



# How to Review and Claim your Dealership's Business Listings

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The Complete Dealership Management Platform

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## 101: How to claim your review/directory page

Whether you are listing your business for the first time, or re-claiming to clean it up, there 6 very important things you need to know before getting started:

1. Remember your login information and passwords
  - a. You will be creating an account *for each site*, and your username may not always be available. It is important to store your information in a safe place.
2. Do not always follow the exact instructions these websites give you
  - a. Some of the steps listed online are outdated or do not work with systems you have set up internally. If necessary, look for opportunities to get a live person on the phone (we will provide you with the phone numbers we found).
3. If you have more than one location, to claim your businesses, it will have to be done through each location
  - a. These search engines want to make sure you are who you say you are. Whatever phone number and/or address you are using for the business, the search engines will double check through either a phone call, text, or pin number they mail to you. So, if you want the business to have the correct phone number, you will need to have some help from each location to complete this process.
4. All of these websites are very sensitive, if you try to hit the “back” button once you are in the process of listing a business, you will lose everything and have to start back over
5. Keep your data relevant: Many businesses, clients, and prospective clients are surprised with information they find on listings because is incorrect/not updated, even linking them to the wrong website. If your business is already listed (where a check-in to a business creates a page on a provider or an employee or other aggregator had created it), and the information is incorrect, it's likely the information is incorrect in other places. *Your goal is to claim it so if your information changes in the future, or if you want to make updates, you can do so.*
6. Listing your businesses will be worth it
  - a. Once you have claimed all your locations across all the search engines, signing back in is a piece of cake. It's a great feeling to be able to be back in control. That's on top of the perks of increasing your search ranking when listings are consistent

# Listing Site Index



Google My Business



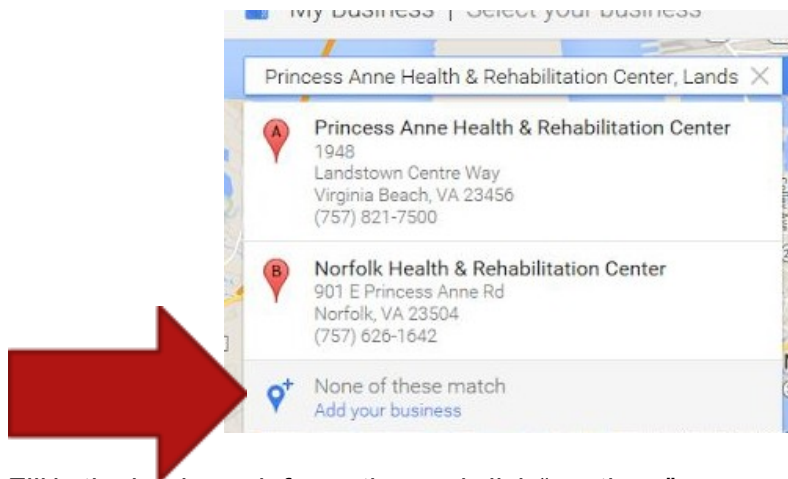
# Let's Start with



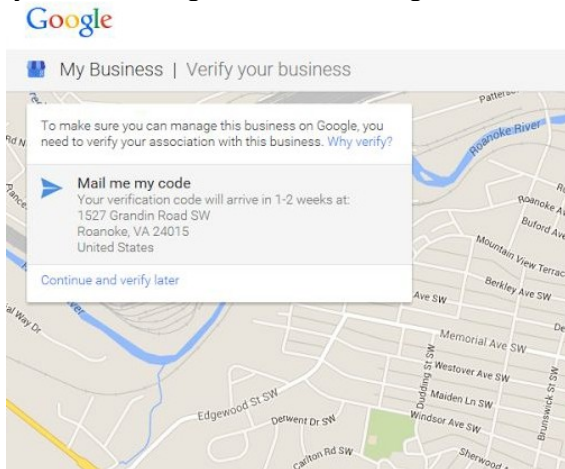
Why start with Google? According to ComScore, Google Sites led the U.S. explicit core search market in July 2015 with 64 percent market share, followed by Microsoft Sites with 20.4 percent (up 0.1 percentage points) and Yahoo Sites with 12.7 percent. So, if Google is still the most used search engine, that's where you want your business listed first.

## Here are the steps to getting listed on Google:

1. Visit the [Google My Business page](#)
2. Agree to the Terms of Service
3. Search for your business by entering the name and address in. In this day and age, the majority of businesses are already listed on Google. This may have happened because you, a former employee, or a customer already listed it. Customers or employees could have even tagged the business on Facebook and a listing was automatically generated.
4. If your business is already there but was claimed by someone else (SKIP THIS STEP IF THIS DOES NOT APPLY TO YOU)
  - a. [Open up this webpage](#) and click "Contact us"
  - b. Request a phone call from a specialist
    - i. Having done this multiple times, it usually takes about a minute or less to get your call. It's an automated system but then gives you the option to press 1 to connect with a specialist. They will walk you through how to reclaim. If you work for a Corporate Office, they will try to e-mail you to verify you are who you say you are. If your e-mail address does not have the business name in it: For example your e-mail is [John.Smith@gmail.com](mailto:John.Smith@gmail.com) but you are trying to claim your "Storefront" location and your e-mail address is not [John.Smith@storefront.com](mailto:John.Smith@storefront.com), this will not work. Instead, Google will give you an option to have a receptionist at the store location that they will call. Google gave us the option to put them on hold, to call a receptionist and give them a heads up. The process overall was pretty seamless and each specialist was very friendly. Another nice thing, our call dropped and the specialist called back about 3 times (we were kind of testing them here), they left a message and even found the corporate number. They were serious about helping!
5. If step #4 does not apply and your business needs to be added after Step #3, follow these instructions: (IF YOU WORK FOR A CORPORATE OFFICE AND HAVE NUMEROUS LOCATIONS, SKIP TO STEP #6)
  - a. Click the "None of these Match" option



