



# How to Add Your Farm Business to Google Maps

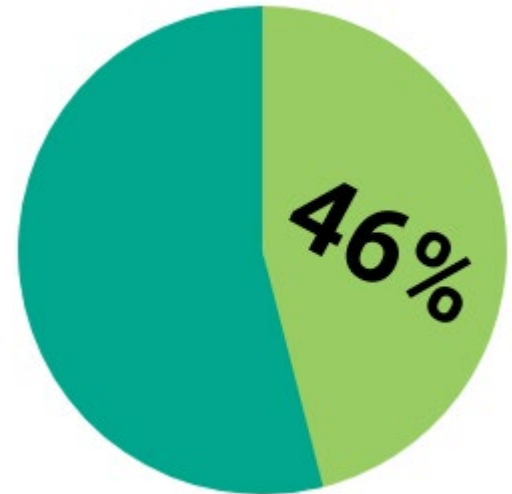


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# Why google?



- Free
- Google holds ~90% of the search engine market
- 46% of Google searches are for local businesses
- Over 50% of businesses have not claimed their google business listing



# Cons



- Privacy
  - Farm location will be publicly available
- Time Investment
  - Initial set up (20-45 minutes)
  - Monitoring for and responding to potentially negative and public reviewer feedback

# Before You Start...



Have available

- Farm Business Name – **Required!**
- Business Contact Phone Number – **Optional**
- Physical / Mailing Address (no P.O. Box) – **Required!**
- Promotional photos of your farm business – **Optional**
- Farm business logo - **Optional**

# Create Account



Create a new, separate google account specifically for your business (recommended).

[accounts.google.com/signup](https://accounts.google.com/signup)

Can use existing, personal google account but accounts are free and keeping personal and business accounts separate is better in the long run

Phone number for account and business contact number can be different



## Create your Google Account

You can use letters, numbers & periods

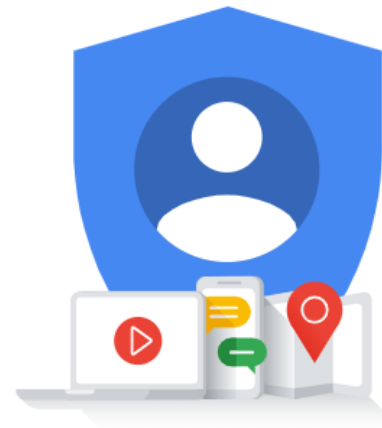
[Use my current email address instead](#)



Use 8 or more characters with a mix of letters, numbers & symbols

[Sign in instead](#)

Next



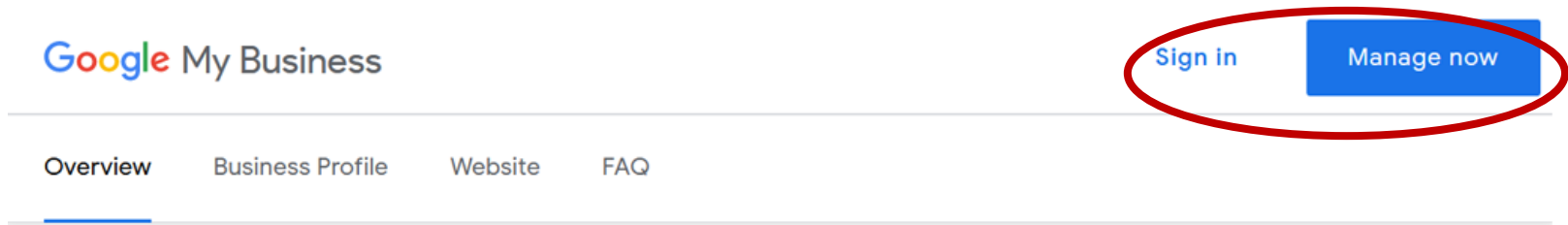
One account. All of Google  
working for you.

