

Step-by-Step Guide to Create a Google My Business Page for Your Property



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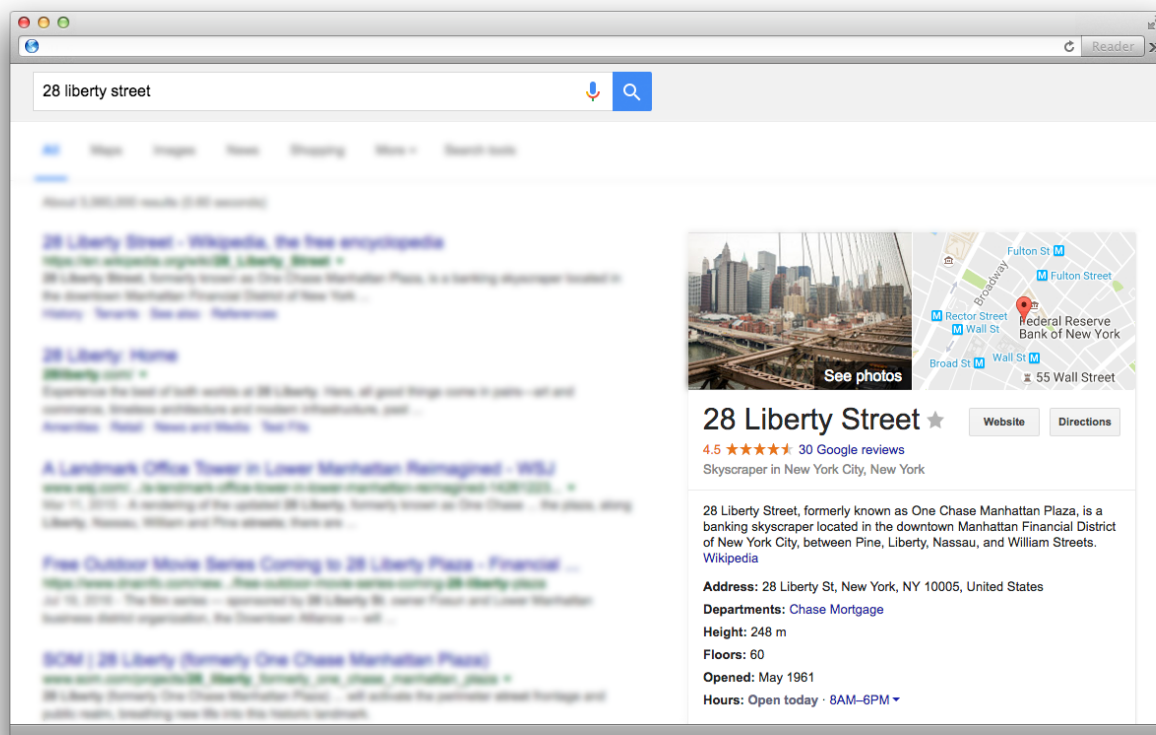
A good [online listing](#) for your property is a must, but make sure you prioritize which listings you create.

[Google My Business](#) is far and away one of the most impactful listings you can generate for your property, and the process is relatively straightforward.

Why list it in Google first and not the litany of property listing websites out there?

Simply put, Google is the world's largest search platform...for everything. Other sites may be more targeted, but Google will always drive greater volume.

