



Google Local

- 1) Sign in with your Google account, go to your Google+ personal page
- 2) On the left side links, click on Pages to set one up

Bing Local

- 1) To go <https://www.bingplaces.com/>
- 2) Use the Get Started link

Mapquest/Yext (AOL uses this, too)

- 1) Go to <http://www.mapquest.com/> and Search for your business name and city/state; click on your company's link to verify the info and website link are correct. To add more to the listing, click on the right side link, Claim this Business. Sign up for a free account and follow the directions or click the Sign in link.
- 2) Note: You do not need their "upgraded plan." Choose for them to verify your information with a phone call.

Yellowpages.com

- 1) Go to <http://yellowpages.com>, near the top center in the box under Find a Business, search for your business and put the city/state in the next box to the right.
- 2) Find the business name and click on the More link to verify the info or the Claim this Business link if that link shows up.
- 3) If your business does not show up, scroll down to the bottom of the listings and click on the Add a Business link

MLive

- 1) Go to <http://businessfinder.mlive.com> and input the company name and city
- 2) On the next page click on the name of the business
- 3) On the next page near the bottom left, click on Claim Your Listing for Free to proceed
- 4) If your business is not there, you will get a screen with a Submit a New Listing link, or if businesses similar to yours show up, there may be a button near the bottom left to add a new listing

ExpressUpdate/Infogroup

- 1) Go to <http://www.expressupdate.com/search> and search for your company name by name and state or phone number
- 2) If your business is listed, click Claim Now. You will get a phone call and need to input a code that is on the screen. The next screen is an overview of your online listings powered by Yext. You can pay for their services by clicking the Fix Now buttons, or use the information and go to each directory site yourself.
- 3) If your business is not there, click on the Add it Now link.

Local.com

- 1) Go to <http://www.local.com/> and click on the orange List it FREE button
- 2) Follow the steps to get listed
- 3) You'll get a confirmation email to call to verify the listing – prepare for the hard sell, but just say you want the free listing.

Buy Michigan Now

- 1) Go to <http://buymichigannow.com/> and click on Directory > Add Your Business
- 2) Follow the steps to get listed