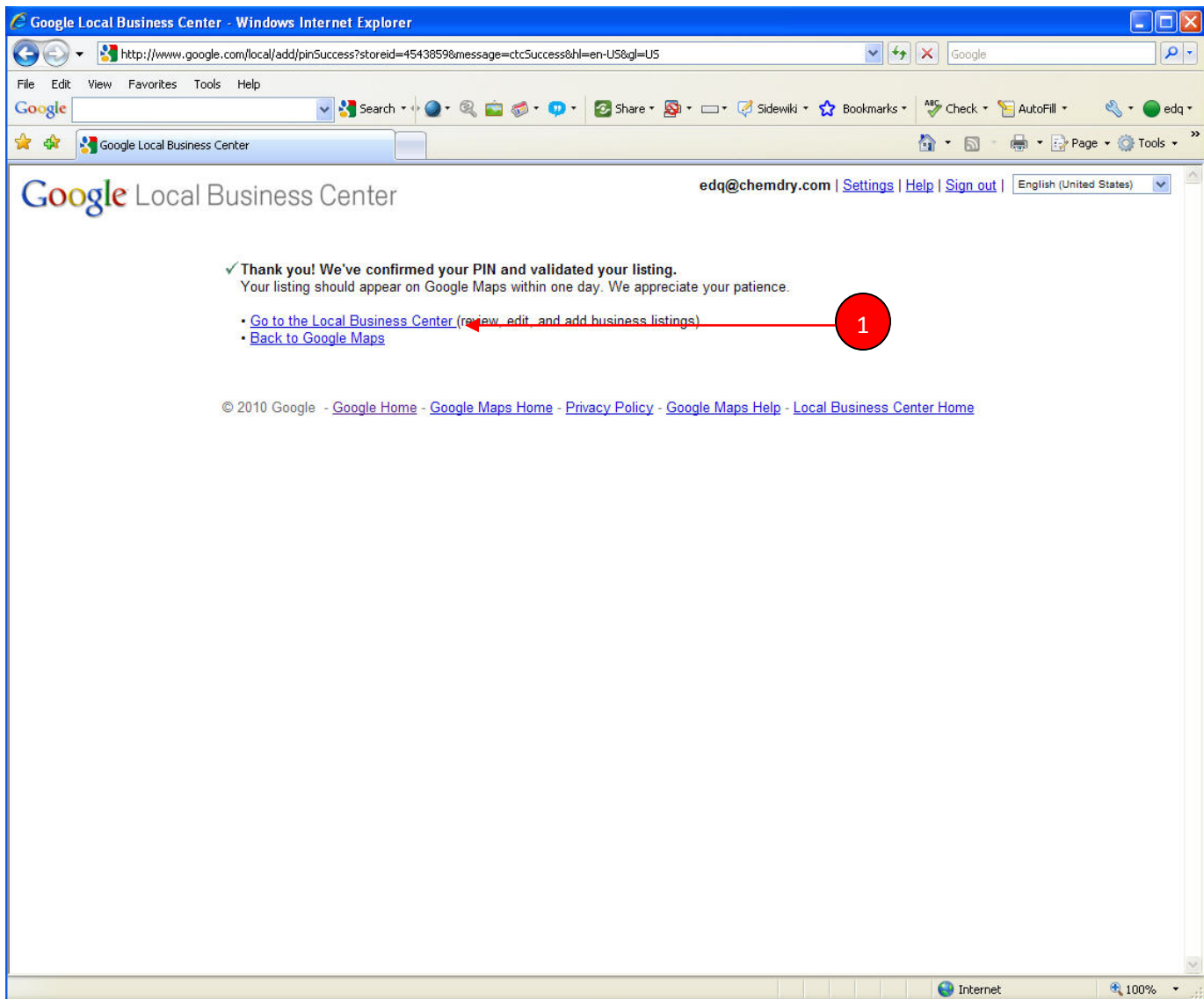
1

Phone Validation: If this option comes up Google will place a call to the business number you listed in your contact information. This is a recorded call from Google and the system will give you a PIN number that you will need to input in the system in order to validate. Before you approve them to make the phone call, make sure you call your office and let your CSR know about the call so that she/he can write down the PIN number. The call is placed within a couple of minutes of you approving Google to place the call. Once you click on the "Finish" button Google will place the call. Proceed to the next page in order to enter the PIN number.