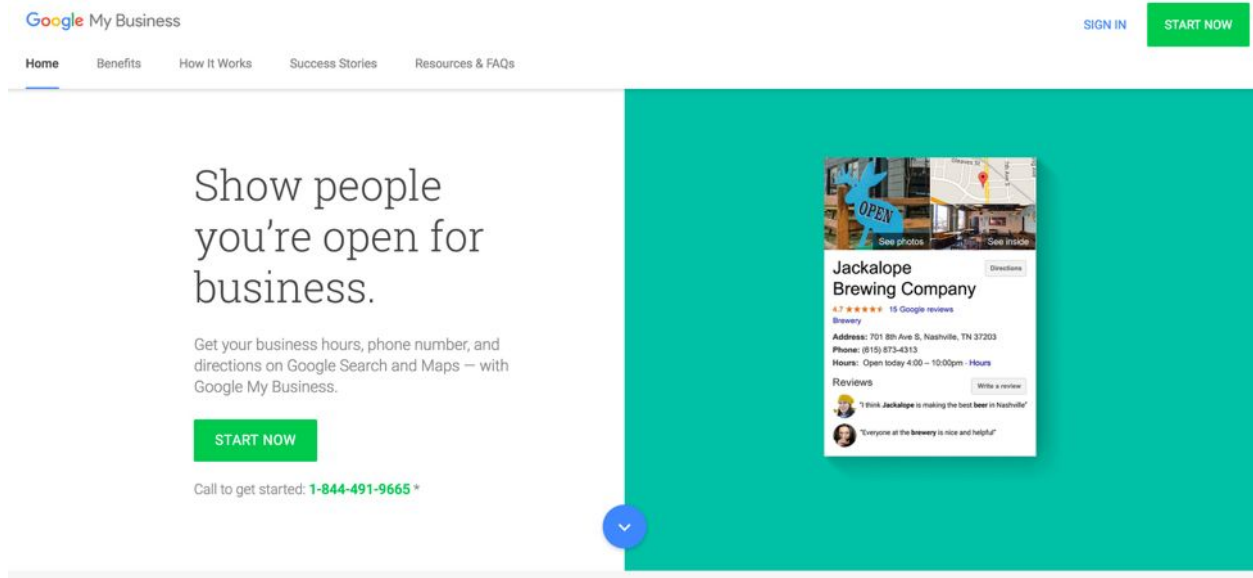
A well-produced listing in Google My Business will increase the visibility of your property in Google Search, Google Maps, and Google+ - three massive platforms used by the vast majority of your potential prospects.



To help you take advantage of this powerful resource, we've created a step by step guide that walks through what is required to build your profile and how to go about putting it together.

Step 1 – Go to the Google My Business Page

Google has changed the format and layout of their business listings service several times in the last five years, so if you've done this before but it's been some time, things have moved.



Go to www.google.com/business and click on the “Start Now” button located at the top of the page.

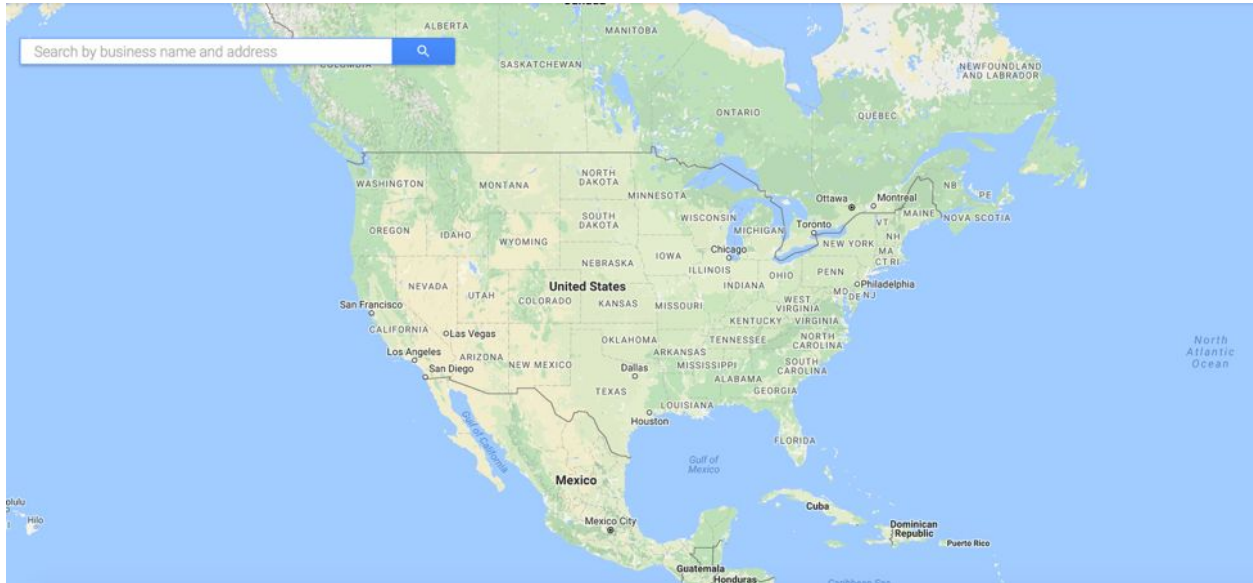
Make sure you are logged in to Google with the email you want to associate with your property listing first. If you are not logged in, Google will ask you to login.

If you are logged in with a personal account, you can switch which account is active by clicking on the icon in the top right corner and choosing the Google account you want to use.