- b. Fill in the business information and click “continue”
- c. A Google+ page will be created when you Agree to the Terms of Service
- d. Google will then give you the option of mailing your code, this process takes about 1-2 weeks. You must do this step or else you will NOT get listed on Google



- i. NOTE: If you work for a corporate office, you have to have the code mailed to your location, not the corporate office. Let the location know it's coming & to let you know when it arrives as it is time-sensitive. If you mail it to the corporate office, the official address online will have to be the corporate office.

6. If you are trying to list multiple locations at once (Ideal for Agencies or for Corporate Manager):

- a. [Visit this website](#)
- b. Click the “Google My Business Locations (bulk upload via spreadsheet)” option
- c. When you get the call from Google, click 1 to speak to a specialist and they will easily walk you through how to fill out a spreadsheet and send them all your locations to list at one time
- d. You will have to verify via e-mail or mail to confirm you are a representative of the business.

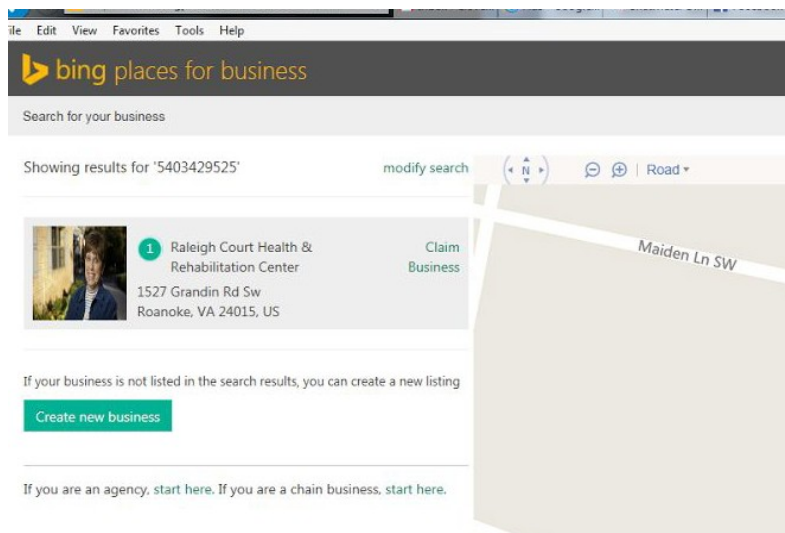
7. From your Googlemybusiness page, you can view & respond to reviews, post updates, track analytics, and do so from your office or mobile device.



Bing is the second most-visited search engine on the Internet. If people aren't searching on Google, chances are, they are searching for your business on Bing (thanks to Microsoft setting work desktop computers homepages to Bing). The other benefit with doing Bing next is it is really easy!

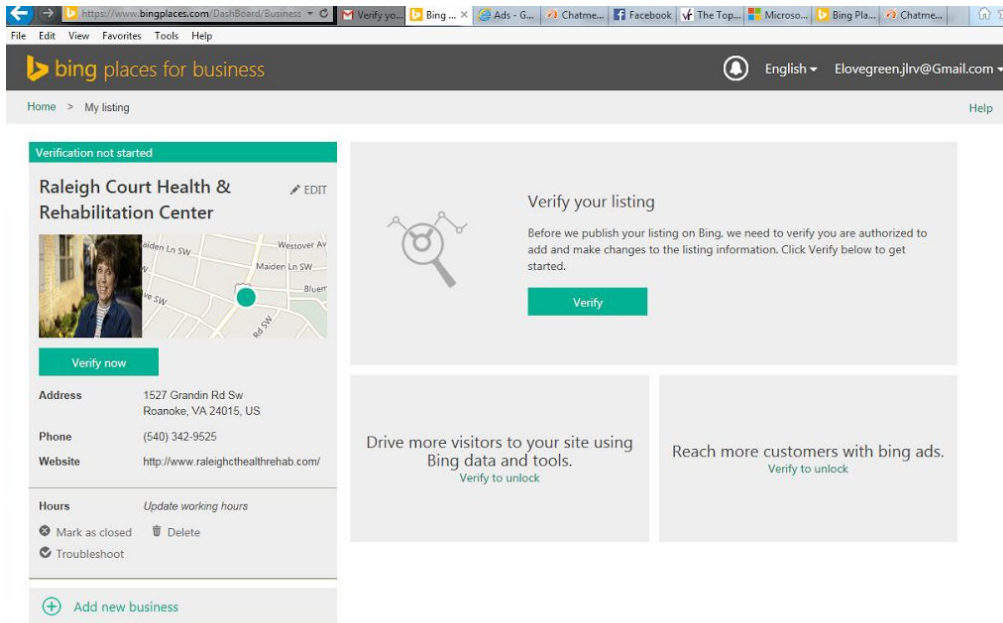
### Here are the steps to getting listed on Bing:

1. First, you need to visit: <https://www.bingplaces.com/> and hit "Sign in" in the upper right hand corner
2. You will then be asked to sign into Bing or create an account
  - a. We had trouble with the Create an Account link. [Here is the direct address](#) if you are not able to easily connect.
3. Once you are signed up, you will have to verify your account via the e-mail address you used. Now you need to go back to the Bing Places page <https://www.bingplaces.com/> and hit "Get Started"
4. Then, if you are just looking to claim one business, fill in the business information (IF YOU ARE A CORPORATE OFFICE MANAGER WITH MULTIPLE LOCATIONS CLICK "IF YOU ARE A CHAIN, START HERE," IF YOU ARE AN AGENCY, CLICK "IF YOU ARE AN AGENCY, START HERE", NOW SKIP TO STEP #6)
  - a. When your business pops up, click "Claim Business," if it does not pop up, click "Create new Business"



- b. You will have to sign in with your new Bing account
- c. You will then be directed to a dashboard for your business

- d. To verify, click the “Verify” button on the dashboard



- e. You will get several options to verify, either a PIN via e-mail, phone call or text. You can also hit alternative methods for mail.

5. If you are a corporate office manager, or an agency, you will have to resign in and then fill out the given form:

- a. For Agencies:  
i.

- b. For Corporate Offices who clicked the “Chain” option:

i.

The screenshot shows a web browser window with the Bing Places for Business interface. The page title is "bing places for business" and the breadcrumb is "Home > Chain business". The main heading is "Verify business with multiple locations". Below this, there is a paragraph explaining that chain businesses can verify multiple locations at once. The form contains three input fields: "Business name" with a placeholder "Business name \*", "Website" with a placeholder "Website \*", and "Current number of locations" with a placeholder "Current number of locations \*". Below these fields is a section for "Subsidiaries" with a help icon and a question mark. It includes a sub-heading "Subsidiaries", a paragraph explaining that subsidiary brands or properties should be listed here, and a sub-heading "Add a brand/ property". At the bottom of the form are two green buttons: "Next" and "Cancel".

6. You will next have to verify yourself:

a.

The screenshot shows a web browser window with the Bing Places for Business interface. The page title is "bing places for business" and the breadcrumb is "Home > Chain business". The main heading is "Verification contact". Below this, there is a paragraph explaining that contact details of a person authorized to receive a verification PIN should be provided. The form contains three input fields: "Contact name" with a placeholder "Contact name", "Designation" with a placeholder "Designation", and "Business email" with a placeholder "Business email". At the bottom of the form are two green buttons: "Next" and "Cancel".

7. Fill out an address

8. Then you will submit the information for Bing to mail you a pin number

a. Ours came within 1-2 weeks\*\*

9. When you get the pin number in the mail, it will have login information

10. Follow the steps to login and enter your PIN number

11. You will get to a dashboard with several bulk upload options



The screenshot shows the Bing Places for Business interface. On the left, there is a sidebar with options: 'Upload multiple businesses', 'Add single business', and 'Register a chain business'. The main area features a 'LISTING SUMMARY' section with four metrics: 43 TOTAL LISTINGS, 42 PUBLISHED (with a link to 'Download published listings'), 0 IN REVIEW, and 1 SUSPENDED. Below this is a table of listings with columns for listing name, address, status, and impressions. A large red arrow points from the 'PUBLISHED' metric towards the 'Upload multiple businesses' button.

Listing Name	Address	Status	Impressions
Bowling Green Center	Bowling Green, 22421-3402	Published	17
Guilford Health Care Center	Greensboro, 27406-3831	Published	55
Berkshire Health & Rehabilitation Center	Vinton, 24179-3605	Published	20
Lexington Health Care Center	Lexington, 27292-4140	Published	36
Burke Health & Rehabilitation Center	Burke, 22015-3022	Published	51
Charlotte Health & Rehabilitation Center	Charlotte, 28214-2436	Published	58
Carolina Health Care Center of Cumberland	Fayetteville, 28306-2412	Published	45

12. To bulk upload, you will fill out a spreadsheet to submit: [here is the link](#) if you are having trouble finding the Bulk Upload option:
  - a. Downloading the template is vital in this process
  - b. Once you have completed the spreadsheet, you hit upload
  - c. It may take a few days for all of your listings to appear
13. If you are having any issues with getting on Bing [go here](#), and you can chat live with support



Yahoo is the Internet's 3<sup>rd</sup> most popular search engine, so it needs to be up there on your business listing venture. They do not make claiming easy as their goal is to get you to buy paid listing management services through Yext. You can list for free, but it's a long process; they don't guarantee that it will be listed in a timely fashion; there are no bulk upload options that we were able to find, and, if they do have one, it's not easy or user-friendly to locate.

