

Claim Your Business and Manage Your Listing on Google Places

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Get Found With Google Places

Stake Your Claim Today!

Follow These Easy Steps

Help Your Customers Find You Today!

Claim Your Business On Google Places

The image shows a screenshot of a Google Maps page for a business named 'Fafco Solar Energy'. A red speech bubble with the text 'Claim your Business' is overlaid on the top right of the page. The browser's address bar shows the URL 'http://maps.google.com/maps/p'. The search bar contains the text 'Fafco Solar Energy 901 SE'. The page displays the business name, address (901 Southeast 13th Place, Cape Coral, FL 33990-3066), phone number ((239) 574-1500), and website (fafco.com). It also shows a map of the location, a photo of the building, and a list of nearby businesses. A 'Sponsored Links' section is visible at the bottom right of the page.

Claim your Business

Fafco Solar
901 Southeast 13th Place, Cape Coral, FL 33990-3066
(239) 574-1500
fafco.com
[Directions](#) [Search nearby](#) [Save to...](#) [more](#) ▼
Category: Solar Energy Equipment...

Details

Buying Options: New
Product: Chemicals, Pool Equipment, Swimming Pools
dexknows.com
[More details](#) »

Reviews [Write a review](#)

[Be the first to write a review](#)

Nearby places you might like

SureTemp Manufacturing Co., LLC 12 mi SE 7971 Supply Drive, Ft Myers, FL 1 review - Solar Energy Equipment...	Water Works Plumbing Corporation 0.1 mi W 1227 Southeast 9th Terrace, Cape Coral, FL 1 review - Plumber
Florida Green Team 8.9 mi SE 2213 Andrea Lane, Fort Myers, FL Solar Energy Equipment...	Advanced Solar & Spa 7.3 mi SE 2431 Crystal Drive, Fort Myers, FL Swimming Pool Contractor
Solar Tech Energy Systems 6.2 mi E 2970 Cargo Street, Fort Myers, FL	Midwest Plumbing Contractors 5.5 mi S 418 Avalon Drive, Cape Coral, FL

Sponsored Links

[Prices for Solar Panels](#)
Get Solar Panel quotes from Multiple companies. It's Free!
www.solar-panels-prices.com

[Solar Panel Installation](#)
Compare Bids, Profiles & Ratings of Local Solar Panel Pros. Free Search
www.ServiceMagic.com

[Solar Panels](#)
Licensed Solar Power Professionals In Your Area To Install Solar Panels

Until someone claims the entry in the Directory, Google will post the information found on various online places and display it for your business.

Start Editing your Entry



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.

Fafco Solar

901 Southeast 13th Place Cape Coral FL 33990-3066 United States

Phone: (239) 574-1500



*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.

- Select the first option, and click on "Continue"
- You will receive a letter in the mail with a PIN
- Make sure to set yourself a reminder that you still need to validate your claim by going back to the site and entering the PIN you received in the mail.

If you suspend your listing, it means that you have chosen to remove it from Google Maps. Click **Resume** display on Google to make it visible again or **Delete** to remove it from your account permanently.

Once the listing has been claimed, all the updated information will appear on Google Maps and Places and you can choose to edit your business information.

Basic Data about your Business

▼ Basic Information

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

Country: *	<input type="text" value="United States"/>
Company/Organization: *	<input type="text" value="Fafco Solar"/>
Street Address: *	<input type="text" value="901 Southeast 13th Place"/> <input type="text"/>
City/Town: *	<input type="text" value="Cape Coral"/>
State: *	<input type="text" value="Florida"/>
ZIP: * [?]	<input type="text" value="33990-3066"/>
Main phone: *	<input type="text" value="(239) 574-1500"/> <small>Example: (201) 234-5678 Add more phone numbers</small>
Email address:	<input type="text"/> <small>Example: myname@example.com</small>
Website:	<input type="text"/> <small>Example: http://www.example.com <input type="checkbox"/> I don't have a website.</small>
Description:	<input type="text"/> <small>200 characters max, 200 characters left.</small>
Category: *	<input type="text" value=""/> <small>Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant Add another category</small>

Fill out the form as accurately as possible. Come up with meaningful categories and descriptions. Make sure that phone numbers, e-mail address and web site are correctly filled in.

Add additional important information

▼ 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	↓ Apply to all
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.