1

Phone Validation Continued: Once you have the PIN code, input the number in the “Enter PIN” field and press the “Go” button next to the field. This will validate your business listing with Google. Proceed to the next page.

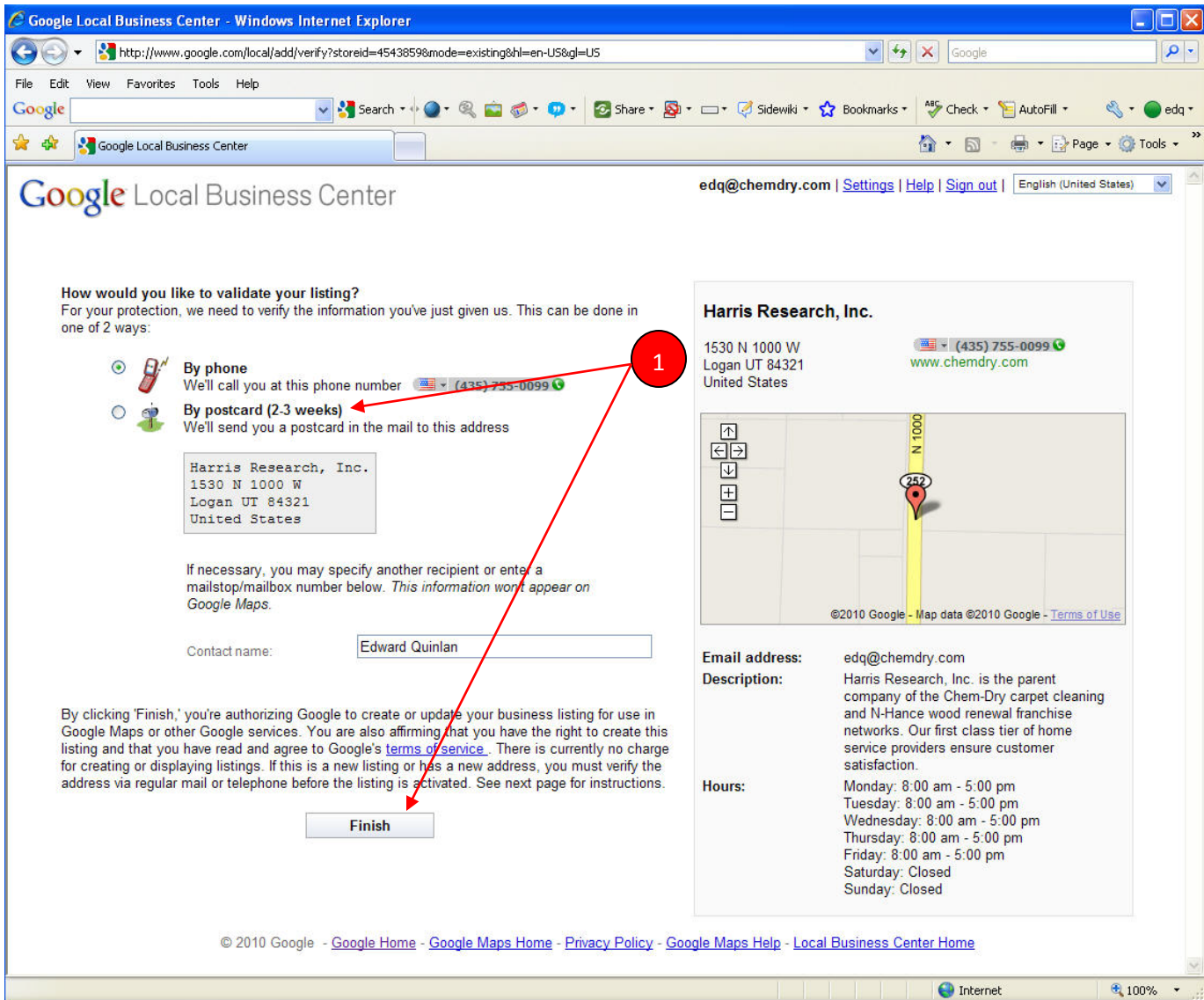


Phone Validation Continued: The following screen will appear if the PIN you have entered is correct.