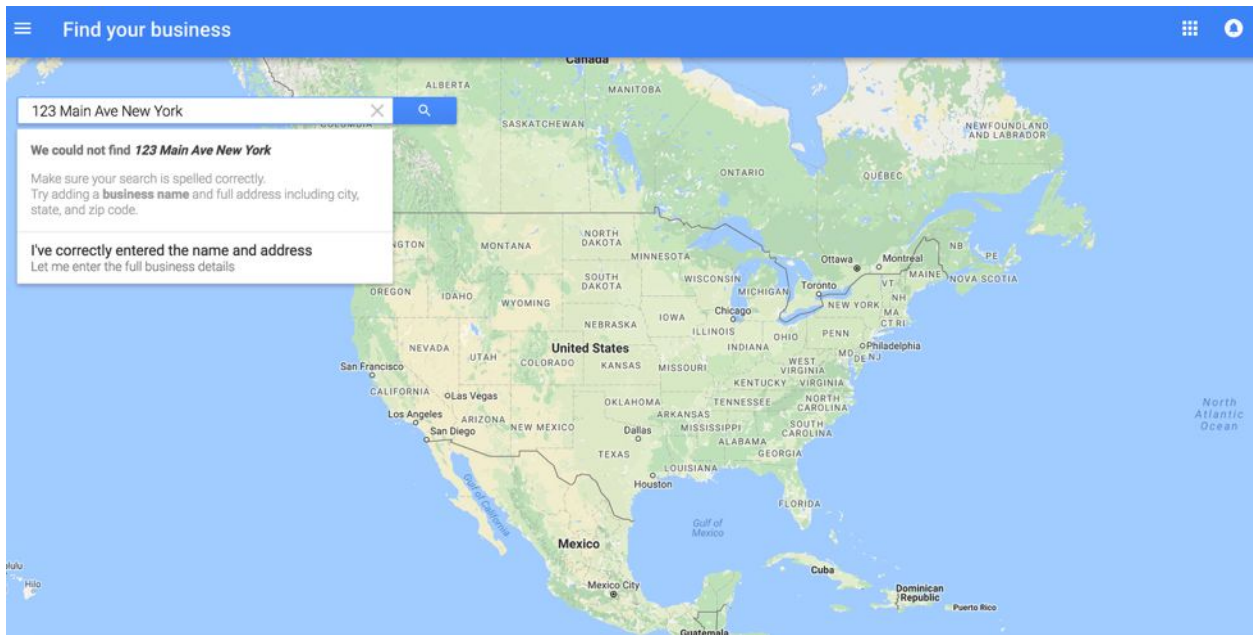
Step 2 – Search for Your Property

Before creating a listing, Google guides you in searching for your property to see if it is already listed in their Maps database.

If the address is already in the system, you can select it from the dropdown after entering the address.



If it is not yet listed in the database, you'll be able to add it by clicking on the "None of these match: Add your Business" link that appears below the search box.



Step 3 – Add Your Property to the Database

You will now be prompted to provide your location details.

Make sure these are all accurate to the physical location of the property, as well as the format and address listed on your website.

Add your business

Business name
Andover Landing

Country / Region
United States

Street address
100-400 Brickstone Square

City
Andover

State
Massachusetts

ZIP code
01810

Main business phone
978-560-0560

Category
Enter a category

A primary category is required.