▼ 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 |

Enter opening hours, preferred payment options, and select the appropriate choice if you come to your customer or your customers come to you.

(Interior Decorator might visit the customer; Air Condition Service will repair the system at the client's house, etc.)

Upload Multi-Media Material

▼ 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](#).

Photo Added.

Add a photo from your computer

No file chosen

Add a photo from the web

You have uploaded 1 of up to 10 images for this listing.



[Remove](#)

▼ Videos

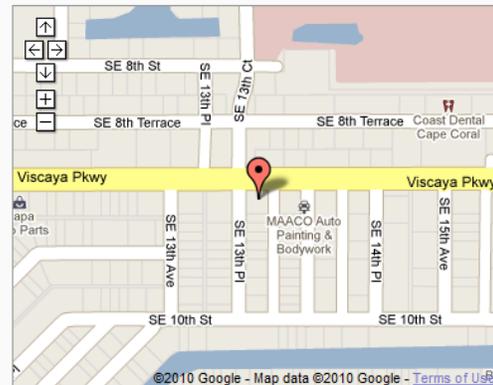
Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfv1JdXI>

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

Fafco Solar

901 Southeast 13th Place (239) 574-1500
Cape Coral FL 33990-3066
United States



[Fix incorrect marker location](#)

Photos:



Pictures of your establishment or the product of your work will help the visitor to decide for your business.

You can also upload 5 Videos to the site. Make sure they are short and to the point. Max 2 min., if not shorter. Consult professional editors for guidance.

In the finished display of the business entry, the thumbnails will be links to the larger version of the graphic.

Add Additional Details in the Last Section



What would you like to do to this listing?

Pauli Systems, LC
3960 Radio Road #103
Naples FL 34104
United States

- Remove this listing from my Google Places account.**
Select this option if you mistakenly associated the listing with your account. This listing *may continue to display on Google Maps* if provided by other sources.
- Remove this listing from Google Maps.**
Your listing will no longer appear on Google Maps, but will continue to display in your Google Places account. This listing will be removed after you verify via PIN.

You can choose to further edit your 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.

:

Enter on the left side the type of information and on the right side the values for this information.

Preview & Map

Fafco Solar
901 Southeast 13th Place
Cape Coral FL 33990-3066
United States
(239) 574-1500

Photos:
Other:

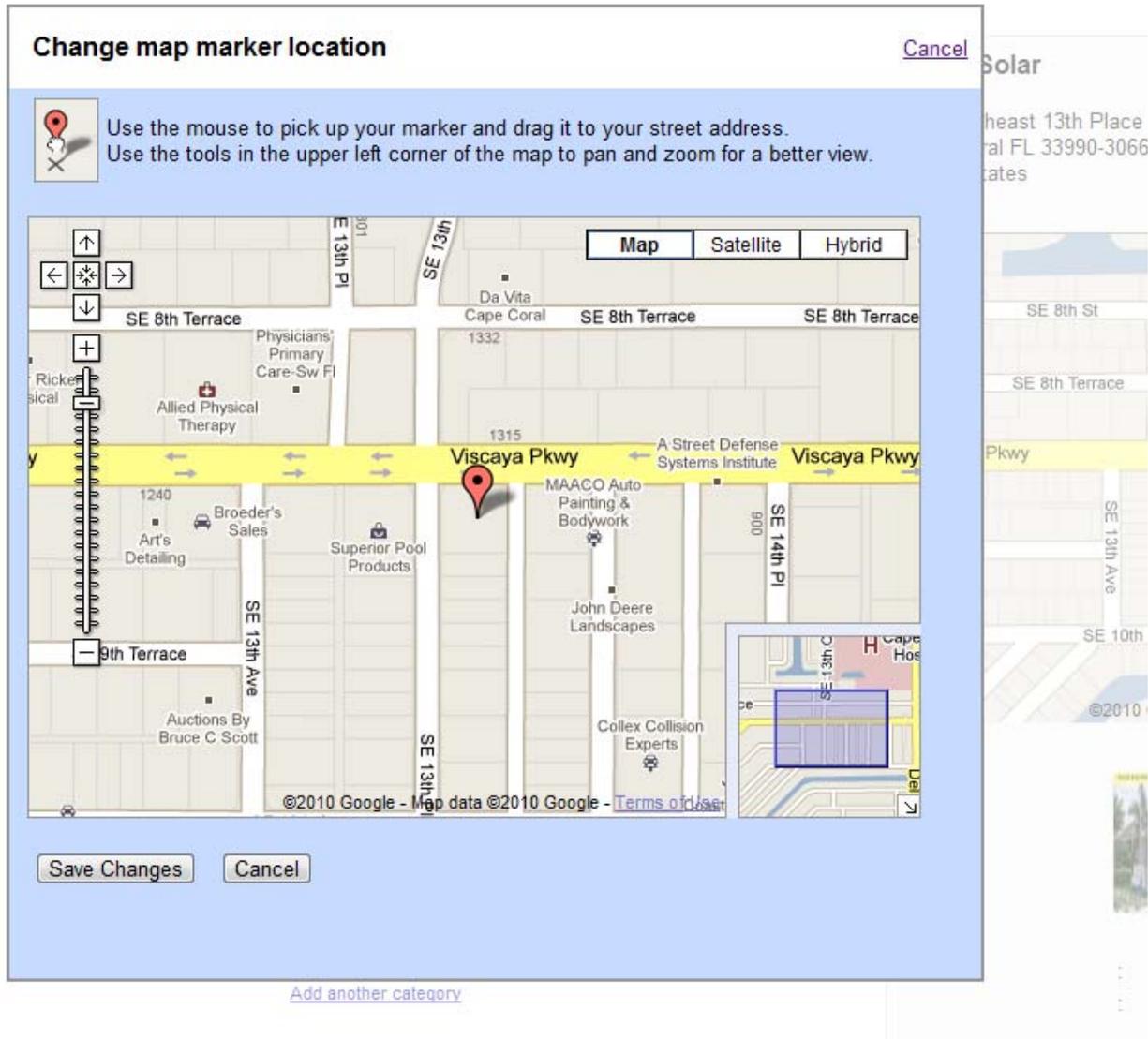
[Fix incorrect marker location](#)

