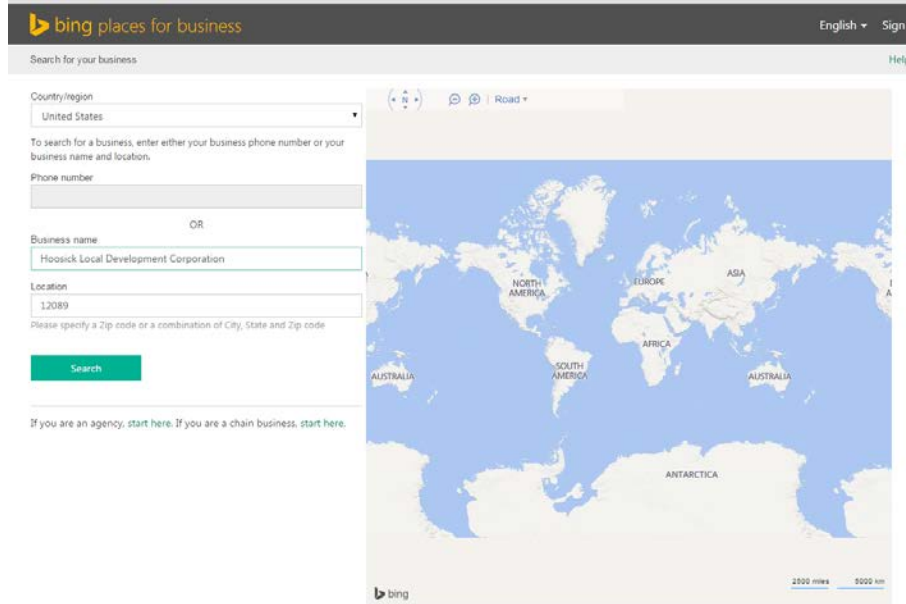


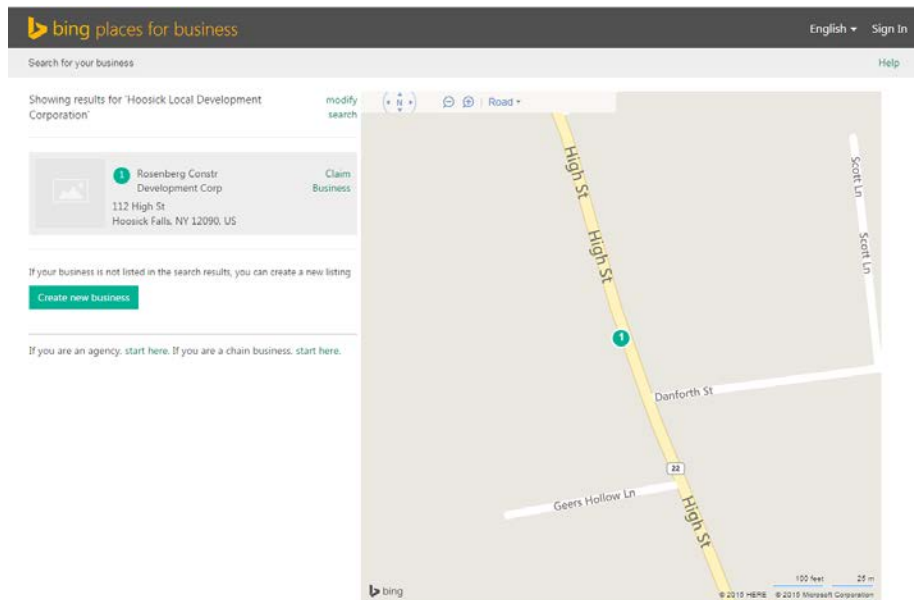
# Registering Your Business on Bing.com

1. Create Microsoft account (search on google)
2. Go to <https://www.bingplaces.com/> -----get started
3. Fill in your Business Name and zip code and search



The screenshot shows the Bing Places for Business search page. The header includes the Bing logo, 'bing places for business', and options for 'English' and 'Sign'. Below the header is a search bar with the text 'Search for your business'. The main form has a 'Country/region' dropdown set to 'United States'. Below this is a text box for 'Phone number' and a radio button labeled 'OR'. The 'Business name' field contains 'Hoosick Local Development Corporation'. The 'Location' field contains '12089'. A green 'Search' button is at the bottom of the form. To the right of the form is a world map with labels for 'NORTH AMERICA', 'EUROPE', 'ASIA', 'AFRICA', 'SOUTH AMERICA', 'AUSTRALIA', and 'ANTARCTICA'. A scale bar at the bottom right of the map shows '2000 miles' and '3000 km'.