1

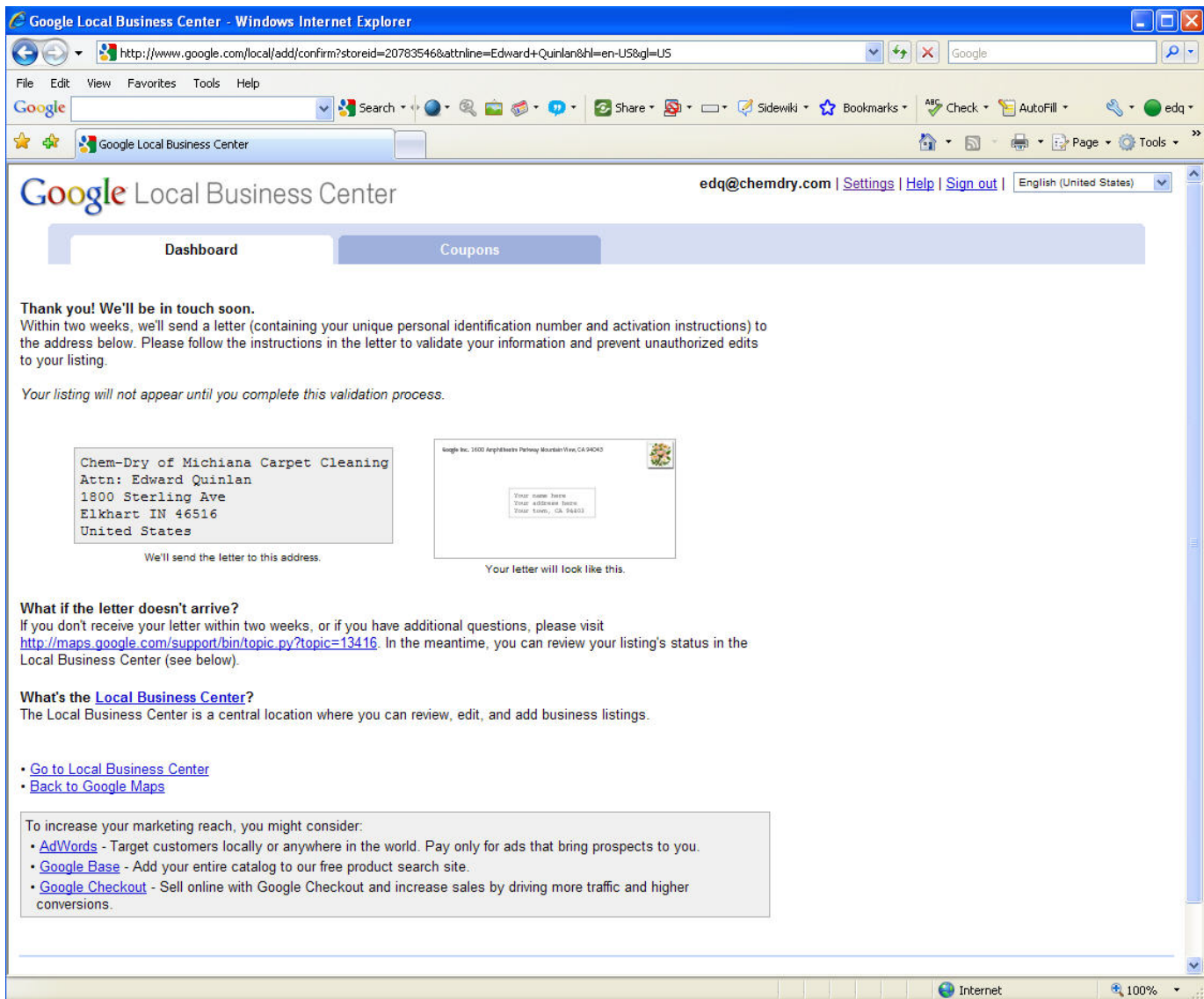
Adding a Coupon: Google likes listings with coupons, click on the, “Go to the Local Business Center” to gain access to the coupons pages.