This display hovers on the right column of the screen while you move on the page and enter information. It shows you a preview of your photos, uploaded and additional Details.

You need to make sure that the location marker on the map is correctly placed.

If you see it is pointing to a different location and you would like to correct it, click on "*Fix incorrect marker location*" and a larger overlay will appear.

Fix an incorrect location marker



Point your mouse pointer to the marker; hold the left mouse key down while you drag the marker to the right location. You can use the other available controls to get a more accurate position for your business location marker.

Click on "Save Changes" to make the new marker location permanent.

You will be taken back to the Edit screen.

Claim Your Business On Google Places

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



<input type="text"/>	:	<input type="text"/>	<input type="button" value="X"/>
<input type="text"/>	:	<input type="text"/>	<input type="button" value="X"/>

[Add another](#)

Don't forget to click on the Submit button on the bottom of the page to save your changes!

The business information won't be updated on the public pages until you verify your account. From you dashboard you need to select "Verify your business".

Business	Status ↓
Fafco Solar 901 Southeast 13th Place Cape Coral FL 33990-3066 United States Edit - Delete	Needs Action  Not yet published  Verify ownership

Verify Your Business

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 (239) 574-1500
-  **By postcard (2-3 weeks)**
We'll send you a postcard in the mail to this address

```
Fafco Solar
901 Southeast 13th Place
Cape Coral FL 33990-3066
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.

Finish

If this is a new entry or you changed your address under Basic Information, you will receive the letter with your PIN by default as a verification method. Otherwise you will be able to verify via telephone.

Note: You need to make sure that you have the address correctly entered; otherwise, the letter will not reach you. If you need to change the address again later, you will be sent another postcard. **Until you verified your entry via the PIN, your changes will not be visible on the public pages.**

Your Postcard Has Arrived



