

# How To Update & Optimize Your Google Maps Business Listings

Why is it important to claim and optimize your Google Maps business listings for local search?

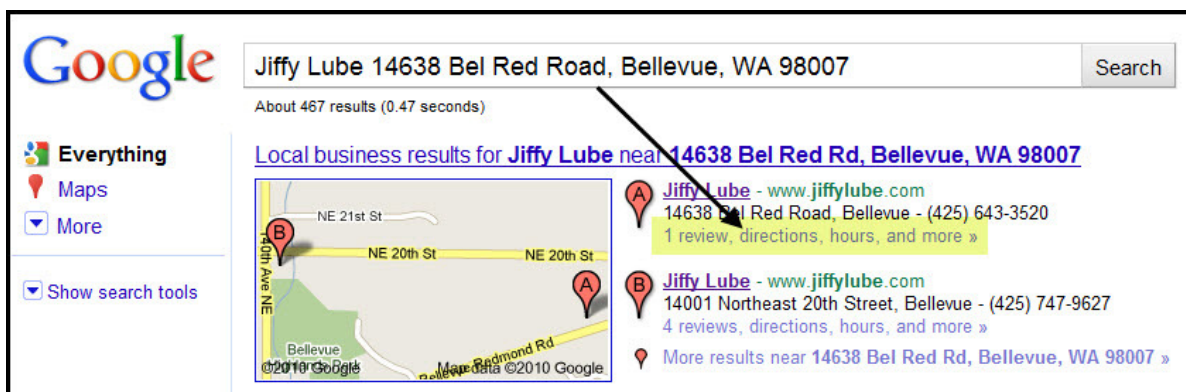
Claiming your Google Maps business listings and optimizing them for targeted local searches serves three important functions:

1. You will ensure the listing data, such as address and phone number, is accurate, allowing customers to easily find or contact you.
2. You will prevent direct competitors from “hijacking” your business listing and falsifying the fields of data.
3. You will generate FREE traffic for targeted local searches such as “oil change locations,” “car oil change,” and “oil change coupons.”

## I. How To Find Your Google Maps Business Listing

Visit Google.com and enter your business name and address. For example:

*Jiffy Lube 14638 Bel Red Road, Bellevue, WA 98007*



Click on the link (highlighted) titled:

[reviews, directions, hours, and more »](#)

## II. How To Claim & Optimize Your Business Listing For Targeted, Local Searches

Once you have found your Google Maps business listing you have the option to claim the listing, update information, and optimize the listing for targeted local searches.

Click on the link titled [Business owner?](#)

Google maps | Jiffy Lube 14638 Bel Red Road, Bellevue, WA | Search Maps | Show search options

Get Directions | My Maps | Edit this place | Business owner? | Print | Email | Link

**Jiffy Lube**  
14638 Bel Red Road, Bellevue, WA 98007-3944  
(425) 643-3520  
[jiffylube.com](http://jiffylube.com)  
1 review  
Directions | Search nearby | more ▾  
Category: Oil Change Service  
Hours: Today 7am – 7pm  
Transit: 148th Ave NE & NE 20th St (0.1 mi) 221, 249, ...

**Details**

**Area served:** Oak Harbor - Port Townsend 98368 - Bellevue - Snoqualmie - Renton - Maple Valley - Shoreline - [Show](#)

**Services:** Jiffy Lube Signature Service Oil Change, A/C Services, Air Filtration Services, ...

**Products And Services:** A/C Services, Air Conditioning, Air Filtration Services, Antifreeze, ...

**Payment Options:** American Express, Cash, Checks, Debit Cards, Discover, MasterCard, VISA

**Specialty:** A Jiffy Lube Signature Service Oil Change

Log in to your Google account or [register](#) for a new one. If you are creating a new listing, visit <http://www.google.com/local/add> and login to your Google account.