First, we want to update you that many search providers are starting to use services like Yext to claim listings and improve the accuracy of data, so you may start to see this on the rise with other listing companies. It can be frustrating for smaller businesses who have a few listings and want to update them by hand, however, this can also be very helpful for larger, enterprise companies with multiple locations and keep them updated over several providers at a fee. *Note: when you stop the Yext service, your listings will be returned to how they started, which could be incorrect.*

Secondly, navigating Yahoo for small business has become cumbersome and confusing. For example, if you used to subscribe to 'Yahoo Small Business', it has now changed to 'Aabaco Small Business', then, after announcing it took over a company called Luminare to manage small business, they are just absorbing Luminare through Aabaco (Confused? You're not alone!). Managing your listing through them is precarious. If you are a paying customer, their business support line will work with you (408-916-2149), however, if you are not a paying customer, they will re-direct you to Yext, and Yext will try to get you to pay for listing management in many ways, though there is a way to do it for free (again, not user-friendly or easy to locate).

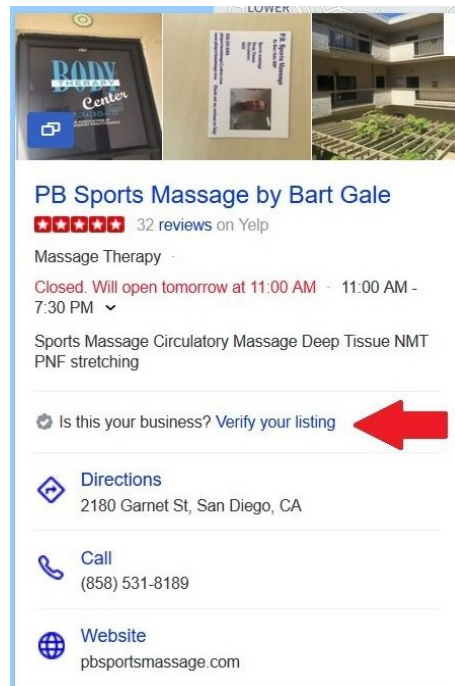
Don't worry about all of this. There's only one thing that's important ... here's how can still get a free local business listing on Yahoo:

### How to Claim a Free Local Business Listing on Yahoo:

1. Go to <https://local.yahoo.com/> search for your business listing first. If a page is already created you can see if it's already been claimed.

The screenshot shows the Yahoo! Local search interface. At the top left is the 'YAHOO! LOCAL' logo. To the right is a search bar with a magnifying glass icon and the word 'Search'. Below the logo are two tabs: 'City Guide' and 'Directory'. Underneath is a search prompt: 'Find Businesses & Services (e.g. restaurants) Address, City & State, or Zip'. There are two input fields: one for the address (empty) and one for the location (containing 'San Diego, CA 92123'). To the right of the second input field is a blue 'Search Local' button. Below the search fields, the text 'San Diego City Guide' is displayed in orange, followed by a 'Change Location' link with a dropdown arrow icon.

- a. If a page already exists you can click "Verify your listing"
- b. If a page exists and is claimed, you may already have a valid page or, if it's not knowingly claimed by an official representative of your business, you can still click "Verify your listing" and proceed with the next steps.



- c. This is where things get tricky... You will see information regarding Yext. Yext is a “digital location management company that is a paid monthly service to manage your listings across multiple provider sites. Initially it seems as though your only option is to sign up and pay for money to manage a listing on your business, however, there are ways around it that take extra steps.
2. That link will take you to <http://www.yext.com/pl/yahoo-claims/index.html> (you can just go here directly if you prefer).
  3. Enter your business information and click “Find My Listings”.
  4. You’ll then see page that is powered by Yext. It’s a bit intimidating with an “error rate” and all of these warnings that you’re not standing out and not verified through Yext. For now, don’t worry about all of this, just click the big “Continue” button.
  5. Next, you can update the information about your listing. Complete this page fully ... and don’t forget to use the same NAP (name, address, phone) that you use everywhere for your business. Click the “Continue” button when you’re done.
  6. Yext will then present you with four paid plans, but immediately below these plans is a tiny link that says, “Claim your Basic Listing only on Yahoo” ... click that link.
    - a. Per Yext/Yahoo: “The Yahoo business claim allows you to update the name, address, phone number, email, category, and website for your business. \*Verification is required. You will receive an email shortly with instructions. *To immediately claim your business, select one of the power listings (aka paid listing subscription)*” - see screenshot below

## Select Your Plan

Join over 150,000 businesses just like you and correct your listings across the Internet.