It generally takes 2-3 weeks for the postcard to arrive with your PIN number. It will come directly to the address specified as your business listing. Be sure to reply immediately.



Hello from Google,

You're almost done registering your business with Google.

After you verify your identity, your listing will go live in about a day. Then you can easily:

- Keep your hours, website, and other details up to date.
- Stand out with photos, videos, even coupons.
- View your personalized business dashboard for stats on who's visiting your listing and requesting directions to you.

Your business listing is:

████████████████████
████████████████████
Naples
FL
34104-3741

Customers like to know what's going on right now. Log in frequently to keep your information current and to check your latest stats on your business dashboard.

To verify your identity:

Step 1:

Go to www.google.com/local/add



Step 2:

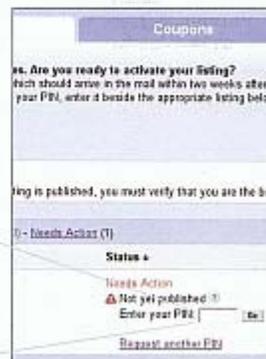
To sign in, use your password and Google Account ID

`bph@paulsystems.net`



Step 3:

Enter your PIN in the field next to your business listing and click Go.



Your PIN is: ██████████

For more information, click "Google Places Help" at the bottom of www.google.com/local/add

More in depth instructions and help is available on

<http://www.google.com/support/places/>

Verification

Once the postcard is received, log into the Google Places Dashboard and under the red text that says “Needs Action” enter the PIN received then click **GO**.

Your businesses [Add another business](#) - [Upload a data file](#) (if you have more than 10 listings)

Alerts (1)
▲ Pauli Systems Lc: Before your listing is published, you must verify that you are the business owner.

View: All - Active (2) - Pending (0) - Needs Action (1) Viewing listings 1 - 3 of 3

Business	Status ↓	Impressions (last 30 days)	Actions (last 30 days)
Pauli Systems Lc Naples FL United States Edit - Delete	Needs Action ▲ Not yet published ? Confirmation letter sent Jul 17, 2011. Enter your PIN: <input type="text"/> <input type="button" value="Go"/> Request another PIN		
Pauli Systems Lc	Suspended		

Now you just have to wait until Google reviews the listing and accepts it. There may be a waiting period after the PIN is entered while Google finalizes its review of the listing and it goes live for customers to access. It could take as long as several weeks or as little as a couple of days.