# Create Business



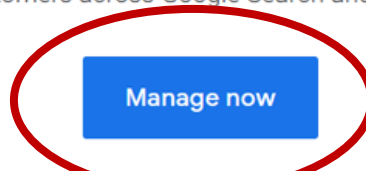
Once logged into your account, go to

[google.com/business/](https://google.com/business/)

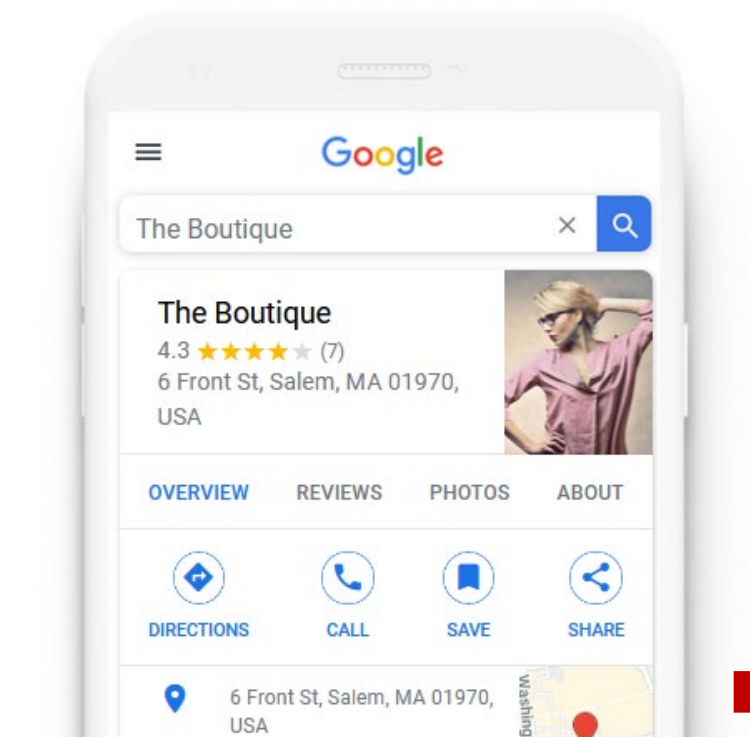


## Engage with customers on Google for free

With a Google My Business account, you get more than a business listing. Your free Business Profile lets you easily connect with customers across Google Search and Maps.



# Add Listing



Find and manage  
your business



Can't find your business?



[Add your business to Google](#)



# Create Listing



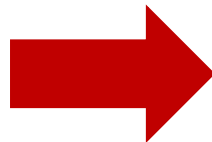
Google My Business

← What's the name of your business?

Business name



Your Farm Business



**Your Farm Business**

Create a business with this name

by continuing you agree to the following [Terms of Service](#) and [Privacy Policy](#)


Next

# Select Business Category



← Choose the category that fits your business best

This helps customers find you if they are looking for a business like yours. [Learn more](#)

 Business category

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You can change and add more later

Next

## Existing Categories

- Agricultural Service
- Farm
  - Honey Farm
  - Poultry Farm
  - Christmas Tree Farm
  - Dairy Farm
  - Fish Farm
- Garden
- Garden Center
- Greenhouse
- Florist
- Farmers' Market
- Food Bank
- Tree Farm
- Tree Service
- Lawn Care Service
- Plant Nursery

# Offer Delivery?



← Do you also serve customers outside this location?

For example, if you visit or deliver to your customers, you can let them know where you are willing to go



Yes, I also serve them outside my location

No, I don't

Next




# Add service areas...




## ← Add the areas you serve (optional)

You can list your service areas below. They will show up on your listing and help bring relevant customers.

[Search and select areas](#)



 You can change and add more later

Kentucky, USA ✕

### Can add multiple

- Cities
- Counties
- States

# Verify location...



## Choose a way to verify

In order to fully manage and represent this business on Google, you'll need to confirm that it's yours.

Select how you'd like to get a verification code. [Learn more](#)



### Postcard by mail

Have a postcard with your code mailed to this address

May take up to 5 days to arrive

Contact name

Mail

### Center for Crop Diversification

N318 Agriculture Science Center North, University of Kentucky, Lexington, KY  
40546-0091, United States



### Verify later

You can't fully manage your listing until you're verified

Later



# Complete profile...



☰ Google My Business

## Center for Crop Diversification

N318 Agriculture Science Center North  
University of Kentucky  
Lexington, KY 40546



Home



Posts



Info



Insights



Reviews



Messaging



Photos



### Complete your listing

Improve your local search ranking and help your customers with a complete profile