SCAN BUILD IN CHECKOUT

Best Value!	Best Value!	Best Value!	Best Value!
<b>Yahoo</b> Listing on Yahoo <b>\$3<sup>month</sup></b> <small>*Billed at \$30 Annually</small>	<b>Essential</b> Plus Package <small>Original non-discounted</small> <b>\$9<sup>month</sup></b> <small>*Billed at \$449 Annually</small>	<b>Complete</b> Standard Package <small>Original non-discounted</small> <b>\$10<sup>month</sup></b> <small>*Billed at \$499 Annually</small>	<b>Premium</b> Advanced Package <small>Original non-discounted</small> <b>\$19<sup>month</sup></b> <small>*Billed at \$599 Annually</small>
Fixes Your Errors on Yahoo	Fixes 72% of Errors!	Fixes 100% of Errors!	Fixes 100% of Errors!
Add Your Listing to the Following Site Yahoo	Add Your Listing to the Following Sites Yahoo, Google, Facebook, Bing, Apple, Yelp, WhitePages, MapQuest, Superpages, Citysearch, Local.com, Foursquare	Full Essential Package 35+ Emerging Sites PowerListings+ allows you to publish Products, Services, Calendars, Start Bios and More; around the web! Analytics Track profits spent by partner brands which generate the most traffic!	Full Complete Package Review Monitoring Keep track of the ratings and reviews your customers give your listings on 100+ sites! Yext Pages Yext Pages lets you add all of your enhanced content to your website! \$300 Value!
<b>PICK PLAN</b> <small>Included Listing in Complete Package</small>	<b>PICK PLAN</b> <small>Included Listing in Complete Package</small>	<b>PICK PLAN</b> <small>Included Listing in Premium Package</small>	<b>PICK PLAN</b> <small>Included All Available Features</small>

Claim your Basic Listing only on Yahoo.  
 \*Complete and Premium PowerListings Packages include a free Training Session

Learn more about what you get with PowerListings® below:

Yahoo!	Customer Reviews	Enhanced Content	Review Monitoring	Pages	Google	Facebook	Bing	Yelp	Emerging
<b>PowerListings details for Yahoo</b> Yahoo attracts hundreds of millions of users every month through its innovative technology and engaging content services, making it one of the most-visited internet destinations and a world-class online media company.									
<b>PowerListings Features</b> Premium Listing Placement: Yahoo.com search, Yahoo.com profile. Basic Listing Info: Update your business name, phone number, listing categories, and address. Special Offer: Highlight your business listing with a bright green Special Offer icon and up to 50 characters of custom text. Change the Special Offer message and it will update on the site within four hours. Enhanced Content: Add your business description and website, as well as business hours and photos, to your Yahoo profile. Tracking: See the total number of impressions and clicks on your business listing. Restrictions: PowerListings on Yahoo.com are not available for Yahoo.com paying advertisers.									
<b>PowerListings Live on Yahoo</b>									

INCLUDED Entirely in Complete Package

Claim your Basic Listing only on Yahoo.

**\*Complete and**

Click this link

- You're now at the "Yahoo Basic Listing Checkout" page. Complete the checkout and click "Place Order" (it's free). Enter your business information in the form provided, click the check box that you agree to the terms & conditions, and privacy policy; and the box that states you understand that *neither Yext nor Yahoo guarantees your listing will be displayed on yahoo*: Very Important - check the box to confirm you are, indeed, not a robot.

YAHOO! | yext

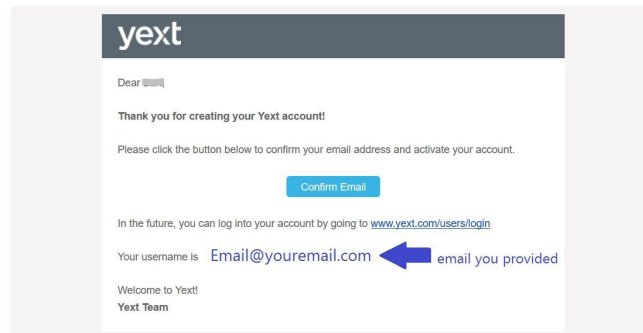
## Order Complete

Thanks for submitting your listing.  
 We will send you an email shortly to confirm your account.

**BACK TO YAHOO**

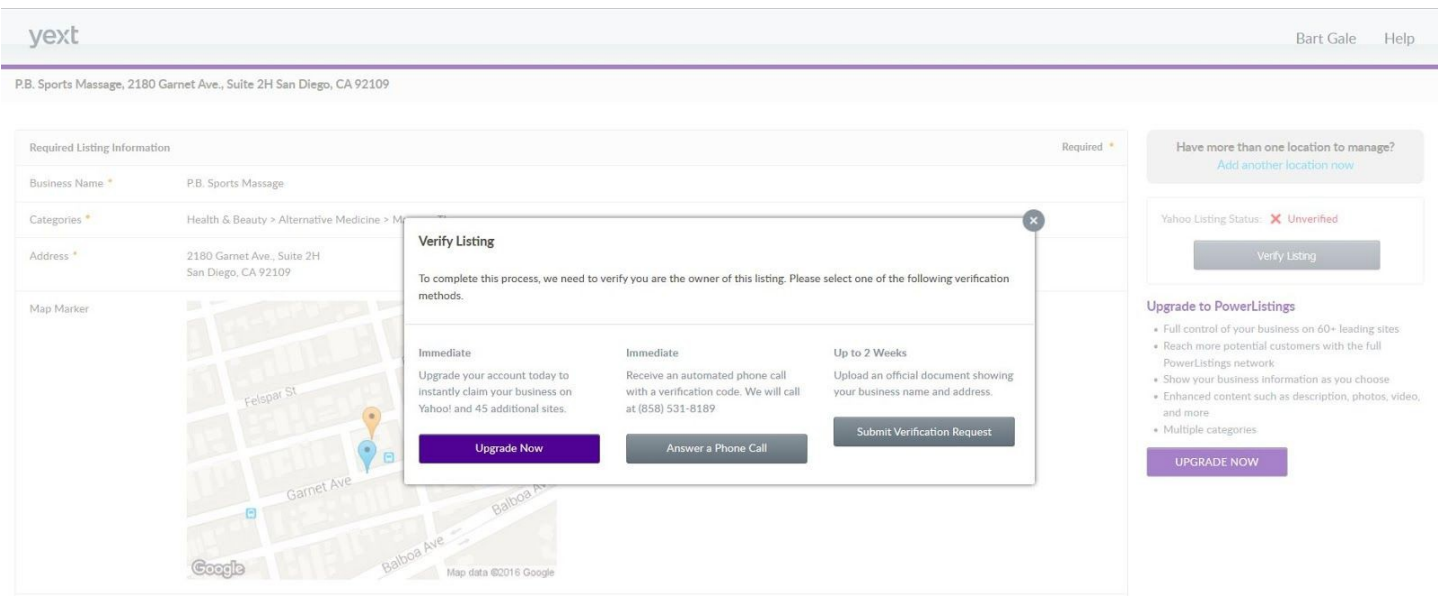
- Yext will send you an email to verify your email address. Click the link, create a password, then login to your account.

