



Google & Froogle Local Listings

What are Google Local Listings?

If you do a search on the google search engine and at the very top of the page you will find the local listings. All listings are for local businesses, and after a small amount of verification, Google allows literally anyone to be listed.

How is a business added to Google?

Google gathers business information from numerous websites, Yellow Pages directories, and other sources to populate Google Local search results. With the large amount of information it's currently managing, it's possible that many listings have yet to be found. If you'd like to expedite things, you can easily enter your information into the online Local Business Center for free. Here's how:

- Visit the Local Business Center at <http://local.google.com/support/bin/answer.py?answer=7039&topic=1481>
- If you already have a Google Account, sign in with your email and password.
- If you don't have a Google Account, click "Sign up for an account now."
- Follow the instructions to create a listing.

Please note the following:

- You'll need to be able to receive mail at your business address.
- The street address you enter will display in the Google Local search results.
- PO Boxes are not accepted.

If you have an AdWords login, it won't work with Google Local.

- You'll need to create a Google Account to log in.
- Once you've submitted your information, you'll receive a PIN in the mail. Please use this PIN to verify your listing. Once the listing is verified, your information should appear in the results in about six weeks.

If you'd like to add more than ten locations, you're welcome to submit your information as a feed.

Froogle Local Listings

The Froogle Merchant Center allows merchants to submit business feeds to Google Local, as well to submit product feeds for Froogle. You can apply for a Froogle Merchant Center account [here](#).

Please note the following:

- The Local Business Center is currently available only to U.S., Canadian, Japanese, and UK businesses.
- Google doesn't accept payment to include listings or sites in their search results. However, Google does offer locally targeted ads – which are clearly labeled as sponsored links – through the [AdWords program](#).