30%



Add hours



Add contact info



Add description



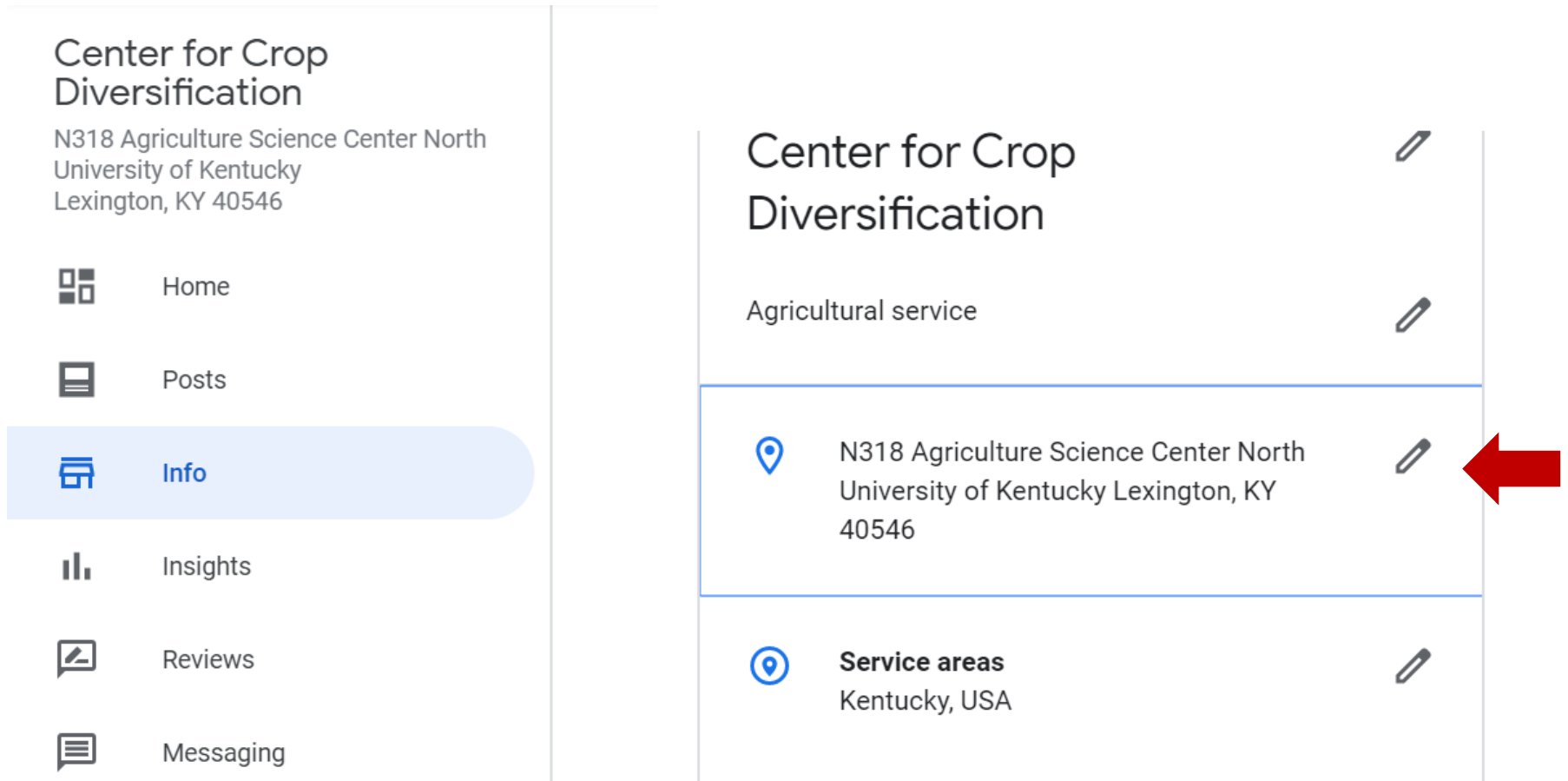
Add logo



# After verification...



After you have received the postcard and followed its instructions, confirm location of pin



The screenshot shows the Facebook profile page for 'Center for Crop Diversification'. The left sidebar contains navigation options: Home, Posts, Info (highlighted), Insights, Reviews, and Messaging. The main content area shows the profile name, category 'Agricultural service', and a list of location pins. The first pin is for 'N318 Agriculture Science Center North University of Kentucky Lexington, KY 40546', which is highlighted with a blue border and has a red arrow pointing to its location pin icon. Below it is a pin for 'Service areas Kentucky, USA'.

Location	Pin Icon
N318 Agriculture Science Center North University of Kentucky Lexington, KY 40546	Pin icon (highlighted with red arrow)
Service areas Kentucky, USA	Pin icon