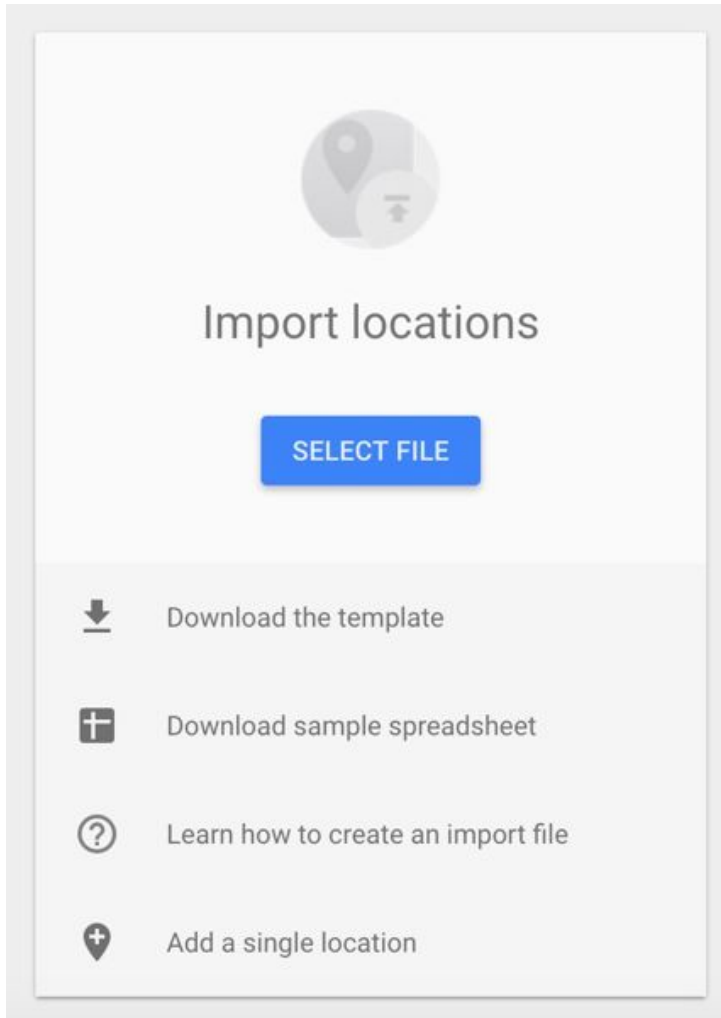
I deliver goods and services to my customers at their location
— important information

Enter the name of the property, the country, street address, postal code, city, state, and main phone number.

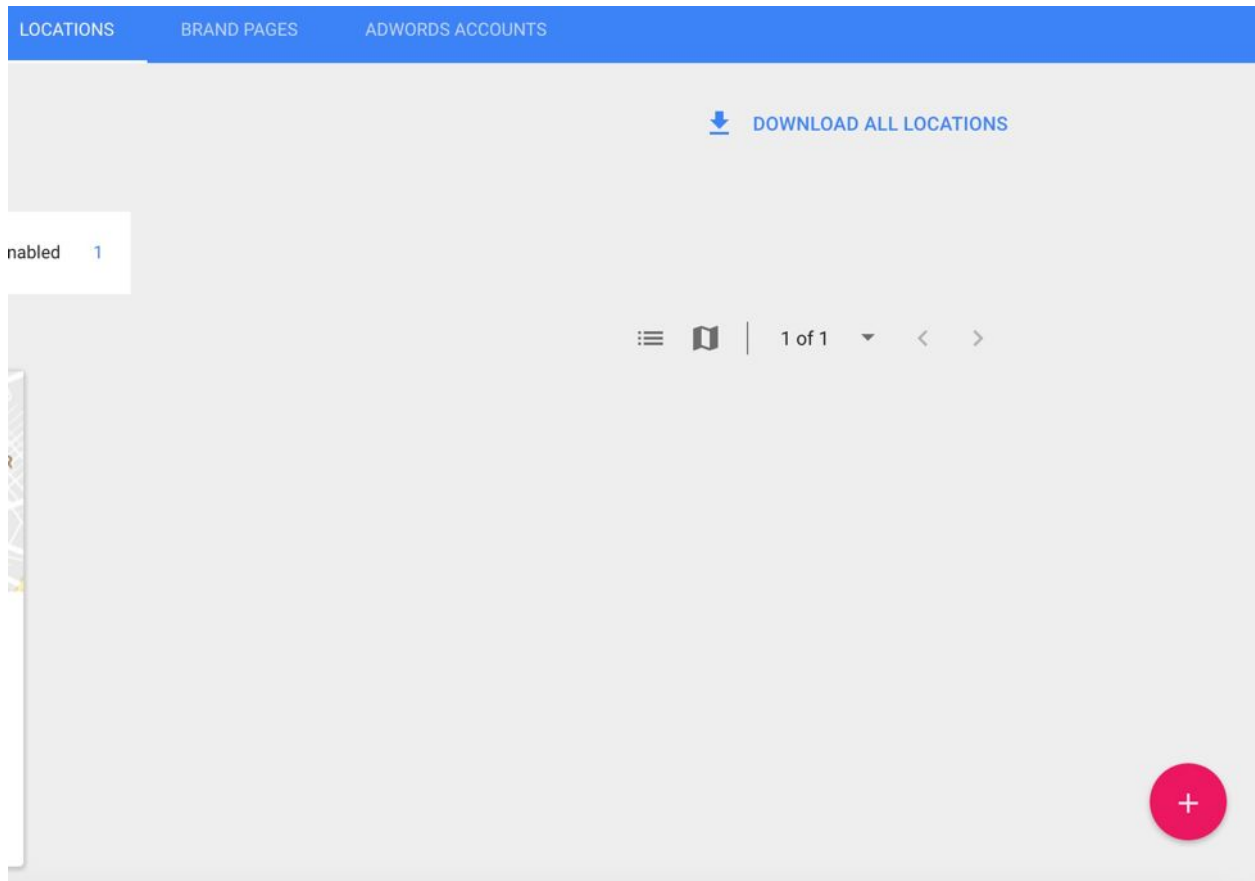
You will also be prompted to enter a category for your business.

