



As mentioned in the MWT members Newsletter- it is important to register your business in the Google business listings, also known as Google Places.

This is a very simple way of improving exposure for localised search results in Google.

This is a brief guide to show you how easy it is to give your company additional exposure

WHY REGISTER

There is no hiding the fact that Google is the world's leading search engine. It is estimated that Google services around 85% of worldwide searches*.

With this in mind it is easy to see the importance of getting good rankings on Google.

In the UK alone Google accounts for over 90% of searches**

Getting your company on Google Places is another great way of gaining exposure to potential visitors in your local area. It is a simple process that can have a big impact on your business.

Google Places has the potential to give your business a much greater impact on search results relating to your keywords in your local area.

Below is a close up of what Google Maps brings up once you have registered your business in Google Places:

A word from Google on how it works:

All Google search results are based primarily on relevance, and Google business listings are no different. Google Maps rank business listings based on their relevance to the search terms entered, along with geographic distance (where indicated) and other factors. Sometimes our search technology decides that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer.

We also can't provide additional details about our ranking algorithm. We do our best to keep the details of the algorithm confidential in order to make the ranking system as fair as possible for everyone

HOW TO CREATE A GOOGLE PLACES ENTRY

If you already have a Google account you can sign up for Google Places and claim your business listing. If you do not have a Google Account please go to 'How to Create a Google Account' section

Google Maps and Google Places are a free service, so there's no way to request or pay for a

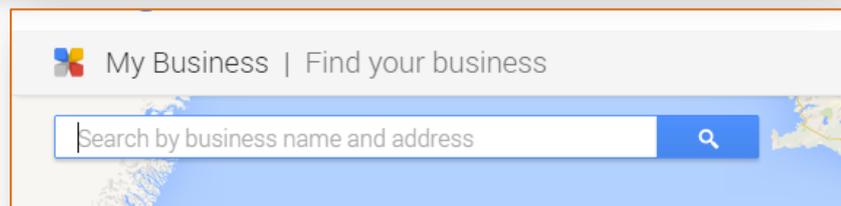
1. Go to www.google.com/business/ Sign into Google. If you are already logged in, skip to 2.

Get your business on Google for free

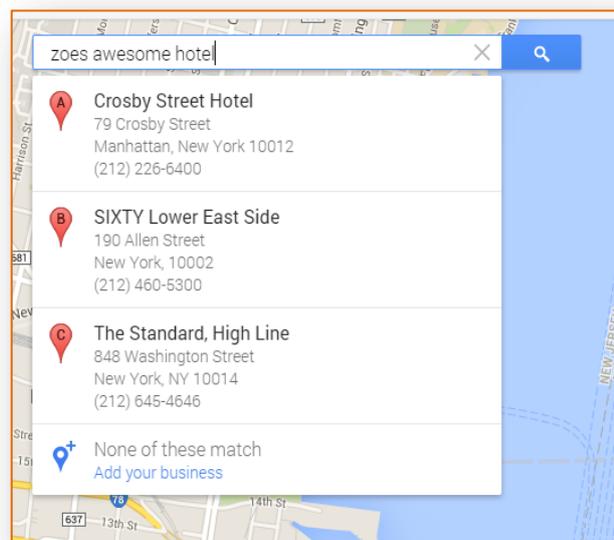
New - Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google

