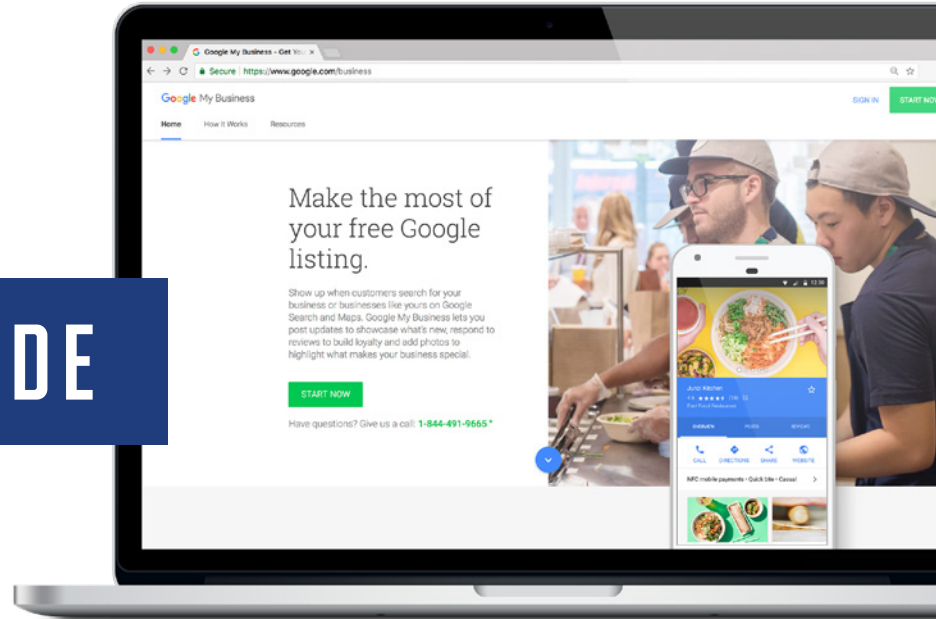


GOOGLE MY BUSINESS GUIDE

TAKE CONTROL OF YOUR
GOOGLE LISTING



“JUST GOOGLE IT.” That’s how more and more consumers are connecting with businesses today. Soon, it will also be the way customers find local propane providers at **Propane.com** because the Propane Education & Research Council will be removing the Find a Propane Retailer tool. This is the reason that claiming and managing your free Google business listing is more important than ever. Customers will only find you in a search at **Propane.com** if they can find you in a general Google search, too.

WHY?

Increasingly, Google’s local business listings show up ahead of Find a Propane Retailer in search results. Rather than compete with Google, we’re going to start using their search results at **Propane.com**.

CLAIMING YOUR BUSINESS LISTING IS EASY. JUST FOLLOW THESE STEPS.

STEP 1 SEARCH FOR YOUR BUSINESS

Visit [Google.com/business](https://www.google.com/business). Click “Start Now,” then enter your business name and city to see if it has an existing profile on Google.

STEP 2 CLAIM OR CREATE YOUR BUSINESS

You’ll now see a list of businesses. If you’re on it, click your listing to continue. If you’re not on the list, continue adding your business information to create your listing.

Note: *If your business is on the list, you may see that “Someone else has already verified this listing.” If you own the business, click “Request Ownership” and follow the instructions to claim your business.*

You’ll also be asked to confirm that you’re authorized to manage the business listing. If you are, check the box, then click “Continue.” If you aren’t authorized to manage the listing, find the person in your organization who is, then complete this process.

STEP 3 COMPLETE YOUR BUSINESS INFO

When entering your business information, you must use a physical address. [No Post Office boxes allowed.] You’ll also be asked for a business category. Please select “Propane Supplier”. If you have a store that customers can visit, click “I also serve customers at my business address,” otherwise your business address will be hidden.

Note: *If you deliver propane to customers’ locations, be sure to add all of your service areas.*

STEP 4 VERIFY YOUR BUSINESS

Now that you’ve claimed or created your business listing, verify that you’re authorized to manage your listing by choosing a verification method. You will receive a PIN by phone, text, or mail that you’ll need to complete your listing.

If you choose to verify by phone or text, you will receive your PIN immediately following submission. If you choose verification by mail, you’ll receive a postcard with your PIN within one to two weeks.

After receiving it, you must visit [Google.com/business](https://www.google.com/business) and click “Verify Now” to enter your PIN and complete the verification process.

CONGRATULATIONS! YOU HAVE YOUR LISTING. NOW KEEP IT CURRENT.

Be sure to download PERC’s [Guide to Managing Your Google Listing](#). It includes important tips on updating and optimizing your listing with photos, reviews, and more. Find this and other helpful materials at [PropaneLocalListings.com](https://www.PropaneLocalListings.com).