There are several relevant categories for property and you can find more in [Google's official documentation here](#).

If you have multiple properties you want to list at the same time, Google also has a bulk upload tool available at business.google.com/manage.



There will either be the above menu on your Manage Locations screen, or if you've already entered one property, click on the Red plus icon in the bottom right corner and there is an option to upload a bulk file with all of your properties listed in it:



Google provides a template you can download in .CSV or .XLS to make this process easier.

Just transfer your property details into the layout they provide and upload the file back into the system to automatically add all of the properties to their database.

Be careful not to accidentally change the format as it is important they match up.

Your finished spreadsheet should look like this:

Store code	Business name	Address line 1	Address line 2	Address line 3	Address line 4	Address line 5	Sub-locality	Locality	Administrative area	Country	Postal code	Latitude	Longitude	Primary phone	Additional phones	Web	
1	My Business	1599 Amphitheatre Parkway						Mountain View	CA	US	94043			(201) 555-0100	(201) 555-0101, (2) [Link]		
2	My Business	678 Lafayette Ave, Suite 2B						New York	NY	US	11216			(201) 555-0101	(201) 555-0102, (2) [Link]		
3	My Business	2461 U.S. 101						Flomence	OR	US	97439			(201) 555-0102	(201) 555-0103, (2) [Link]		
4	My Business	Fernando Fader 106						Villa Carlos Paz	Cordoba	AR				011 2345-6703	011 2345-6704, 01 [Link]		
5	My Business	Bartolomé Mire 1411						CAABA	AR		C1037ABA			011 2345-6704	011 2345-6705, 01 [Link]		
6	My Business	12 Garafalo Crescent						Gooford	NSW	AU	2175			(02) 1234 5605	(02) 1234 5606, (2) [Link]		
7	My Business	Unit 8/17-18 Megan Avenue						Alaweth	VIC	AU	3165			(02) 1234 5606	(02) 1234 5607, (2) [Link]		
8	My Business	RMB 26						Karigpole	WA	AU	6430			(02) 1234 5607	(02) 1234 5608, (2) [Link]		
9	My Business	Avenida Paulista, 358						Bela Vista	São Paulo	SP	BR	01310-000		(11) 2345-6708	(11) 2345-6709, (1) [Link]		
10	My Business	CLN 207, Bloco B, 1º Andar, Suite 11						Aaa Norte	Brasilia	DF	BR	70602-920		(11) 2345-6709	(11) 2345-6710, (1) [Link]		
11	My Business	R. Imã Armeida, 10-50						Jardim Brazil	Barus	SP	BR	17011-160		(11) 2345-6710	(11) 2345-6711, (1) [Link]		
12	My Business	101 Sul, Avenida NS 1, Conjunto 2, Lote 3						Piano Piano Sul	Palmas	TO	BR	77015-873	-22.333258	-48.058316	(11) 2345-6711	(11) 2345-6712, (1) [Link]	
13	My Business	Av. Montreal, Qtd 4, L.L.9, 53						Residencial Canal Goiânia	GO	BR	74370-610			(11) 2345-6712	(11) 2345-6713, (1) [Link]		
14	My Business	Rodovia BR-020, Km 3						Morada Nobre	Barrermis	BA	BR	47810-902		(11) 2345-6713	(11) 2345-6714, (1) [Link]		
