

LET'S PUT  
OUR CITIES  
ON THE MAP

**NCRMA** EST. 1902  
  
*NC Retail Merchants Association*

Google launched the “Let’s Put Our Cities On The Map” program nationally in March.

In 2016, Google will begin to clean up their data by removing businesses from map search that haven’t claimed/verified their businesses.

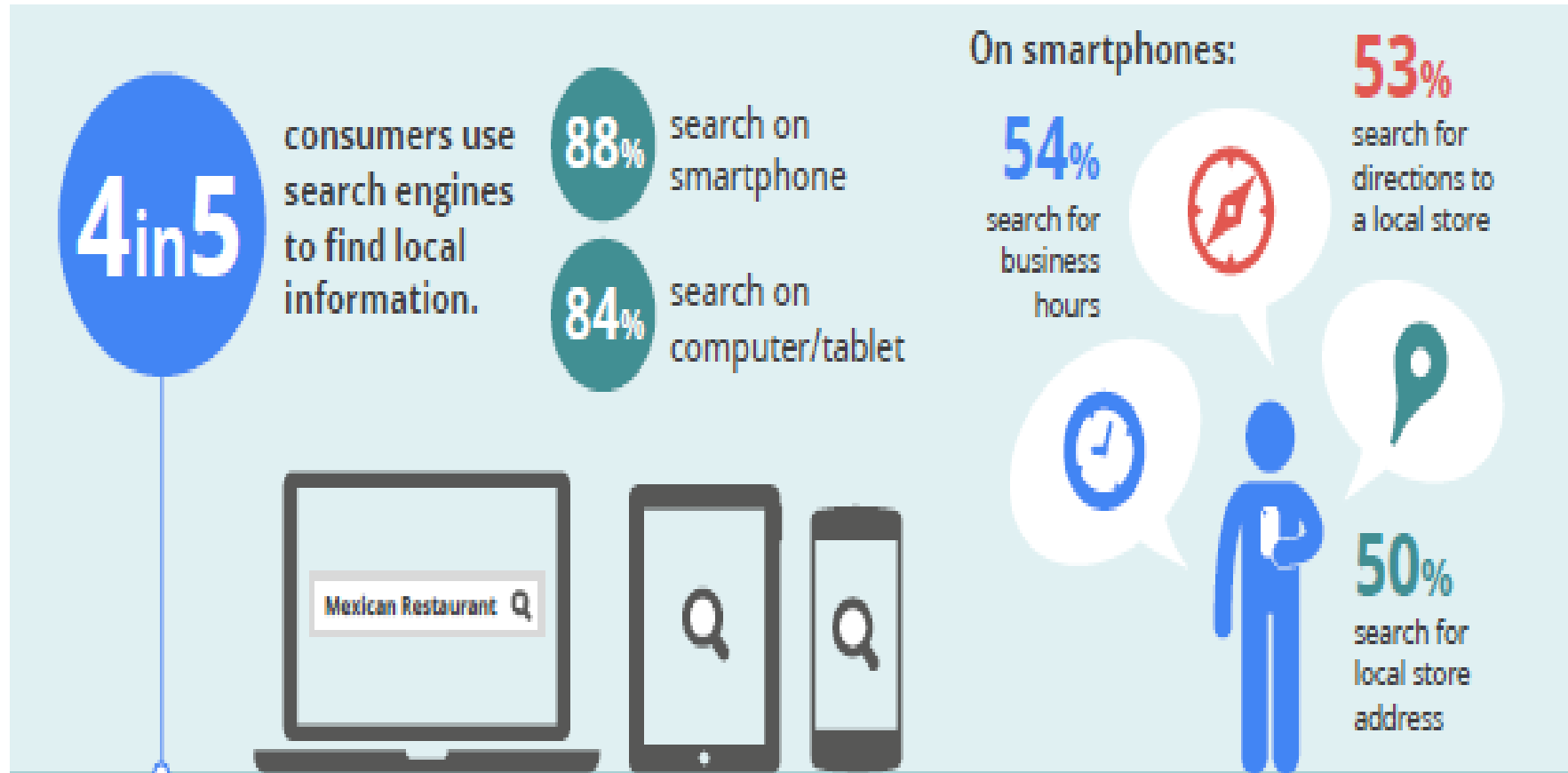
Your business can have reviews, pictures, etc., without being claimed/verified.

