

# Google Local Business Center



There is a free service from Google that allows you to make sure your local business listing can be found on Google. Here's how you can get started, and why:

- 1. **Visit [google.com/lbc](http://google.com/lbc)** Create a Google account if you don't have one, or sign in with your account.
- 2. **Enter information about your business**, including address & phone, hours & more: You can even add photos of your business and coupons.
- 3. **Verify that you own or run the business**: Follow the instructions and enter a PIN code when you receive it, to complete the process.
- 4. **Now you're all set**. You can log in daily to see how your business listing performs on Google, including how many times people found it, and what actions they took.

To get started today, visit the [Local Business Center](#).

## This month's news

[Watch a video on how to verify your listing](#)

[Learn how a new reporting dashboard can give you insights to make business decisions](#)

[Check out 7 ways to use Google Maps for your business](#)

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