Google places | Change Language: English

**Your local business, discovered on Google**  
Get found. Communicate with customers. Get insights to make decisions.

**New!** Local Business Center is now Google Places. [Learn more.](#)

**Claim your business on Google** and get these features:

- Manage business information
- Post coupons & live updates
- See how you're doing with a performance dashboard

[Watch the video](#) | [Read testimonials](#)

**Sign up now**

Sign in with your **Google Account**

Email:   
ex: pat@example.com

Password:

Stay signed in

[Can't access your account?](#)

Select the option "Edit my business information" and click **Continue**.

Google places [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

**Add, Edit, or Suspend Listing**  
To proceed, please choose an option below. (Each option will require validation.\*)

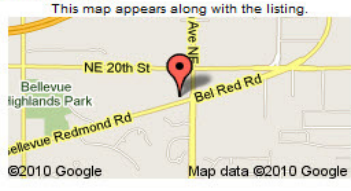
Choose one.

- Edit my business information.**  
You may update your business name, contact information, payment types, hours and categories.
- Suspend this listing.**  
You may return to Google Places and re-activate your listing at any time.
- This isn't my listing.**  
If the information to the right isn't yours, you may add your business as a new listing now.

**\*Validating your listing**   
We'll send a letter containing a PIN and activation instructions to the business address associated with your listing. After you validate your listing, you may edit your Google Maps listing at any time.

**Jiffy Lube**  
14638 Bel Red Road Bellevue WA 98007-3944  
United States

This map appears along with the listing.



©2010 Google Map data ©2010 Google

Update and optimize the first section, **Basic Information**, for targeted local searches.

Google places [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

**Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

Country: \*

Company/Organization: \*

Street Address: \*

City/Town: \*

State: \*

ZIP: \*

Main phone: \*   
Example: (201) 234-5678 [Add more phone numbers](#)

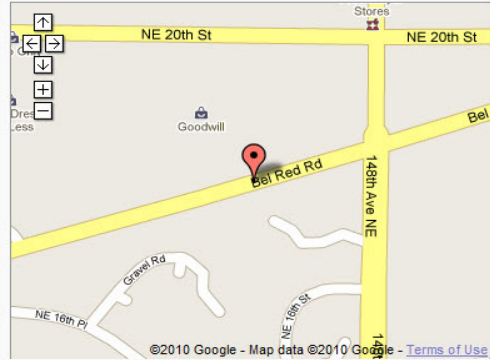
Email address:   
Example: myname@example.com

Website:   
Example: http://www.example.com  
 I don't have a website.

Description:   
200 characters max, 200 characters left.

Category: \*   
Which categories (up to 5) best describe your business?  
Ex: Dentist, Wedding Photographer, Thai Restaurant  
[Add another category](#)

**Jiffy Lube**  
14638 Bel Red Road (425) 643-3520  
Bellevue WA 98007-3944  
United States



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[Fix incorrect marker location](#)

- ✓ The most important information is your NAP, or name, address, and phone number. It is also important to make sure that your NAP is exactly the same in other directories, such as Yahoo Local, Bing Maps, Yellowpages.com, SuperPages, Yellowbook, Yelp, Citysearch, and Local.com.
- ✓ Use an email address that someone will be monitoring daily.
- ✓ Please use your microsite or brand-approved website URL in the website field. The alternative is to use [www.jiffylube.com](http://www.jiffylube.com) in the website field.
- ✓ The description field is limited to 200 characters and provides an opportunity to use keyword-rich terms targeted for local search. Here is an example of a business description designed to rank your business listing at the top of local business results:

*Bellevue, Washington oil change location. The Jiffy Lube Signature Service® Oil Change takes just minutes and helps preserve the value and life of your vehicle. Print your oil change coupon now!*

- ✓ The Category fields (5) are the most important field to optimize for targeted service searches. Of the five fields one must be a “Google” category and the others can be owner-created categories. For Jiffy Lube, the Google mandated category is “**Oil Change Service.**” Here are some recommendations for your five Category fields:

Oil Change Service  
Oil Change Locations  
Oil Change Coupons  
Car Oil Change  
Quick Lube Service

You may want to consider optimizing for other automotive services:

Tire Rotation Service  
Transmission Fluid Service  
Windshield Repair Service

**Note:** Do not include geographic modifiers such as city or state in the Category fields. Google considers this tactic spam and will not hesitate to penalize your business listing.