Reply-To: pl-no-reply@yext.com



9. The final step is to verify you represent this business. The easiest method is to have them call you, but there are other methods as well.

Again, it will ask if you want to immediately verify by upgrading to a paid subscription, or give you the option to verify via an automated phone call or by submitting an official document containing the name and address of your business, which verification could take up to 2 weeks. A Yext representative ([Raj Nijjer](#)) says that “Note that the free basic listing can take upwards of 30 days to publish/update and only include basic NAP attributes.”



We chose the “Answer a Phone Call” option to the business address. We immediately received a call and given a verification code and were able to successfully confirm our listing, but note the warning that the free service does not guarantee the update:

Required Listing Information

Business Name \*

Categories \* Health & Beauty > Alternative Medicine > Massage Therapy

Address \* Garnet Ave., Suite San Diego, CA 92109

Map Marker

Business Phone \*

Contact Email and Website

Contact Email

Website

Upgrade to PowerListings

- Full control of your business on 60+ leading sites
- Reach more potential customers with the full PowerListings network
- Show your business information as you choose and more
- Enhanced content such as description, photos, videos, and more
- Multiple categories

UPGRADE NOW

Verification Successful

Congratulations! You have successfully verified your location.

What's next?

- Your information will be sent to Yahoo within 48 hours.
- Yahoo will process your request within 2 weeks.

Yext will deliver your information to Yahoo, but we do not have control over whether or not Yahoo will accept and publish this information. To guarantee your listing information is up to date and locked from being edited by outside sources, upgrade to Yext PowerListings.

\*Signing up is not a guarantee your information will be updated.



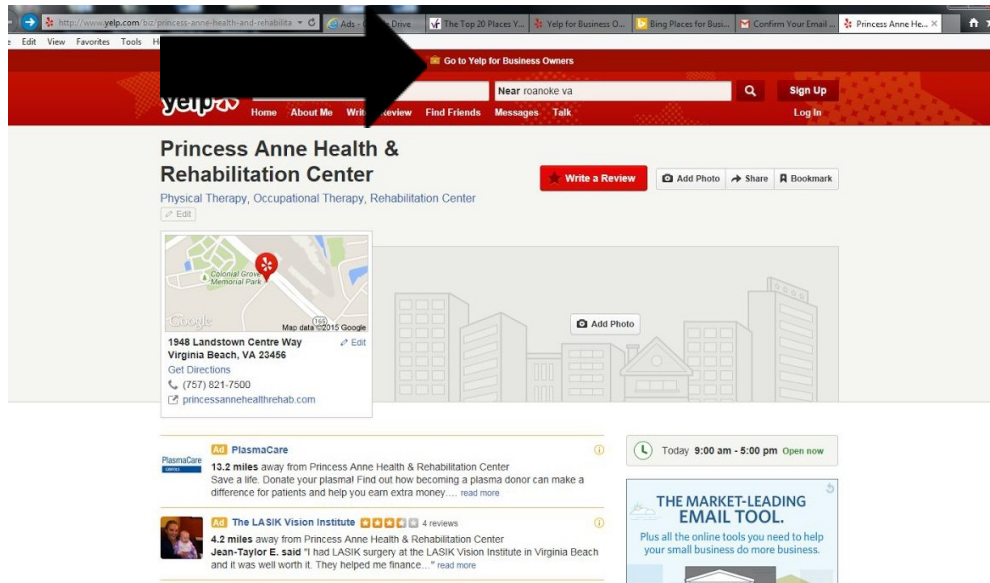
(It may be the hardest to list with the most sales pressure)

Yelp has been growing steam in the online world, mainly for its review function for consumers. Many companies may be surprised to find themselves listed on Yelp, with pictures. This is because customers can create pages for businesses that do not have one. As a business owner or account manager, you can even give consumers the power to update your listing at any time (we do not recommend that).