Google has the most comprehensive location information, and it supplies location data to many companies including yp.com and Waze.



Google share of US search market : 72%

Google share of US mobile organic search market: 89%



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# What is a Google Map listing?

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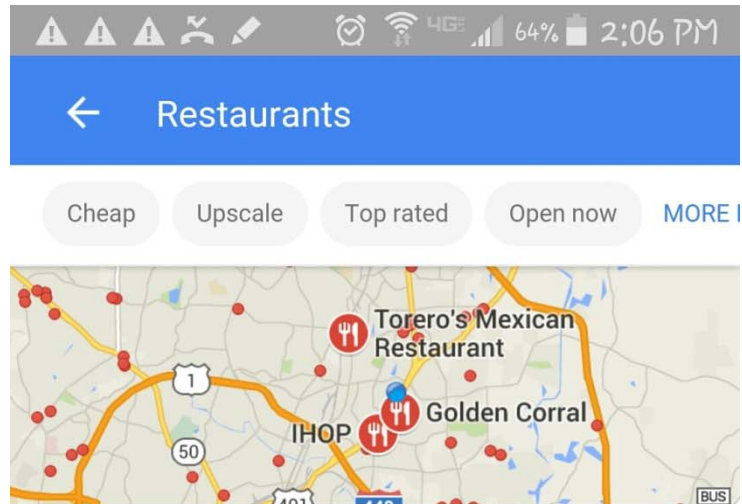
The screenshot shows a Google search for "north carolina retail merchants association". The search results include several links to the NCRMA website, Facebook page, and LinkedIn profile. A map listing for "North Carolina Retail Merchants Association" is prominently displayed on the right side of the search results. The map listing includes a photo of the building, a map showing the location at 209 Fayetteville St, Raleigh, NC 27601, and a 4.7-star rating from 5 Google reviews. The listing also provides the address, phone number, and hours of operation. Below the map listing, there are several reviews from local businesses and a section for "People also search for".

Search results for "north carolina retail merchants association":

- NCRMA: Home** [www.ncrma.org/](http://www.ncrma.org/)   
Includes membership information, publications, and legislative data.  
209 Fayetteville St, Raleigh, NC 27601 (919) 832-0811
- NCRMA Staff**   
NCRMA is supported by professional staff that have one ...
- Contact Us**   
If you would like to learn more about the NC Retail Merchants ...
- Who We Are**   
"NCRMA is the expert on NC retail laws. The Association is the ...
- Membership**   
NCRMA Membership. No one knows North Carolina's retail ...
- More results from ncrma.org**
- NCRMA (North Carolina Retail Merchants Association)**   
<https://www.facebook.com/NCRetail/>   
NCRMA Member Target creates a new role to help respond to customer needs ...  
NCRMA Staff is at the Food Bank of Central & Eastern North Carolina today!
- North Carolina Retail Merchants Association**   
[www.raleighchamber.org/Associations/North-Carolina-Retail-Merchants-...](http://www.raleighchamber.org/Associations/North-Carolina-Retail-Merchants-...)   
The North Carolina Retail Merchants Association (NCRMA) is the leading advocate and business resource dedicated to promoting a positive legislative and ...
- ncrma - Retail Pays For College**   
[retailpaysforcollege.org/ncrma/](http://retailpaysforcollege.org/ncrma/)   
North Carolina Retail Merchants Association (NCRMA) Retail is more than providing consumers with great products. The Retail Consumer Alliance Foundation ...
- North Carolina Retail Merchants Association | LinkedIn**   
<https://www.linkedin.com/company/north-carolina-retail-merchants-ass-...> LinkedIn   
Learn about working at North Carolina Retail Merchants Association. Join LinkedIn today for free. See who you know at North Carolina Retail Merchants Association.