The next section includes **Service Area** and **Hours of Operation**...

### Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

No, all customers come to the business location

Yes, this business serves customers at their locations

### Hours of operations

Make sure your customers know when you're open!

I prefer not to specify operating hours.

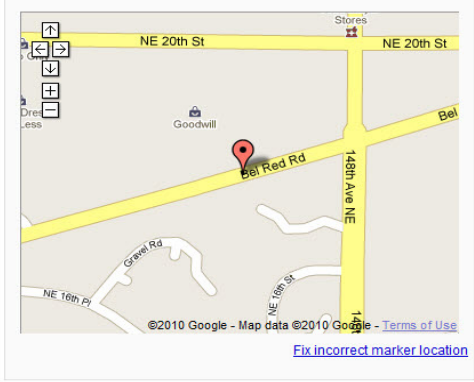
My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	<a href="#">Apply to all</a>
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Sat:				<input checked="" type="checkbox"/> Closed	
Sun:				<input checked="" type="checkbox"/> Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?  
 I'd like to enter two sets of hours for a single day.

### Jiffy Lube

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Bellevue WA 98007-3944  
United States



... and then **Payment Options**, **Photos**, and **Videos**. The more content you provide, the better your listing will perform in the local business results.

### Payment options

Specify how customers can pay at your business.

<input type="checkbox"/> Cash	<input type="checkbox"/> American Express	<input type="checkbox"/> Visa
<input type="checkbox"/> Check	<input type="checkbox"/> Diner's Club	<input type="checkbox"/> Financing
<input type="checkbox"/> Traveler's Check	<input type="checkbox"/> Discover	<input type="checkbox"/> Google Checkout
<input type="checkbox"/> Invoice	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Paypal

### Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

### Videos

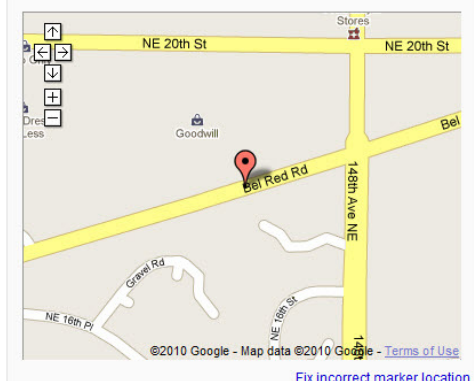
Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFifxv1JdXI>

You have uploaded 0 of up to 5 videos for this listing.

### Jiffy Lube

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United States





- ✓ In the Photos section, we recommend a nice photo of your Jiffy Lube Service Center. Any videos must be approved by Jiffy Lube International, Inc.

The next section, called **Additional Details**, allows you to create custom fields such as “Oil Brands” offered. You can create as many as you like. This is also a vital opportunity to further optimize your business listings for targeted cities, zip codes, and services. The screenshot below details the custom fields we have recommended for this business listing.

**Additional Details**

Please enter in any other details you want customers to know about your business, for example:

**Parking available** : Yes.  
**Brands carried** : Sony, Panasonic and Toshiba.

Cities Served	: Bellevue, Medina, Clyde Hill, West E	✕
Zip Codes Served	: 98004, 98005, 98006, 98007, 9800	✕
Automotive Services	: Oil Change, Oil Filter Replacement,	✕
Oil Brands	: Pennzoil, Quaker State	✕

[Add another](#)

**Jiffy Lube**

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 Bellevue WA 98007-3944  
 United States

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[Fix incorrect marker location](#)

The final step is to verify your business listing. We recommend verifying your listing(s) by phone, but you may also do so via mail.

