

First Impressions Matter

Create a first impression that will draw customers to your business & to Freeman.

Follow the steps listed below to claim your free online listing with Google. Repeat the process with Yelp & similar apps, as appropriate. We have so much to be proud of here in the Freeman community, so let's be sure that information shows up in online search results. Get started by making the most of these free promotional opportunities; paid advertising with these online platforms is optional.

1. Do a Google search for your business. If it's listed online, you'll be able to find a place where you're prompted to answer this question: "Is this your business?" Or, you'll be directed to "Claim your business." If your business isn't listed, you'll want to create a new listing.
2. If you're working from an off-site computer, make sure you're able to communicate with someone at your business establishment on a separate line (i.e. by talking with them on their cell phone); Google & Yelp will call your business number & provide a code that you'll need to enter on your computer for verification.
3. Be sure to enter details about your business. Visual images are a must so take time to upload appealing photos of your business & the products you sell. *(Do note that you might not be able to select the order in which your photos appear.)*
4. You might be surprised (or even shocked) to see the photos that are already being displayed with your business. People who've visited your business may have uploaded them. They may have even uploaded unflattering photos or photos that aren't even of your business. Be sure to take time to flag inaccurate photos. Business owners can't delete them, but with a valid reason, can request to have them removed. *(The Valley View Golf Course listing on Google previously included just five photos, four of which were from the off-season; one of those was not even of the golf course itself, but of property across the road. After requests were made to Google, however, those unflattering golf course photos were deleted & a collection of new photos has taken their place.)*
5. Request to have any duplicate listings merged or removed. *(In the case of Valley View Golf Course, Yelp had a separate business listing for the Valley View Golf Course Maintenance Shed. Since putting in a request, the Maintenance Shed no longer shows up on Yelp as a Freeman business.)*
6. Take advantage of the opportunity to list additional details about your business.
7. Log out. Go to Google (and/or Yelp, etc.) and search for "(type of business) near me." Hopefully, your business & the newly updated information will appear in search results. Know that there may be a lapse in time (hours or days) before your content is approved. If needed, refer to customer support features & phone numbers for follow-up.
8. Ask patrons, friends, & relatives to write reviews that provide specific & positive information about your Freeman area business.

Show Up Online

Claim Your Free Google Listing & Yelp Business Page