**North Carolina Retail Merchants Association**   
4.7 ★★★★★ 5 Google reviews  
Association or Organization  
Address: 209 Fayetteville St, Raleigh, NC 27601  
Phone: (919) 832-0811  
Hours: Closed today · Hours   
Write a review   
Reviews  
"...when we partnered with the NC Retail Merchants Association..."   
"Thank you NC Retail Merchants Association."   
"...information that our business owners' could immediately put into action."   
View all Google reviews   
People also search for View 10+ more





### Torero's Mexican Restaurant

4.1 ★★★★★ (50) · \$\$ · 1.4 mi  
Mexican · Atlantic Ave  
Casual eatery for Mexican favorites



### Golden Corral

3.5 ★★★★★ (24) · \$ · 0.4 mi  
American · Capital Blvd  
All-you-can-eat American buffet chain



### IHOP

3.3 ★★★★★ (23) · \$ · 0.9 mi  
American · Capital Blvd  
Diner chain known for its breakfast



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A few things before we get started...

- Google rewards activity so encourage reviews by your friends and customers and post pictures and videos often.
- Use free Google tools to increase your presence and ranking on search:
  - [Google.com/trends](https://www.google.com/trends)
  - [Google.com/blogger](https://www.google.com/blogger)
  - [Google.com/analytics](https://www.google.com/analytics)
- My favorite Google tool-[Google.com/alerts](https://www.google.com/alerts)



# www.GYBO.com/business

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https://www.gybo.com/nc/raleigh/business

LET'S PUT RALEIGH ON THE MAP

with Google

HOME ABOUT RESOURCES SHOW SUPPORT PARTNERS

Change City

## DOES YOUR BUSINESS INFO SHOW UP ON GOOGLE?

Enter your business name below to see how your hours, address, and more appear on Google Search and Maps.

Enter your business name and city

FIND OUT

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https://www.gybo.com/nc/raleigh/business

LET'S PUT RALEIGH ON THE MAP with Google

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# DOES YOUR BUSINESS INFO SHOW UP ON GOOGLE?

Enter your business name below to see how your hours, address, and more appear on Google Search and Maps.

david's

- David's Bridal, Louisburg Road, Raleigh, NC, United States
- David's Dumpling & Noodle Bar, Hillsborough Street, Raleigh, NC, United Stat...
- David's Bridal, Fayetteville Road, Durham, NC, United States

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https://www.gybo.com/nc/raleigh/business

LET'S PUT RALEIGH ON THE MAP with Google

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# DOES YOUR BUSINESS INFO SHOW UP ON GOOGLE?

Enter your business name below to see how your hours, address, and more appear on Google Search and Maps.

jlm photography raleigh

Not Showing Up?

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https://www.gybo.com/nc/raleigh/business/not-found

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JLM PHOTOGRAPHY RALEIGH

# YOUR BUSINESS ISN'T ON THE MAP.

Not to worry. Getting your business on the map is free and easy to do.  
Need help? Call us for free at 1-844-442-8695\*

LET'S GET STARTED

Businesses with complete listings are 2x as likely to be considered reputable

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https://business.google.com/add/info?gmbsrc=us-en\_US-gxbo-of-z-gmb-s-z-l-xb-gabo-u&ppsrc=GMBB0&ga=1.130591951.1145677805.1443375867

Google

My Business | Add your business

Business name

Country / Region  
United States

Street address

City  
Enter the full city name

State ZIP code  
Please select

Main business phone

Category  
Enter a category

Map of the United States with a location pin in the Northeast region.