**Google places**

**How would you like to validate your listing?**  
 For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:

- By phone**  
 We'll call you at this phone number (425) 643-3520
- By postcard (2-3 weeks)**  
 We'll send you a postcard in the mail to this address

Jiffy Lube  
 14638 Bel Red Road  
 Bellevue WA 98007-3944  
 United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

**Jiffy Lube**

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 Bellevue WA 98007-3944  
 United States

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### III. How To Increase Your Local Search Rankings Through Off-page Tactics

In order to receive more prominent visibility than your direct competitors, there are two additional “off-page” factors that will increase the rankings of your business listings. The first is called **Web Citations**.

A web citation occurs when Google identifies your local business information in trusted business directories and other websites. The more web citations you have, the higher your business listing will rank in the local business results of Google for targeted local searches. This is because Google recognizes business listings with the most web citations as being the most trusted business locations.

The opportunity here is to claim your business listings in these additional directories and optimize them for targeted local searches. Here is a list of links to important directories for this Bellevue, Washington Jiffy Lube location:

#### **Data Providers**

[InfoUSA](#)

[Localeze](#)

#### **Search Engines**

[Google Places](#)

[Yahoo Local](#)

[Bing Maps](#)

#### **Yellow Pages Directories**

[SuperPages](#)

[Yellowpages.com](#)

[Yellowbook](#)

[Dex One](#)

#### **Interactive Directories**

[Yelp](#)

[Citysearch](#)

[Insider Pages](#)

[Local.com](#)

[Kudzu](#)

[Merchant Circle](#)

[CityVoter](#)

## Local Business Directories

[Seattle Biz Journals](#)

[ShopInSeattle.com](#)

[Seattle Web Directory](#)

The next off-page factor revolves around **Local Business Reviews**. Google provides visitors the ability to submit local business reviews within your business listing. In addition, Google tracks your local business reviews published on other trusted interactive directories, such as Yelp, Citysearch, SuperPages, Kudzu, Yellowpages.com, etc.

Incidentally, Google places more weight on local business reviews published on other directories. The more reviews Google finds on other directories, the higher your business listing will rank for targeted local searches. It is important to point out that neither the content of the review, nor the rating (up to five stars) will impact your rankings in local search—just the fact that you have reviews on trusted directories signal that your location is established.

**Reviews** [Write a review](#)

**Excellent Service**  
★★★★★ By [Satish](#) - Oct 15, 2009  
I was quite skeptical about **Jiffy Lube** after reading bad reviews here. but went ahead to try this one out anyways. I received tried most of the auto service options near Redmond/Bellevue and I've decided to take my car to this location in future.  
[maps.google.com](#)  
2 out of 3 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

**I Was Quite Pleased. Perhaps they're...**  
★★★★★ By [James](#) - Mar 29, 2009  
I was debating going after two negative reviews but figured it was close so I'd give it a shot. Every staff member I interacted with was friendly and professional. None of them were pushy for better oil or other things I also needed. They got done super fast and accepted coupons without hassle. When I was paying the gentleman checking me out said he was really committed to giving a great experience and to let him know if I was displeased at all with the service I got. I don't usually write reviews but I figured I had better to give a well deserved good review to a great experience.  
[maps.google.com](#)  
2 out of 3 people found this review helpful. Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

**UNPROFESSIONAL, POOR QUALITY SERVICE,...**  
★☆☆☆☆ By [CherryJ](#) - Feb 26, 2008  
Why pay more for less? The reception was insincere and unprofessional. Besides, the customer is still required to go into the garage to speak to even more juvenile, inattentive mechanics, so why is there a receptionist? (so they can ...  
[seattle.citysearch.com/review/35788471?reviewId=15248101](#)  
2 out of 4 people found this review helpful. Was this review helpful? [Yes](#) - [No](#)