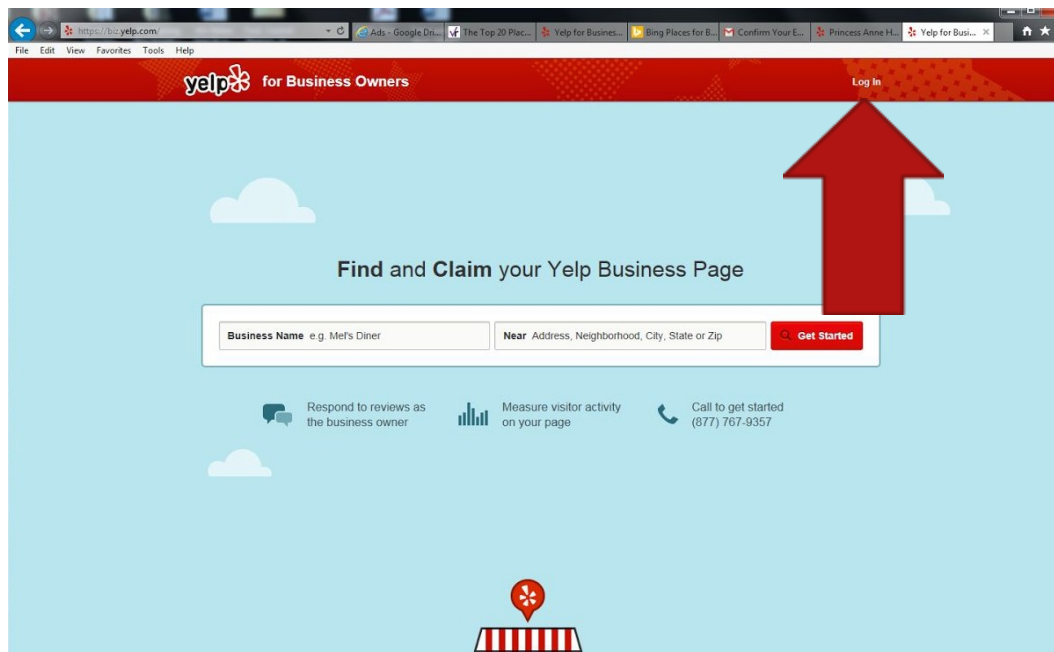
### Here are the steps to getting listed on Yelp:

1. Go to this link: <https://biz.yelp.com/>
2. Type in the name of your business
  - a. If you found it and it has not been claimed click on "Claim Business" and skip down to step #5
  - b. If it says it has already been claimed, call this number: (877) 767-9357 (Yes, they will try to sell you advertising, reiterate that you just want to clean up your listing first)
3. If you could not find your business, click "Add Your Business to Yelp"
4. Fill out the form with your business information and then click "Add Business"
5. You will be sent an e-mail to confirm the listing

6. The e-mail will bring you back to Yelp where you need to click through to see your business
7. You will not be able to officially claim the business as your own until it populates on search results, that can take 1-5 days according to a Yelp specialist
8. After that time, you will need to create a Yelp Business Owners Login
9. To find it, go to your listing and at the VERY top of your screen, you will see a red flag that says "Go to Yelp for Business Owners," click on it



10. Click the Login option at the top of the Yelp for Business Owners Page



11. Follow the steps to create a Yelp Business Owners Account

12. After creating the account, call (877) 767-9357, if you hang on the line you will get a LIVE PERSON!
  
13. Explain to them that you want to link your newly created business listing with your business account
  - a. PLEASE NOTE: If you have less than 10 locations, Yelp creates for you a Local Business Manager Account, if you have more than 10 locations, you need a National account (depending on who you talk to, they call it different things).
  - b. When originally going through this process and we hit the 10 business location threshold, Yelp paused our account and gave a number to call. They will insist on selling you advertising. The only way we could get around this was to convince them that we were not in charge of marketing, but in charge of cleaning up business listings. We told them we would work on getting them a meeting with our marketing team if they could help us out. That meeting never happened, but we did get the National Business account we needed.