15	My Business	Av. Vinu de Janeiro, s/nº						Galeão	Rio de Janeiro	RJ	BR	21842-900		(11) 2345-6714	(11) 2345-6715, (1) [Link]		
16	My Business	1253, avenue McGill College						Montreal	QC	CA	H3B 2Y5			(204) 234-5615	(204) 234-5616, (2) [Link]		
17	My Business	2705, boulevard Laurier, bureau 500						Quibec	QC	CA	G1V 4G2			(204) 234-5616	(204) 234-5617, (2) [Link]		
18	My Business	7151, rue Jean-Talon est, 8e étage						Anjou	QC	CA	H1M 3N8			(204) 234-5617	(204) 234-5618, (2) [Link]		
19	My Business	Paseaje Venanzos 1098						Antioquia	Antioquia	CL				(2) 2123 4518	(2) 2123 4519, (2) [Link]		
20	My Business	Camino Agua del Carrizal 9472						Santiago	Región Metropolitana	CL				(2) 2123 4519	(2) 2123 4520, (2) [Link]		
21	My Business	Calle 70 86-09						Bogotá	CO					(1) 2345620	(1) 2345621, (1) 21 [Link]		
22	My Business	Kaufinger Straße 32						München		DE	80331			030 123421	030 123422, 030 1 [Link]		
23	My Business	Sand 38						Hamburg		DE	21073			030 123422	030 123423, 030 1 [Link]		
24	My Business	Armfeldstraße 74b						Weingarten		DE	38855			030 123423	030 123424, 030 1 [Link]		
25	My Business	BleibtreustraÙe 125c						Berlin		DE	10625			030 123424	030 123425, 030 1 [Link]		
26	My Business	Calle Sorriola, 4						Alcobendas	Madrid	ES	28100			810 12 34 25	810 12 34 26, 810 [Link]		
27	My Business	Calle La Flor s/n						San Sebastián de l Castellón		ES	28700			810 12 34 26	810 12 34 27, 810 [Link]		
28	My Business	Calle Luis Jorge Castañon, 23, 4ºD						Talamanca del Jari Madrid		ES	28160			810 12 34 27	810 12 34 28, 810 [Link]		
29	My Business	Catada, 28						Lalín	Pontevedra	ES	26518			810 12 34 28	810 12 34 29, 810 [Link]		
30	My Business	Carratera N-340, Km-1053						Vizcaya	Castellón	ES	12500			810 12 34 29	810 12 34 30, 810 [Link]		
31	My Business	Isokata 1401						Kokkola		FI	69100			013 12345630	013 12345631, 01 [Link]		
32	My Business	21 des Rosiers Bâtiment 5	18, Rue Albert Rot					Toulouse		FR	68090			01 23 45 67 31	01 23 45 67 32, 01 [Link]		
33	My Business	Centre Commercial 15, Rue des Chau BP 25 or CS 25						La Défense		FR	92092			01 23 45 67 32	01 23 45 67 33, 01 [Link]		
34	My Business	Parc d'Activités de Bâtiment 2, Suite 1 1054, Rue des Fontaines						Strasbourg		FR	42520			01 23 45 67 33	01 23 45 67 34, 01 [Link]		
35	My Business	Zone Industrielle B 169 Avenue René Descartes						Blagnac		FR	43700			01 23 45 67 34	01 23 45 67 35, 01 [Link]		
36	My Business	17 Avenue du Bouc BP 90634						Île de l'Abau		FR	38081			01 23 45 67 35	01 23 45 67 36, 01 [Link]		
37	My Business	1 Avenue Marechx Centre social La R/Cité de la Caf						Bourgnon		FR	38000			01 23 45 67 36	01 23 45 67 37, 01 [Link]		
38	My Business	5 place de la Pyral Tour Ariane	La Defense 9	La Defense cedex				Paris		FR	92800			01 23 45 67 37	01 23 45 67 38, 01 [Link]		

