

IS YOUR BUSINESS VERIFIED ON



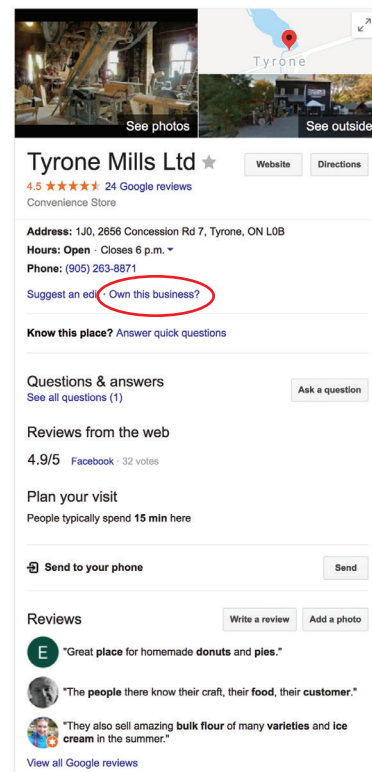
How do you know if your business has been verified on Google?

“Google” your business. Type in your business name in the search bar of Google. The search results should display a Google Knowledge Panel similar to the example seen to the right.

If your business is not verified, an option will appear to “Own this business?” or “Claim this business”. As circled in RED on the example.

If the business is not “verified” the information that appears in the Google Knowledge Panel is User Generated. That means other Google Users have uploaded the information and it may or may not be accurate.

Google wants business owners to control what appears on their Google My Business (GMB) listing. This way the owner/manager can verify all the information displayed on the Knowledge Panel is accurate and up-to-date.



1, 2, 3 EASY STEPS TO GET YOUR BUSINESS VERIFIED ON Google

1 “GOOGLE” your business and click on “Own this business?” link. You will need to sign into your business Gmail account to access Google My Business (GMB) in order to get your Google Listing verified.

2 Fill in the appropriate fields as prompted. Make sure the information is correct. Select a verification method that works best for you. Submit the listing for verification.

3 Once in receipt of the verification code, sign-in to your GMB, business.google.com with your Gmail address, enter the code and have your business verified on Google.



GOOGLE
MAPS



GOOGLE
TRIPS



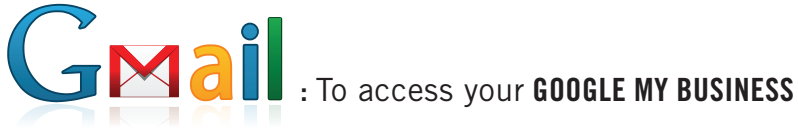
GOOGLE
MY
BUSINESS



GOOGLE
STREET
VIEW



GOOGLE
SEARCH



You need to have a Gmail address specific for your business. If you don't have one, you can sign up for one FREE. <https://mail.google.com/mail/signup> Once you have signed up for Gmail, you can go through the steps to get verified on Google My Business (GMB). If you already have a Gmail address for your business, you can go straight to clicking on the "Own the Business" or "Claim this Business" link attached to your Google Knowledge Panel.

6 IMPORTANT REASONS WHY YOUR BUSINESS SHOULD BE VERIFIED ON

- More "verified" listings on Google, increases the online presence of your region and populates Google products such as: Google Maps and Google Search making the destination more visible to potential visitors.
 - The more information added to Google My Business (GMB), including images, the better the consumer is informed to make decisions.
 - Google is a trusted source of information for consumers.
 - Reviews from previous consumers can influence future consumer decisions.
 - Proximity searches - the distance from the user's location to the search business. Businesses that have verified their GMB are easier to find, because they are ranked higher. When initially searching for places, consumers use mapping products 44% of the time (source: Google DMO partnerships)
 - Images and virtual tours associated with GMB listings are twice as likely to generate interest by the consumer (source: Google DMO partnerships)
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