[Click here](#) to Proceed to [page 24](#) for instructions on how to add a coupon to your listing.



1

Postcard Validation: Click on the postcard option for you to approve Google to send you a postcard (2-3 weeks) with a PIN and instructions.



Postcard Validation Continued:

After clicking the Finish button the screen above will appear. In about 2-3 weeks you will receive a postcard with a PIN number and instructions to validate your information. Once you have validated your information Google will improve your page ranking on the Local Business Listing.

We would recommend that you spend time once a month keeping your listing fresh with new content (photos, videos, coupons, description, etc.). This will help improve your page ranking so that customers searching for your services will find your business listing instead of your competitions.

Google Local Business Center - Windows Internet Explorer

http://www.google.com/local/add/businessCenter?storeId=11237048&message=ctcSent&hl=en-US&gl=US

File Edit View Favorites Tools Help

Chem-Dry C... Carpet Clea... Google L... Chem-Dry CL... GoToWebina... carpet deant... Chem-Dry of... #p/u/3/M6y...

Home Feeds (2) Print Page

Google Local Business Center edq@chemdry.com | Settings | Help | Sign out | English (United States)

Dashboard Coupons

✓ Google is now calling your business phone to give you a PIN.
Please enter the pin against your listing in the dashboard to verify your listing.

Locations

+ Add new listing
+ Upload a data file (if you have more than 10 listings)