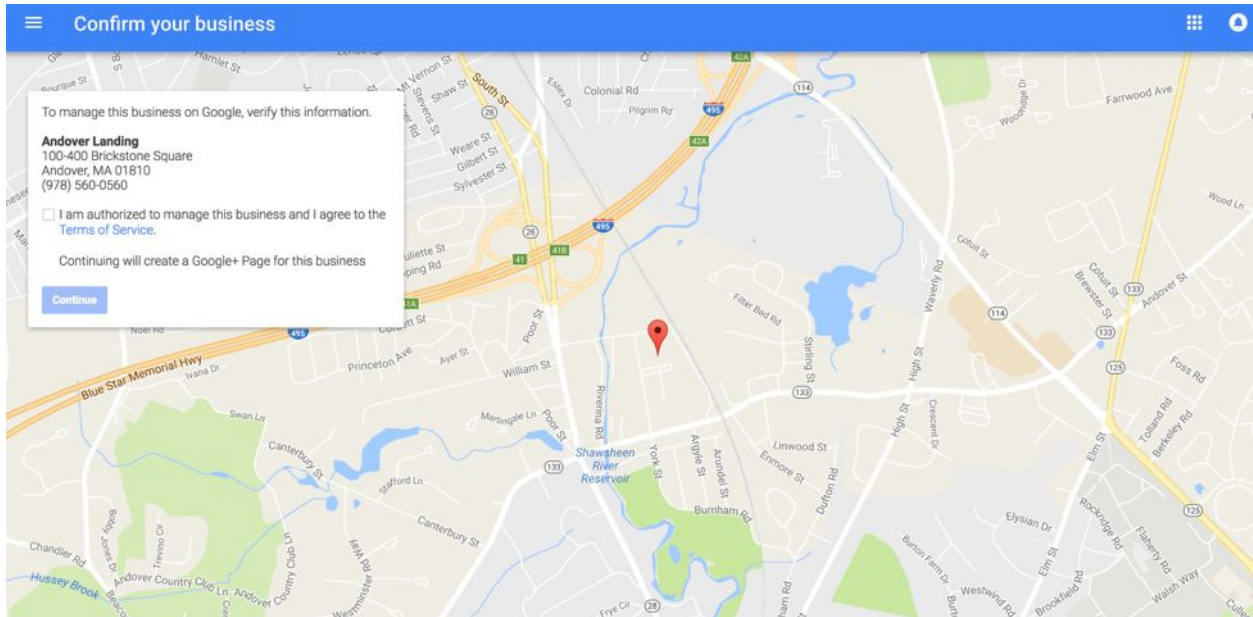
Step 4 – Verification of Your Property

Once you've added your property to the system, it will appear in your Manage Business Locations menu.

It's not quite ready for publication yet, though. First, Google needs to verify that you do in fact operate this location.

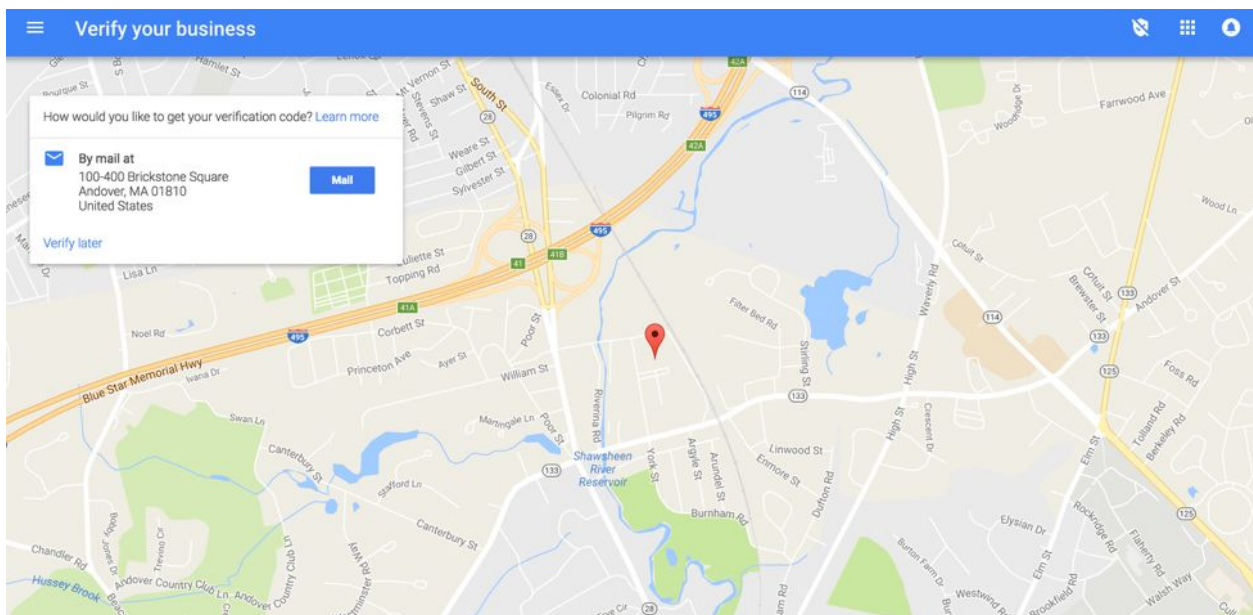
To verify your contact details, you have two options.