**So easy. I like easy. I don't know much ...**  
So easy. I like easy. I don't know much about cars and oil filters and such, but what I do know and appreciate is customer service. The employees are so nice here! There was a line of cars, so we dropped off the ol Acura and went for a quick ...  
[www.yelp.com/biz/jiffy-lube-redmond](#)  
Was this review helpful? [Yes](#) - [No](#)

[More reviews \(7\) »](#)



## IV. Local Ad Extensions: Google's Latest Opportunity To Out-market Your Local Competitors

Are you advertising in Google with a Pay-per-click (PPC) campaign? The latest and greatest way to convert searchers into customers on Google is [Local Ad Extensions](#). Local Ad extensions provide businesses advertising on Google the opportunity to stand out from competitors by upgrading their ads, as well as the amount of ad space, for no additional cost.

What are Local Ad Extensions? Local Ad Extensions are an additional line of information displayed beneath your ad that prompts searchers to see a map of your business.

The screenshot shows a Google search for "oil change Portland OR". The search results include several sponsored links and a local business results section. A Local Ad Extension is highlighted, showing a map of Portland, OR, with a red pin indicating the location of the business. The map is surrounded by a yellow border, and the business name and address are displayed below it. The Local Ad Extension is for "Oil Can Henry's" at "12035 Sw Pacific Highway, Tigard, OR 97223".

Google  
oil change Portland OR Search  
About 8,620,000 results (0.28 seconds) Advanced search

Everything  
Maps  
More  
Show search tools

Sponsored links  
\$10 Off Jiffy Lube Coupon  
www.JiffyLubeOregon.com Save \$10 with oil change coupon at Oregon/SW Washington Jiffy Lubes  
\$15 Oil Change - Portland  
BrakeTeam.pro/Oil\_Change Schedule Your \$15 Oil Change Online For Any of Our Locations!  
+ Show map of 12035 Sw Pacific Highway, Tigard, OR 97223  
SAVE \$10 on Oil Change  
www.oilcanhenrys.com at your local Oil Can Henry's. Relax in your car & watch us work.

Local business results for oil change near Portland, OR

A Oil Can Henry's  
maps.google.com - (503) 244-4899 - 10 reviews  
B Meineke Car Care Center  
www.meineke.com - (971) 285-4038 - 11 reviews  
C Jiffy Lube  
www.barburjiffylube.com - (503) 245-6763 - 25 reviews  
D Everett Street Autoworks  
www.esautoworks.com - (503) 221-2411 - 25 reviews  
E Oil Can Henry's  
maps.google.com - (503) 282-6244 - 16 reviews  
F Jiffy Lube  
www.33rdnesandyjiffylube.com - (503) 235-0900 - 31 reviews  
G Broadway Toyota-Scion  
www.broadwaytoyota.com - (503) 284-1105 - 54 reviews  
More results near Portland, OR »

Sponsored links  
Save With Jiffy Lube  
Fast, Friendly And Professional.  
Save Money With Our \$20 Oil Change!  
www.PortlandJiffyLube.com  
\$15.95 Oil Change  
Factory Trained Technicians!  
Gresham Ford - All Make and Models  
www.GreshamFord.com  
1940 East Powell Blvd., Gresham, OR  
Oil Change Services  
Visit Firestone Until 6/30 and Get Your Car's Oil Changed for \$24.99!  
www.FirestoneCompleteAutoCare.com  
Oil Change Coupon  
Limited Time Oil Change Offer For Quality Goodwrench Service.  
www.Goodwrench.com/ServiceOffer  
Portland, OR  
Portland Oil Change  
Portland auto oil change.  
Find local businesses on DexKnows.  
www.DexKnows.com  
Oregon  
Oil change portland or  
Save \$6. Oil change in minutes!  
Find local Valvoline Oil Change.  
www.ValvolineCoupon.com

In the screenshot above, we have highlighted an example of a Local Ad Extension.