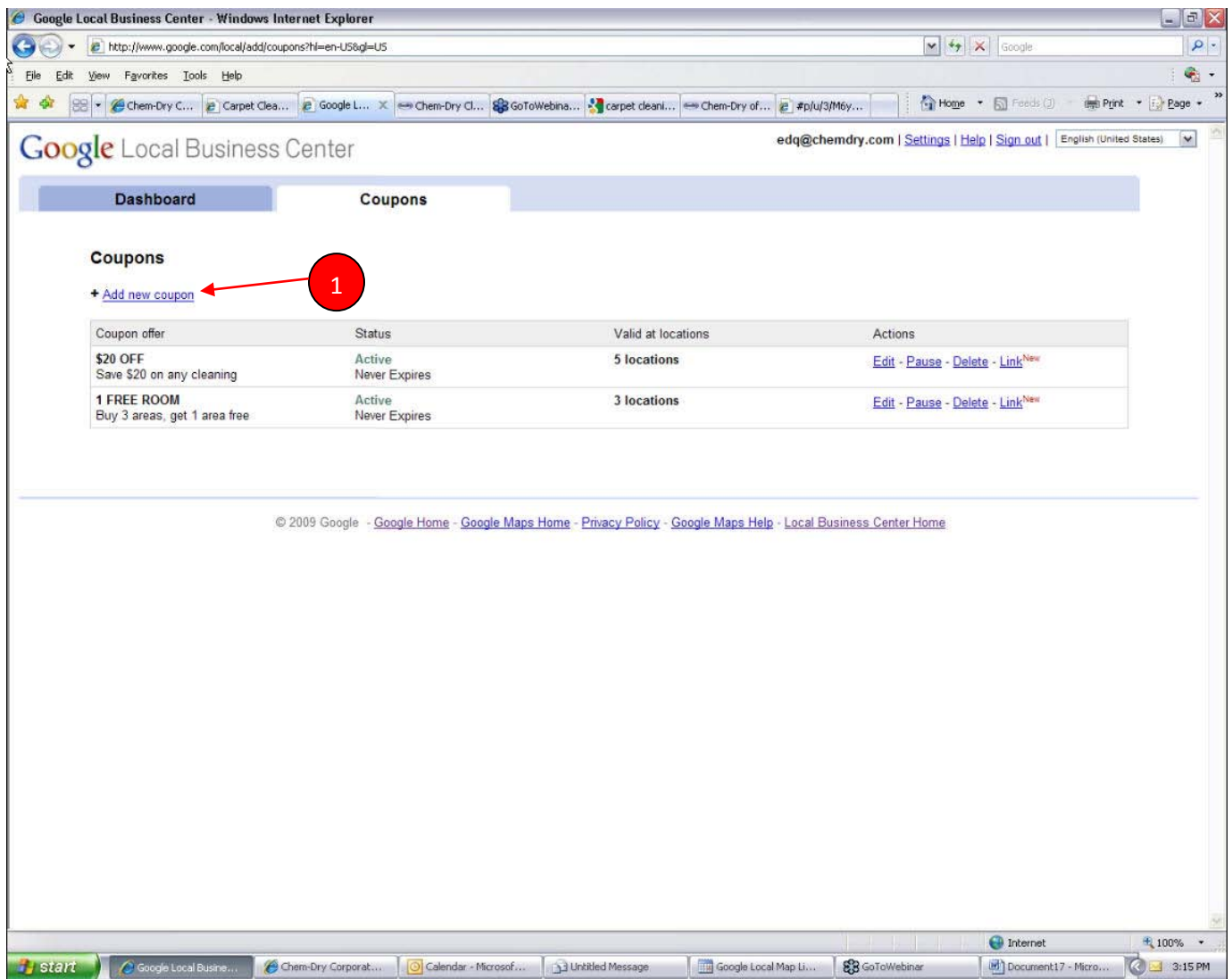
Viewing listings 1 - 19 of 19

Business	Status	Statistics (last 30 days)	Actions
Harris Research, Inc. 1530 N 1000 W Logan UT 84321 United States	Active Posted Sep 20, 2007 2 coupons (2 active) See your listing on Google Maps	• 192 Impressions • 19 Actions New! View report	Edit Delete

start Google Local Busine... Chem-Dry Corporat... Calendar - Microsof... Untitled Message Google Local Map Li... GoToWebinar Document17 - Micro... 3:14 PM

1

Coupons: Click on the, "Coupons" tab to be directed to the Coupon setup screen.



1 Coupons Continued: Click on the, "Add new coupon".

Google Local Business Center

edq@chemdry.com | Settings | Help | Sign out | English (United States)

Coupons

Enter details of your coupon.
Coupons must adhere to Google's [Editorial Guidelines](#)

Business Name
max. 35 characters
Example: Giuseppe's Pizza

Headline
max. 25 characters
Carpet Cleaning Special
Example: 15% off any pizza

Sub-heading (optional)
max. 35 characters
3 Areas for \$99
Example: Excellent woodfired pizzas

Details
max. 250 characters
any other offers. Minimum charges apply. Max 350 sq ft.

Image (optional)
Edit Image Remove Image

Good until date
max. Nov 30, 2010
Dec 31, 2009

Offer code (optional)
max. 15 characters

At what locations is this coupon valid?
Currently, only locations in the United States are supported
☒ All my business locations (12)
☐ Choose locations

Cancel Continue »

Preview
This is how your coupon will look when a customer redeems it at your business.