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https://www.gybo.com/nc/raleigh/business/CpQBjQAAAA1Q9uUHGI3Rb7pSrlG7-8JzEPQf30KVCK-hEGKRNyzcin2MgoISp4yusExHFGaYlGp\_bYyGHoxPfvkX5q1pZl

LET'S PUT RALEIGH ON THE MAP with Google

HOME ABOUT RESOURCES SHOW SUPPORT PARTNERS

FUQUAY VARINA CHAMBER-COMMERCE

# YOUR BUSINESS INFO IS INCOMPLETE.

Not to worry. Getting your info on the map is free and easy to do.  
Need help? Call us for free at [1-844-442-8695\\*](tel:1-844-442-8695)

**COMPLETE YOUR INFORMATION**

Here's what you can do to improve  
your information on Google

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Regardless of your next steps, at this point you will be asked to sign into the Google Account that manages your business.

This does not have to be a gmail account; it is possible to use any email to manage your map listing/knowledge panel.




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https://plus.google.com/u/0/b/109755413039938985058/dashboard/overview

Google North Caroli...

My Business




## North Carolina Retail Merchants ...

The North Carolina Retail Merchants Association (NCRMA) is a non-profit trade association organized in 1902 to improve the b...

8 followers (919) 832-0811 http://www.ncrma.org/

Association or Organization Closed 209 Fayetteville St Raleigh, NC 27601

Manage photos Add virtual tour



Share

Share what's new...

Text Photos Link Video Event Poll

Share update

Posts you share here will appear on Google+ and Google.com. [Learn More](#)

Waiting for 2507573.flv.doubleclick.net...

