

GOOGLE MY BUSINESS AND HOW TO SIGN UP

WHAT IS GOOGLE MY BUSINESS?

<u>GMB</u> is a free and simple tool that helps businesses and organizations manage their online presence across Google's products.

With this tool, you can control the information

that appears about your business on Google.

HOW DO I SIGN UP?

To sign up, all you need is a valid Google account — any @gmail.com account will work. You can also set up an account using your own email address. Keep in mind that the account you use will become the "owner" of your business within the Google products. If you don't have a Google account, you can create one following this <u>link</u>.



BUSINESS TYPES THAT CAN USE GOOGLE MY BUSINESS:

- 1. Storefront location
- 2. Service area business (you serve customers but do not have a public location)
- 3. Hybrid business (storefront address and a designated service area)
- 4. Individual practitioners (public-facing professional)
- 5. Departments or businesses within another business (i.e. universities, medical facilities, and government offices).

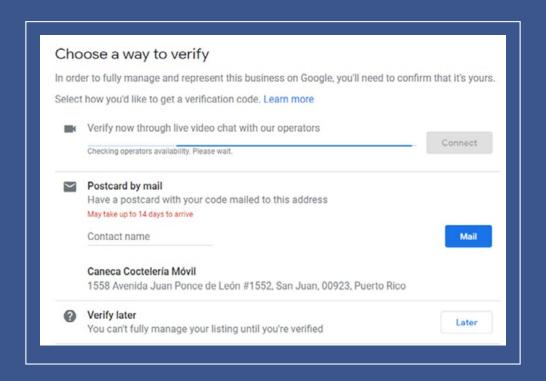
CLAIMING YOUR BUSINESS:

Once logged in, you will need to verify your business as a security measure. If your business has a listing on Google already, try a search on www.google.com or maps.google.com for your business name and click the link "Own this business?" in your business' Knowledge Panel to the right. This link will take you to the confirmation screen where you'll check the box to indicate you are authorized to manage this business.

Keep in mind that you won't be able to control or access many of the features of the Google My Business dashboard until you are verified. Every verification process is unique and not all options are available when you decide to verify your listing.

WAYS TO CLAIM YOUR BUSINESS:

You can choose to verify your listing by phone, text, video call, or email. This will send a confirmation code to the contact information listed. Note that these options may not always be available. In some instances, you will have to use the "by mail" option which sends a postcard with the confirmation code to your listed address. The postcard may take up to 14 business days to arrive.



At Discover Puerto Rico we are more than happy to assist in the process by generating a "Verification Token" unique to your business. Complete the verification process through a specific link provided by our team and instantly claim your business. You can request a verification token by sending an email to website@discoverpuertorico.com.