If you've previously verified your business's website with Webmaster Tools, you can be instantly verified in Google My Business, but if you have not yet done so, you'll need to use the postcard verification option.



Google will mail a postcard with a short code on it to the address you've just entered to the system.

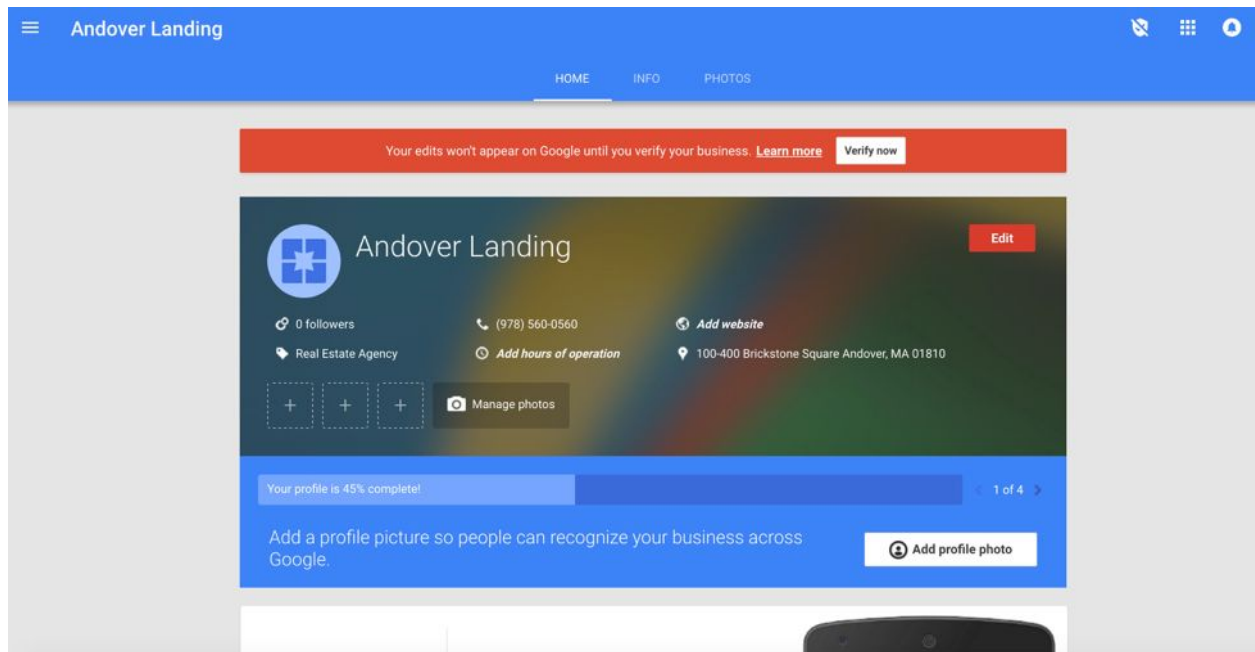
You can continue setting up the profile in full, but it won't be verified and published until you have received that code and entered it into the system.



Step 5 – Google+ Setup for Your Property

This is an automatic process now. Google creates a new Google+ page as soon as you've created your new location.

From this listing, you can manage all of the information related to your business including property photos, images, contact details, and website URL.



Take special care to update your Google+ profile as much as possible.

This is a powerful tool that will not only link to your listing in the Map results, but appear in search as a standalone listing.

It allows you to showcase the photography you have of your property, add information about rentals, provide additional links to related websites or social media accounts, and interact with potential prospects who have questions.

It can also be a common repository for comments and reviews people leave for your property so it's important to actively manage your listing to avoid missing these reviews and to ensure they are properly responded to when they come in.

When you are done, your property listing will appear in Google Maps search the way you've formatted it, complete with website URL, photos, street view data from Google's database, videos you've uploaded, and a link to your Google+ profile, as well as any reviews that have been made for your property.

Step 6 – Manage Your Listing

It's important to keep your listings as up to date as possible.

These are powerful resources that can be leveraged to build traffic to your website, build rapport with previous and new prospects, and generate real interest in your property.

If there are new photos taken after renovations or updates, add them to your Google Business listing, if your website URL changes or contact information changes, update it as soon as possible.

By taking full advantage of this resource, you can benefit from a powerful tool that will generate increased exposure in Google while generating increased organic traffic.