✓ **Thank you! We've confirmed your PIN and validated your listing.**

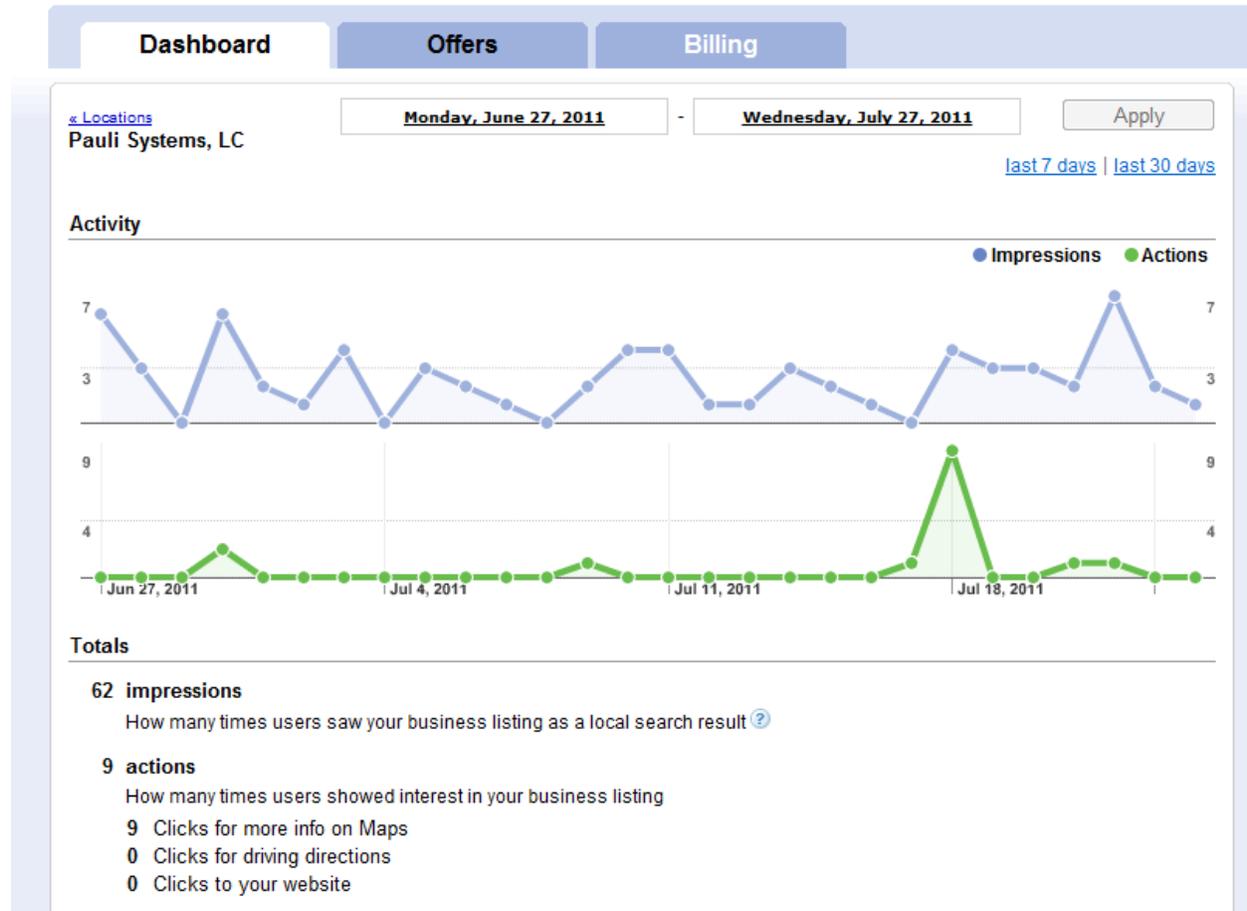
Your listing should appear on Google Maps within one day. We appreciate your patience.

- [Go to Google Places](#) (review, edit, and add business listings)
- [Back to Google Maps](#)

Your posting has been verified and it's going to have an owner verified ✓ on your places listing and now you are free to come in and make announcements, tags, and look at all the statistics.

That's it! You are now listed. Your listing has been verified and now your customers can find you and now you can track their activity.

View Your Listing Statistics on the Dashboard



After you've claimed your business, a Dashboard is available to help you track information about how people find your business. On your Dashboard are the report tools, the statistics that will give you the feedback you need to allow you to know more about who your users are and what they are looking for.

The first thing you see is a graph showing your listing's activity. You'll see 2 lines, one for each of the following:

- **Impressions:** The number of times that your business has appeared in search results – who's searching for you.
- **Actions:** The number of users who have clicked through your business listing after viewing it as a search result.

View Your Listing Statistics on the Dashboard (cont'd)

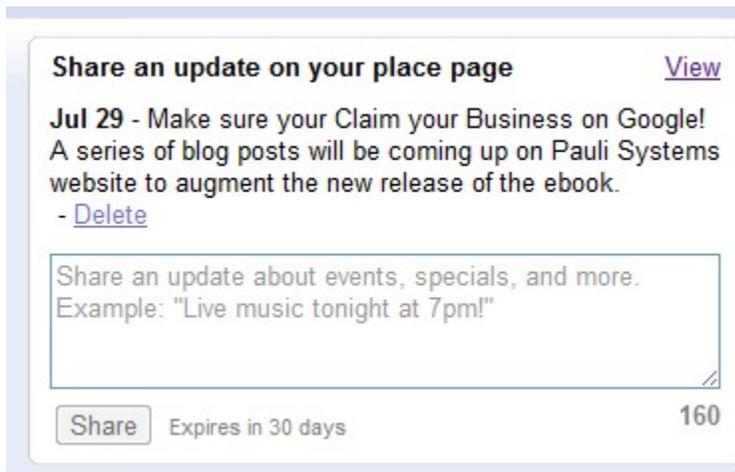


The **Activity Graph** (Statistics) also shows:

- **Top Search Queries:** Gives you the top keywords people are looking for on Google when your listing came up in their searches. Over a period of time, you can get a handle on which keywords are the most popular and tailor your listing to directly tie into those interests.
- **Driving Directions:** Information about your business that you were never able to see before. Zip codes where driving directions come from; which zip codes customers are coming from when they request directions to your location.

Optimize Your Dashboard Further

When you go in to take a look at your analytics on the Dashboard, optimize it further by going to the right-hand column where you'll notice a share an update text box to post real-time information like special events and special deals. There are so many uses and you can change it daily, if you like. If you don't change it, it will stay for 30 days, has a limit of 160 characters, and then disappears.



