

The Big 4 Playbook



Vendasta's Playbook

This Playbook will provide you with the help you need to claim your clients' listings on The Big 4

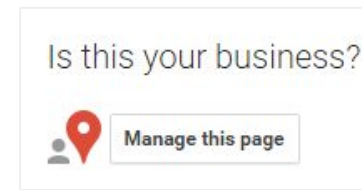
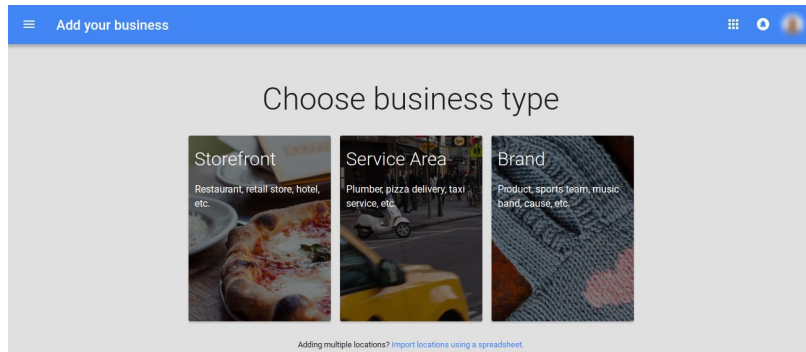
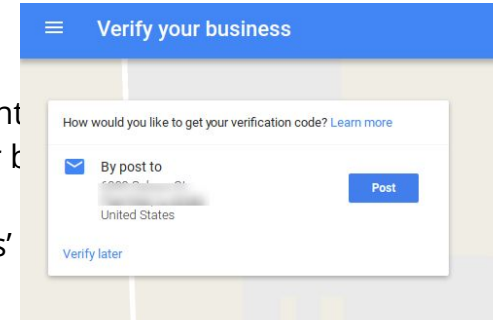
Google My Business, Bing, Yelp, YP

Please keep in mind that these sites are ever changing. We have compiled this data to be as recent as possible.



Google My Business

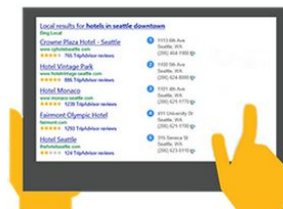
1. Visit www.google.com/mybusiness
2. Create an account, or sign in with a gmail account
 - a. It is recommended you use a business email account (not a personal account)
3. Select "Storefront" for a local business with a walk-in location, or "Service Area" for a public-facing storefront (i.e. plumbers, roofers)
 - a. Google will walk you through the steps of claiming and verifying your clients'
4. If you do not see an option to manage the page:
 - a. Someone else may have verified the page (see <http://bit.ly/1JNcjVQ>)





1 Claim your listing

Chances are Bing has a listing for your business already. Claim an existing listing or add a new one. If your business has multiple locations you can add them in one go using the bulk upload tool.



2 Complete your listing profile

Adding complete information about your business helps you tell the best story about your business. You can add photos of your business & services, hours of operation, services offered and list the various ways customers can reach your business.



3 Verify your listing

Protect your listing from unauthorized changes by verifying it. You can verify your listings by receiving a PIN at your business address, phone or email. All businesses must provide a valid address, but some types of businesses can hide their address in search results.

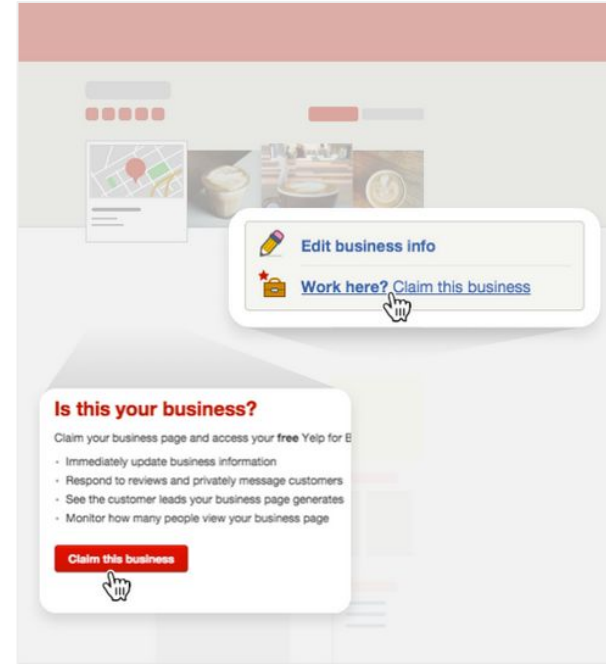


Bing Places for Business

1. Visit www.bingplaces.com
2. Create an account.
3. Follow the 3 simple steps to owning your clients' business listing.



1. Visit www.biz.yelp.com
2. Create an account
3. Yelp will walk you through all the steps to claim your clients' business page
4. If there is no option to claim the page:
 - a. It may have been previously claimed (use <http://bit.ly/1JN0rTI> instead)
 - b. The phone number needs to be changed (see <http://bit.ly/2hdHQRx>)
 - c. The listing was recently submitted and is still pending publication (see <http://bit.ly/2hen6Ed>)



1. Visit www.adsolutions.yp.com.
2. Click "Sign In", then "New to YP? Join!" and create an account.
3. Verify your account via email.
4. Click 'Get Your Free Listing', or if you're on the listing, click 'Claim This Listing'
5. YP will walk you through the verification steps.
6. If you do not see an option to claim the listing:
 - a. Someone else may have claimed your listing, and you must contact YP directly.

Anderson Tire

OPEN NOW
Today: 8:00 am - 5:30 pm

805 E Main St, Locust Grove, OK 74352
(918) 479-5889

Personalize this business!
Add a personal note here, and keep this business handy in mybookit [mybook it](#)

BUSINESS DETAILS | REVIEWS

Hours: Regular Hours
Mon - Fri 8:00 am - 5:30 pm
Sat 8:00 am - 12:00 pm

Payment method: Visa, Master Card, Amex, Discover

Categories: Tire Dealers, Automobile Parts & Supplies, Auto Repair & Service, Automobile Accessories, Mufflers & Exhaust Systems, Wheels

[Improve Business Info >](#) | [Claim this Business >](#)

yp marketing solutions

Education Solutions Tools Why YP?

1-800-573-0059 Your Account

Create a FREE Listing in minutes and get your business found.

Get Your Free Listing

Best Practises: Local Listings

- ★ Keep track of the listing logins. Reclaiming listings is not easy!
- ★ ALWAYS use the business' local number, and not a toll-free number.
- ★ Use consistent wording from the business website in areas such as description to ensure brand uniformity.
- ★ Use high quality images when creating and updating the listing's profile, cover, and album photos.
- ★ Include links to the primary claimed listings on your clients' website for easy access for customers!
- ★ Be sure you or your client respond to any reviews that are left on the listing pages.