Printed

Carpet Cleaning Special

Expires - Dec 31, 2009

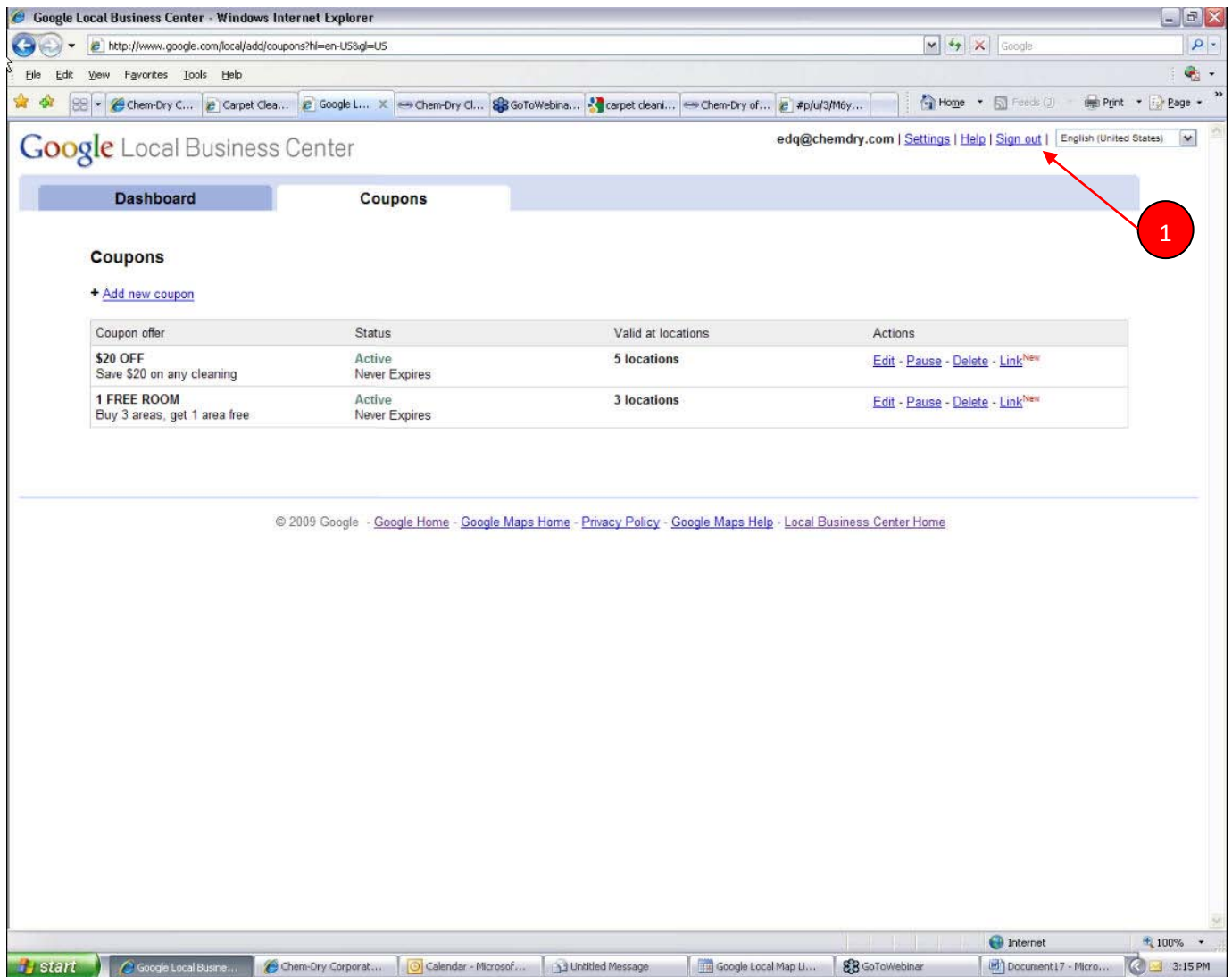
This is how your coupon will look on your Google maps listing

Summary
 Carpet Cleaning Special
 3 Areas for \$99
 Call for details. Not valid with any other offers. Minimum charges apply. Max 350 sq ft.
 Expires - Dec 31, 2009

© 2009 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Maps Help](#) - [Local Business Center Home](#)

- Coupon Continued:**
- 1 Business name:** Insert your franchise name
 - 2 Headline:** This field will be the title of your coupon (example: Carpet Cleaning Special or Stain Removal Special or 3 Area Special).
 - 3 Sub-Heading:** Depending on what you input in the Headline, you can use this (optional) field to list the offer. (Example: 3 Areas for \$99.00 or Whole House Cleaning)
 - 4 Details:** In this field you will want to add specific details related to the offer. This is where you would add your terms and conditions (Not valid with any other offers, Minimum charges apply, Up to 350 sq ft, etc.).
 - 5 Image:** If you would like to insert an image like the Chem-Dry logo you would select the, "Edit Image" field to them follow the same steps you did to add an image on your Google Business Listing.

- 6** **Good until date:** Insert the date you would like the coupon to expire or leave blank if you don't want an expiration date.
- 7** **Offer Code:** This field allows you to add an offer code specific to this coupon. This will allow you to track the marketing results of the coupon by asking the customer for the Offer Code at the time the customer calls.
- 8** **At what location is this coupon valid?:** Make sure all my business locations is checked.
- 9** **Click, "Continue"**



Your new coupon will now be displayed on the screen.

Congratulations!

You have now completed your Google Local Business Listing. We would recommend that you spend time once a month keeping your listing fresh with new content (photos, videos, coupons, description, etc.). This will help improve your page ranking so that customers searching for your services will find your business listing instead of your competitors.

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Click on the, “Sign out” link to exit your Google Account.