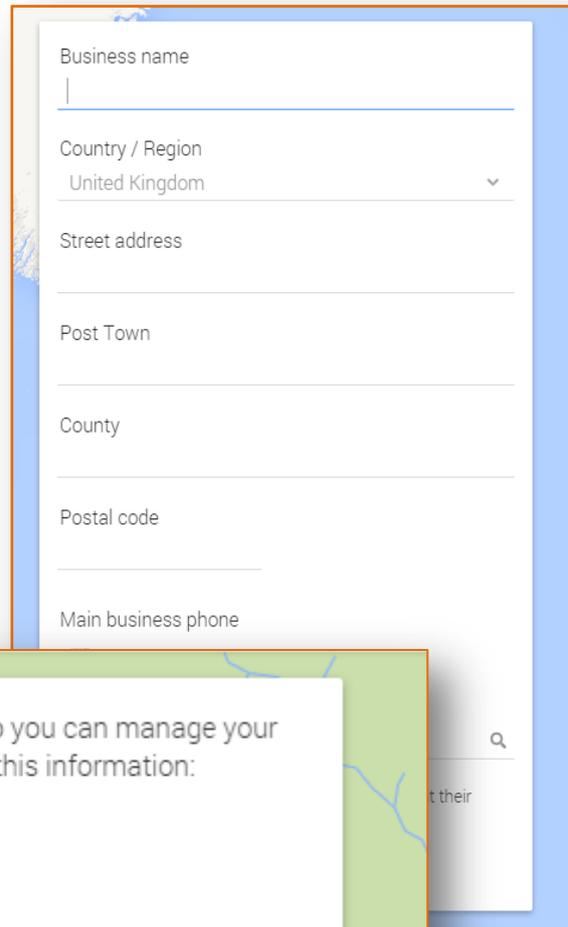
2. Search for your business



3. Select 'add your business' **If your business is already listed please skip to section 7**



4. Fill in your business details



Business name

Country / Region
United Kingdom

Street address

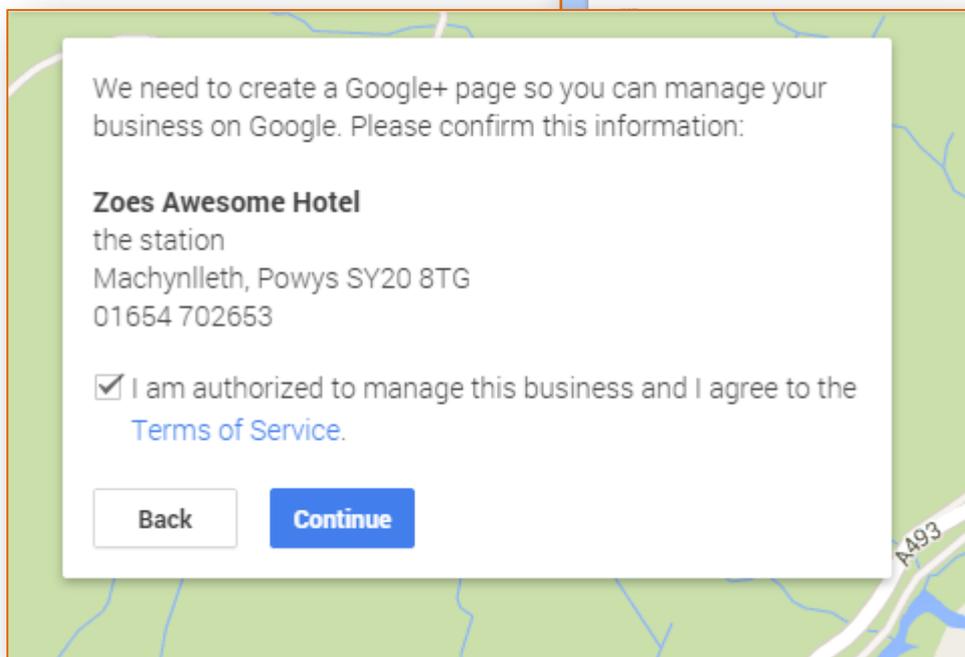
Post Town

County

Postal code

Main business phone

5. Confirm your details

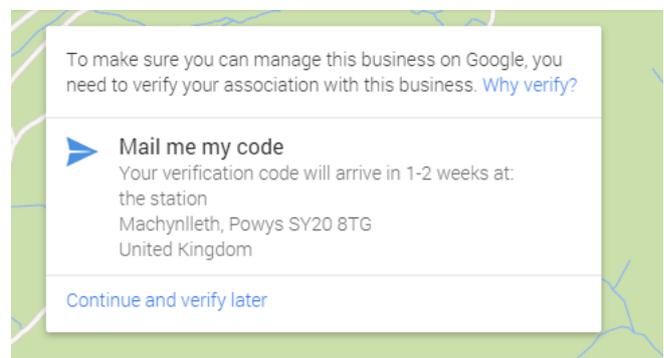


We need to create a Google+ page so you can manage your business on Google. Please confirm this information:

Zoes Awesome Hotel
the station
Machynlleth, Powys SY20 8TG
01654 702653

I am authorized to manage this business and I agree to the [Terms of Service](#).

6. Your confirmation will be mailed to you by Google to confirm you are who you say you are. This will take approx. 1-2 weeks

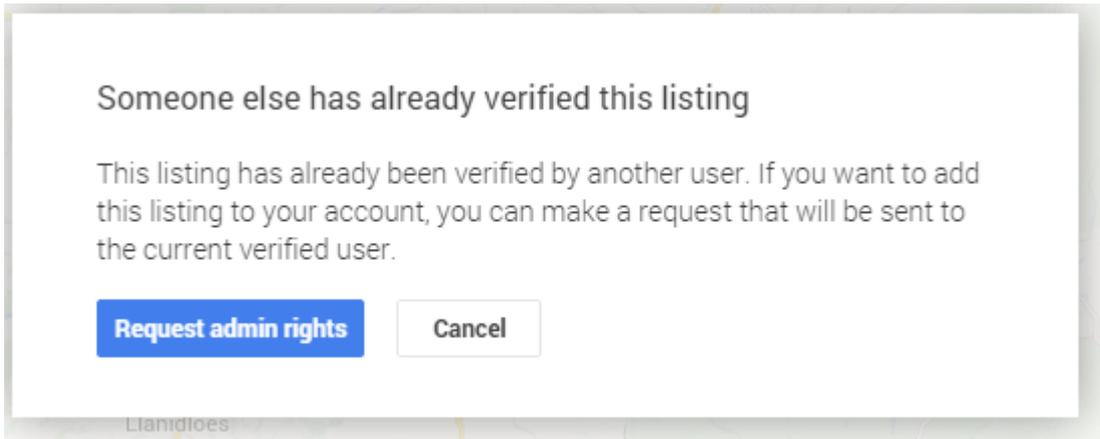


To make sure you can manage this business on Google, you need to verify your association with this business. [Why verify?](#)

Mail me my code
Your verification code will arrive in 1-2 weeks at:
the station
Machynlleth, Powys SY20 8TG
United Kingdom

[Continue and verify later](#)

7. If your business is already listed, select from the list and select 'Request Admin Rights'



8. Fill in the relevant details on this page and click 'submit' this will message the person/organisation that has control over your Google Places listing.

HOW TO CREATE A GOOGLE ACCOUNT

To be added as a user to your Google Analytics account and to get listed on Google Maps using Google Place; you will need to create a Google account.

Creating a Google account is very simple:

1. Go to <https://accounts.google.com/Signup>
2. Fill in your details
3. Verify you current email address

An email will be sent to the email address you used to create your Google account. To complete the process you must verify your email address. To do this, click the verification link included in the email.

You have now created your Google Account.

***IF YOU HAVE ANY QUERIES PLEASE CALL YOUR
MEMBERSHIP TEAM ON 01654 702653 OR EMAIL MEMBERS@MWTCYMRU.CO.UK***