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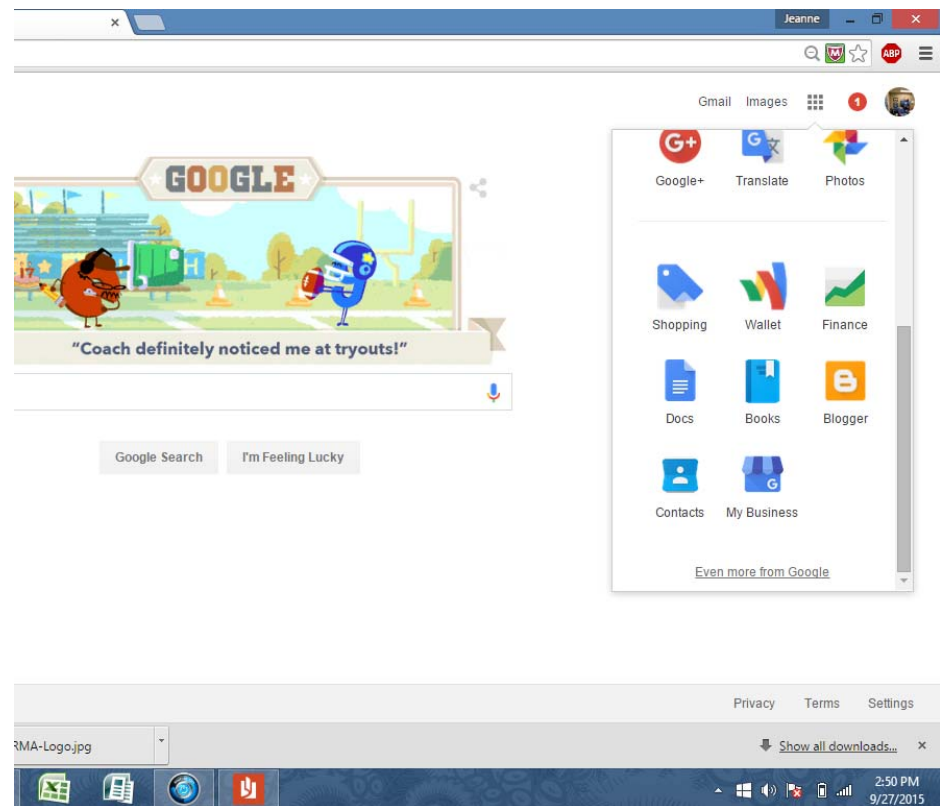
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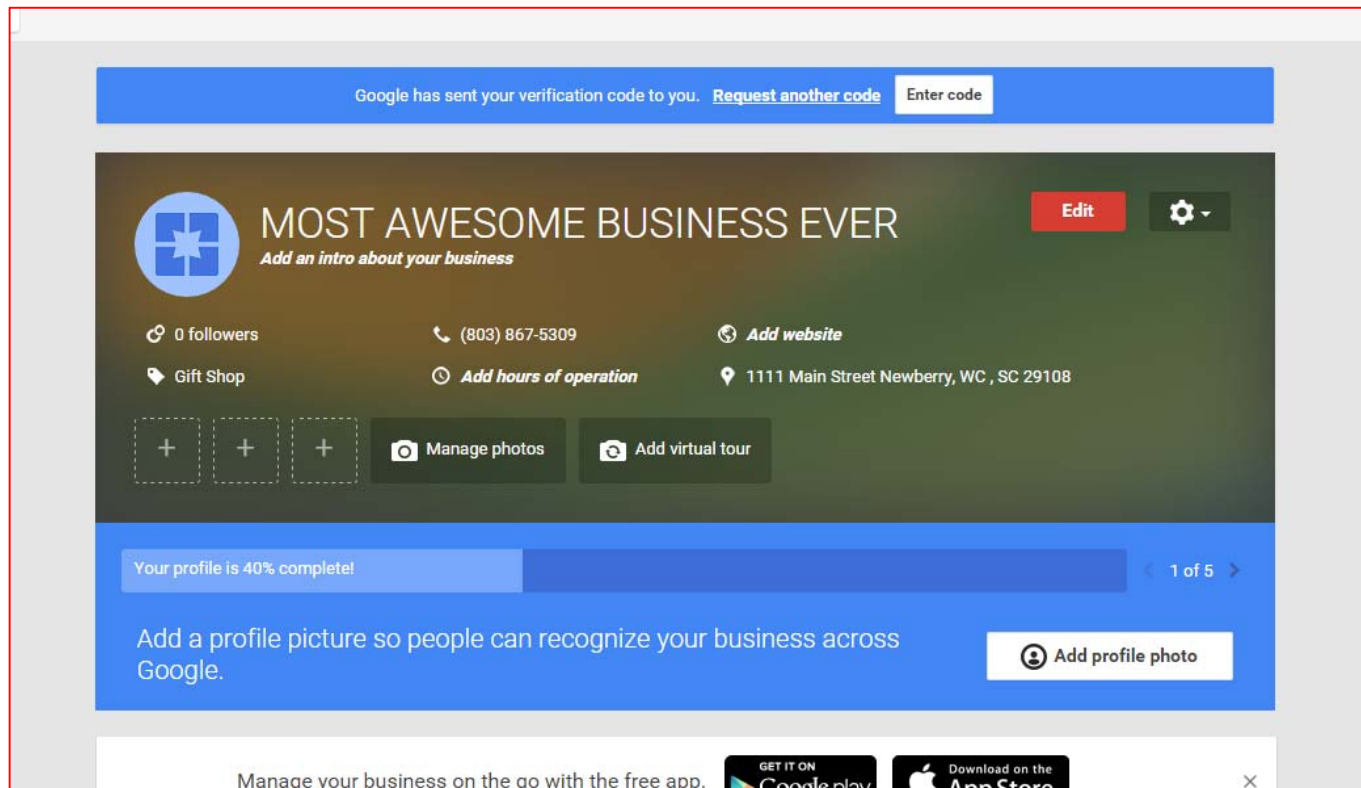
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When your code arrives--via postcard or via email

- Return to google.com
- Sign in
- Look for the 9 dots at the top right of page
- Click for the drop down
- Look for the My Business app
- Open the page you want to manage



At the top of your page you will see the 'Enter code' box  
Enter your 6-digit code and you are VERIFIED!!!!





Remember:

- add name brands to your business description,
- ask for reviews,
- give reviews,
- post updates and photos/videos,
- join circles

# Questions?