When the searcher clicks on the Local Ad Extension, a map pops up featuring your business address and phone number. The best part? **Google does not charge for these types of click-throughs!**

The screenshot below displays the map with business contact information.



oil change Portland OR

Search

About 8,620,000 results (0.28 seconds)

Advanced search

Everything

Maps

More

Show search tools

**\$10 Off Jiffy Lube Coupon**

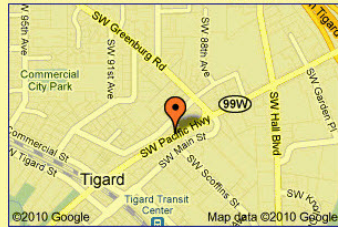
www.JiffyLubeOregon.com Save \$10 with oil change coupon at Oregon/SW Washington Jiffy Lubes

Sponsored links

**\$15 Oil Change - Portland**

BrakeTeam.pro/Oil\_Change Schedule Your \$15 Oil Change Online For Any of Our Locations!

Hide map of 12035 Sw Pacific Highway, Tigard, OR 97223



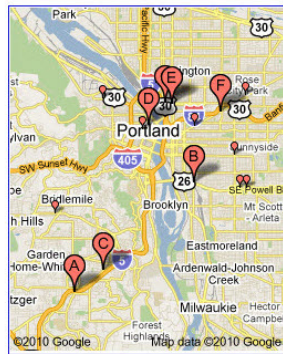
Brake Team  
12035 Sw Pacific Highway  
Tigard, OR 97223  
(503) 620-2446

Get directions - View larger map

**SAVE \$10 on Oil Change**

www.oilcanhenrys.com at your local Oil Can Henry's. Relax in your car & watch us work.

**Local business results for oil change near Portland, OR**



- A Oil Can Henry's**  
maps.google.com - (503) 244-4899 - 10 reviews
- B Meineke Car Care Center**  
www.meineke.com - (971) 285-4038 - 11 reviews
- C Jiffy Lube**  
www.barburjiffylube.com - (503) 245-6763 - 25 reviews
- D Everett Street Autoworks**  
www.esautoworks.com - (503) 221-2411 - 25 reviews
- E Oil Can Henry's**  
maps.google.com - (503) 282-6244 - 16 reviews
- F Jiffy Lube**  
www.33rdnesandyjiffylube.com - (503) 235-0900 - 31 reviews
- G Broadway Toyota-Scion**  
www.broadwaytoyota.com - (503) 284-1105 - 54 reviews

More results near Portland, OR »

Sponsored links

**Save With Jiffy Lube**  
Fast, Friendly And Professional.  
Save Money With Our \$20 Oil Change!  
www.PortlandJiffyLube.com

**\$15.95 Oil Change**  
Factory Trained Technicians!  
Gresham Ford - All Make and Models  
www.GreshamFord.com  
1940 East Powell Blvd., Gresham, OR

**Oil Change Services**  
Visit Firestone Until 6/30 and Get  
Your Car's Oil Changed for \$24.99!  
www.FirestoneCompleteAutoCare.com

**Oil Change Coupon**  
Limited Time Oil Change Offer  
For Quality Goodwrench Service.  
www.Goodwrench.com/ServiceOffer  
Portland, OR

**Portland Oil Change**  
Portland auto oil change.  
Find local businesses on DexKnows.  
www.DexKnows.com  
Oregon

**Oil change portland or**  
Save \$6. Oil change in minutes!  
Find local Valvoline Oil Change.  
www.ValvolineCoupon.com  
Portland, OR

**Portland Car Servicing**  
Make an Appointment Today for an  
Oil Change or Tune Up for Your Car!  
myglobalprofile.com/dicksautogroup  
Portland, OR

**Auto Oil Change**  
Fast & affordable oil changes in  
Portland. Come in today.  
integrityautoincportland.com  
Oregon