4. Create New business if your business is not listed.



The screenshot shows the Bing Places for Business search results page. The header is the same as the previous screenshot. Below the search bar, it says 'Showing results for 'Hoosick Local Development Corporation'' and a 'modify search' link. A search result card is displayed with a green location pin icon, the business name 'Rosenberg Constr Development Corp', the address '112 High St, Hoosick Falls, NY 12090, US', and a 'Claim Business' link. Below the card, there is a message: 'If your business is not listed in the search results, you can create a new listing' and a green 'Create new business' button. To the right of the card is a map showing a street view of the area. The map labels include 'High St', 'Danforth St', 'Geers Hollow Ln', and 'Scott Ln'. A scale bar at the bottom right of the map shows '100 feet' and '25 m'.

5. Sign In with the account you created.
6. Follow prompts and fill in business address
7. Continue following prompts including adding a description of your business – important to use words that someone may use when searching for you. Have the description make sense, but also use as much description as possible.
8. Enter as much contact information as possible including Facebook and website if possible.
9. Upload a photo or logo of your business if you have one.
10. Verify using email address or click alternative methods (tab towards top) and have a post card mailed to you with a code.

## How to Register a Business on Google

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When local residents search for terms related to your business, you want your business to show up as one of the top results. Fortunately, it's easy to make this happen when you register your business in the section of Google called Google Places. You don't even need a web page for your company to show up in the results--Google will simply show your company's name, address and telephone. Best of all, there is no cost to have your business registered with Google.

1. Log in to your Google account. If you don't have an account, you can create one. You want others to be able to access this listing, so you should have a separate account for your business--don't use your personal account.
2. Visit Google Places. Go to [google.com/services](http://google.com/services) and click on "Google Places."
3. Click on "add a new business."

The screenshot shows the Google Places registration interface. At the top is the Google logo. Below it, there are two main promotional cards. The left card is titled "See reviews from people you know" and features a photo of a chef in a kitchen. Below the photo is the text "Choose the right places with Google+ and Zagat" and "Reviews from people you know and scores and summaries from Zagat." At the bottom of this card is a blue button labeled "Explore Google+ Local". The right card is titled "Get your business found on Google" and features a photo of a woman standing next to a large red location pin. Below the photo is the text "Claim your business listing on Google - for free" and "Google Places for Business lets you respond to reviews, learn insights and more." At the bottom of this card is a blue button labeled "Get started now", which is highlighted with a red rectangular border. Below these two cards is a section titled "Related products" with four columns of links and descriptions: "Always be in the know when you're on the go", "Advertise online, quickly and easily", "Let customers look inside your business", and "Get online tools to help run your business".

4. Enter your business's phone number. Google will try to find your business's contact information, such as address and company name. If it does, you can simply verify the information is correct.
5. Submit your own information if Google cannot find it. Type in your company name and address.
6. Answer additional questions about your business. You can specify your business hours, methods of payment and other details as you wish.
7. Click the "Submit" button.
8. Select the method you want to use to confirm your business information. After you have submitted your information, Google will call your business number with a PIN that you must enter to activate your listing or will send this code on a postcard to your company's location. This step helps prevent fraud by verifying you are a true business with a physical location.

9. Wait for the PIN to be sent by phone or mail.



10. Enter your PIN. When you've received your PIN--which will be a few minutes later if you requested a phone call--you can enter it on the screen that shows up after you've submitted your information. If you received the code by mail, find the section to enter your PIN by logging back into your account--you'll get an alert message to take you to the right screen. Once you've entered the PIN to confirm your information, it will take up to 12 hours for your listing to become active.