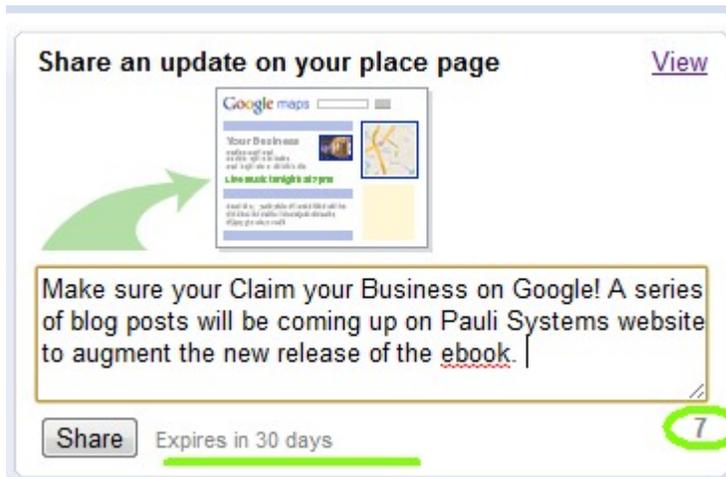
Share an update on your place page [View](#)

Jul 29 - Make sure your Claim your Business on Google! A series of blog posts will be coming up on Pauli Systems website to augment the new release of the ebook.

- [Delete](#)

Share an update about events, specials, and more.
Example: "Live music tonight at 7pm!"

Expires in 30 days **160**



Share an update on your place page [View](#)



Make sure your Claim your Business on Google! A series of blog posts will be coming up on Pauli Systems website to augment the new release of the ebook.

Expires in 30 days **7**

Claim Your Business On Google Places

Google [Search Bar] [Search Icon]

Pauli Systems, LC ☆
3960 Radio Road #103, Naples, FL 34104
(239) 331-5878 (239) 354-1327
paulisystems.net
Directions Search nearby Save to map more ▾

Upload a photo

Categories: Website Designer, Organizations - Non-profit, Services - Web Development

1 review **Your rating:** ★★★★★

google search - search works

19 seconds ago - Make sure your Claim your Business on Google! A series of blog posts will be coming up on Pauli Systems website to augment the new release of the ebook. - From the owner

Photos Upload a photo

From the owner From the owner From the owner From the owner From the owner

More photos » Report inappropriate photo

Map Edit this place - ✓ Owner-verified listing

Prospect Ave
Industrial Blvd
County Road 558
Burton Rd
Lorraine Ave
Kathy Ave
Vestview Dr
©2011 Google Map data ©2011 Google

Ads

Madison Ave Web Designers
Get top US-based freelance talent at great hourly rates. Join today!
www.Solvate.com

Website Design Quotes
Get Competitive Quotes from up to 5 Web Designers. Compare Costs & Save
www.VendorSeek.com

Web Design \$10/hr Pick Us
North American, Talk to Programmers \$10/hour, Web Site Design and Fixes
www.AffordableProgrammers.com

Free Website Templates
Build A Website Using 1000s Of Free Website Templates. Start Now!
Websites.Intuit.com

Announcements you can share that will pop-up on your Places page on a daily basis that will get people to possibly use your Google Places as some of the places they often frequent.

Special Offers

Pauli Systems, LC

3960 Radio Road #103, Naples, FL 34104, United States

(239) 331-5878

paulisystems.net

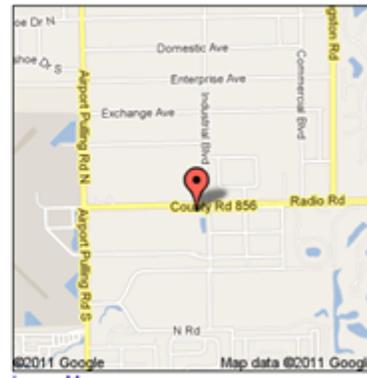
