

Digital Ministry Coaching

Lesson: Your Google Business Listing



SERVE, WEEK #8
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What is a Google Business Listing?

Google offers a free service to help businesses (and churches) manage how their information appears across Google Search and Maps.

How To Add Your Business Listing To Google

1. On your computer, sign in to [Google My Business](#).
2. Sign in to your Google Account, or create one. Then, click *Next*.
 - Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. You can also select your chain from the suggestions that appear as you type (if applicable).
3. Enter your church's address. You may also be asked to position a marker on the location of your church on a map. Then, click *Next*.
4. Choose if you want your church's location to appear on Google Maps.
 - Enter your [business address](#).
 - Click *Next*.
 - Tip: If you have multiple churches or locations in the community, you'll have the option to list your service areas as well.
5. Search for and select a business category. You can also choose a more specific category as appropriate. Then, click *Next*.
6. Enter a phone number or website URL for your chain, and click *Finish*.
7. Select a verification option.

- To verify later, click *Verify > Later*. If you're not authorized to manage the profile for your church, find the person in your church who's authorized and continue the process.

Tip: If you see a page that says "This listing has already been claimed," click *Request access*. Then, follow the directions to claim your church. [Click here to learn more about how to request ownership](#).

Add Your Church Through Google Maps

1. On your computer, sign in to [Google Maps](#).
2. You can add your church in 3 ways:
 - Enter your address in the search bar. On the left, in the Business Profile, click *Add your business*.
 - Right-click anywhere on the map. Then, click *Add your business*.
 - In the top left, click Menu (☰) and click *Add your business*.
3. Follow the on-screen instructions to finish signing up for Google My Business.

Claim Your Business Through Google Maps

1. On your computer, open [Google Maps](#).
2. In the search bar, enter the business name.
3. Click the business name and choose the correct one.
4. Click *Claim this business > Manage now*
 - To choose a different business, click *I own or manage another business*.
5. Select a verification option, and follow the on-screen steps.

Ready to find your business on Google?

[Verify your church listing](#) so it's eligible to appear on Maps, Search, and other Google properties. If you have more questions about verifying your listing, visit the [Google My Business community](#).