[Print](#) [Directions](#)

Pauli Systems, LC
1 hr Free Website Review

Get the conversation started. Give us an hour to review your current website, and we'll give you 5 "do it now" ideas to make the web work better for you. Call (239) 331-5878 today to schedule a Web Conference with us or send e-mail bph@paulisystems.net. (Value: \$110)

Expires - Sep 30, 2011

Search for offers near you with the Offers iGoogle gadget  [New!](#)



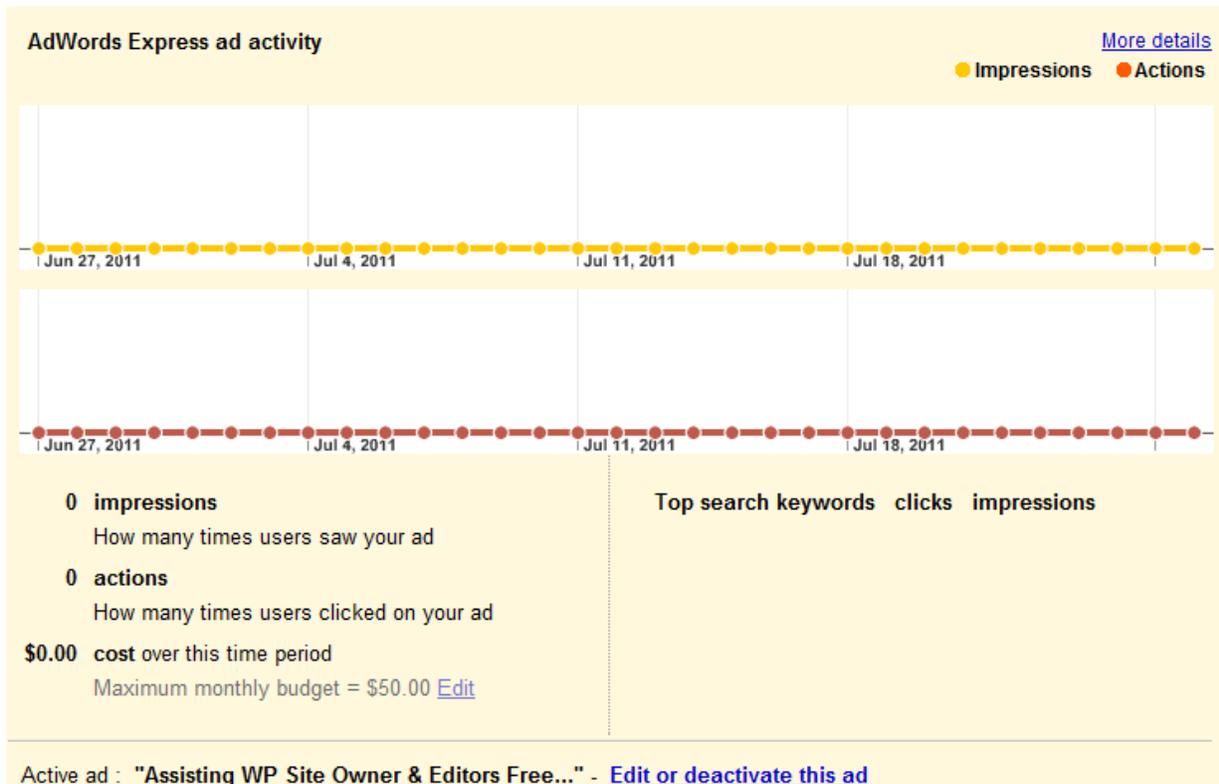
Another way to make an announcement is to offer printable coupons that will show up on your places page. You should add at least 1 coupon to your listing as it will enhance your listing to attract more customers. If you can't be found on Google search, you might as well not exist at all!

What more can be done?

Enrich your online presence by continuing to update and add posts to your Google Places listing:

- More printable coupons
- Additional pictures and/or videos
- Get social and place your business on social sites like Facebook, Twitter and LinkedIn.

Google AdWords Express Ad Activity



Top search queries [?](#)

Query	Impressions
1. jc penny	7
2. google search	5
3. facebook	4
4. non profit community service	4
5. pauli systems,	4
6. googlesearch	3
7. google	2
8. google social network	2
9. small business	2
10. web developers	2
Other	27

Where driving directions requests come from

Your business did not receive enough requests for driving directions to provide this information.

Google AdWords Express is the quickest, easiest way to advertise your business on Google. Just provide a few details and your ad will be ready in minutes. The best part is you only pay when people actually click on your ad.

Claim Your Business On Google Places

When people search online for local services that you provide, an ad for your business will appear above or beside their search results. Your business will also be marked with a distinctive blue pin on Google Maps, helping it stand out to potential customers.

AdWords is for local businesses looking for local customers. It's for business owners who want the benefits of a targeted online ad campaign, without having to spend time managing it.

Log into your AdWords account to see which ads or search queries bring most visitors to your website. You set how much you want to pay and can stop at any time.