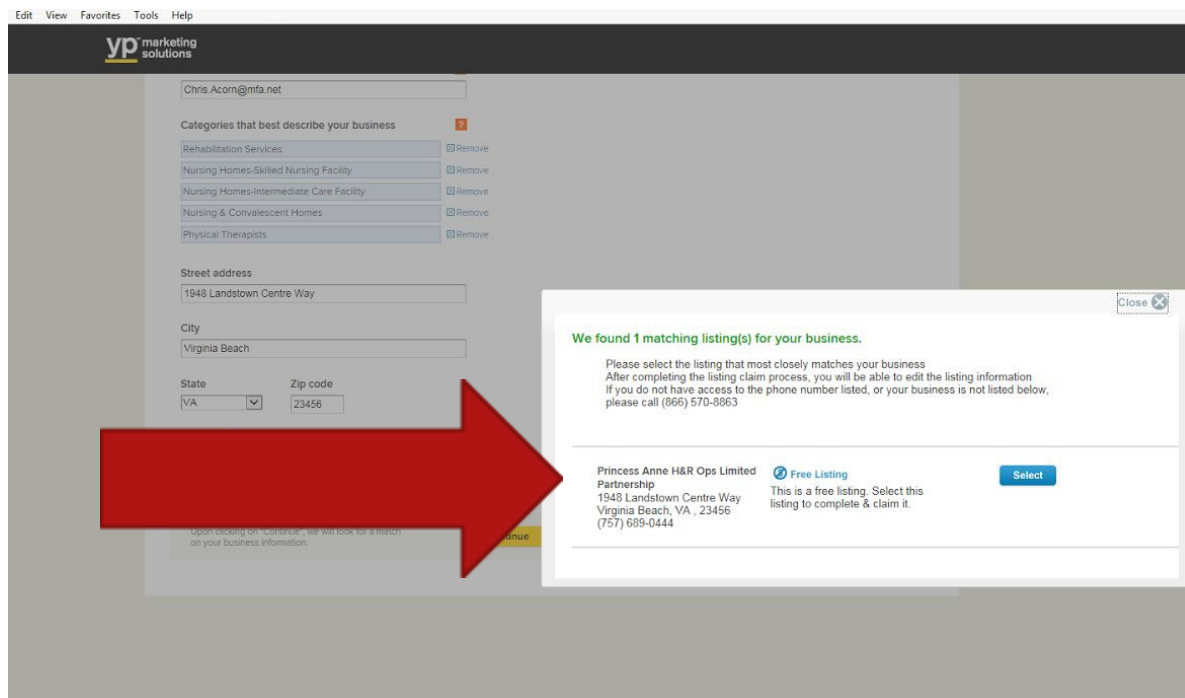




With millions of searches daily, Yellow Pages has a pretty easy platform to work with. No bulk upload option if you are a Corporation or Agency. Outside of the major time commitment for bigger businesses, listing with them is pretty smooth. They did tell us if we purchased advertising they would entertain a bulk upload.

### Here is how to get listed on Yellow Pages:

1. You need a YP account – [here is the website to create one](#).
2. From there, go to this website
3. Fill out your business information
4. If your business exists, it will give you a screen to select it to claim, if not, you will move onto the verification page.

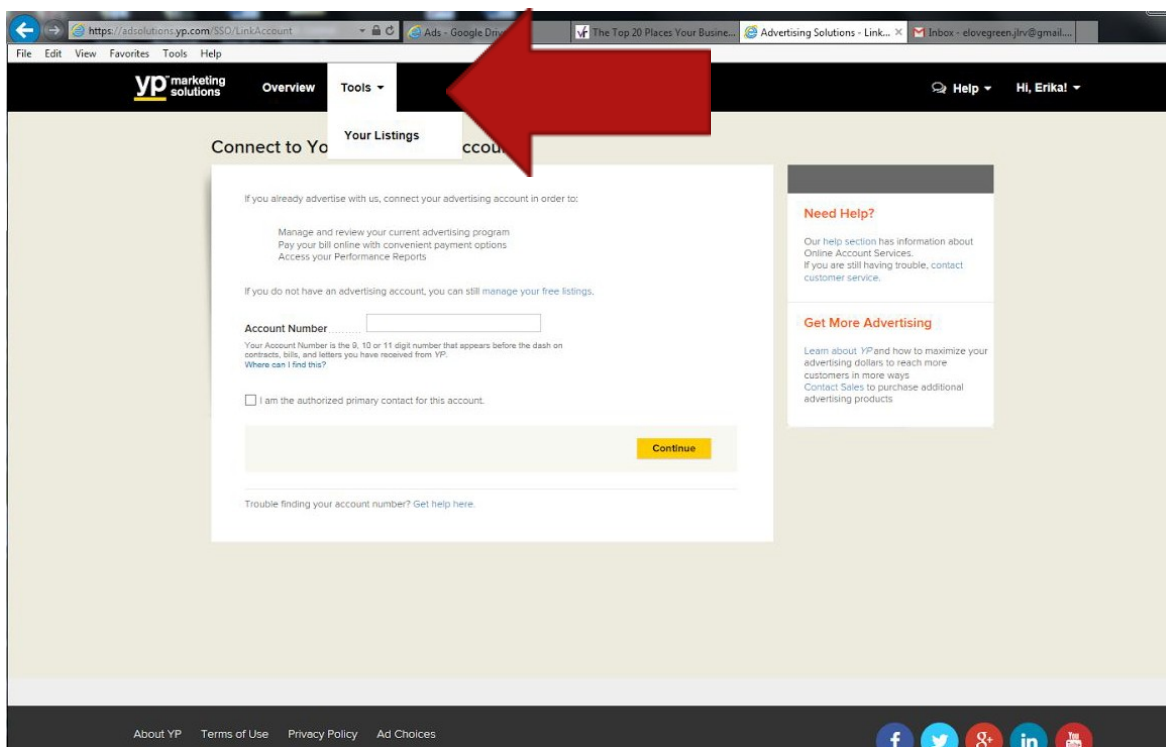


5. If it's not the correct phone number, call the number give (806) 570-8863 and a LIVE PERSON will help you out
6. If it was the right phone number, click "select"
7. Next, you will be at the phone call verification step

- a. Yellow Pages is very difficult as they will give you code AS THEY ARE CALLING YOU to give them (it's opposite of some of the other sites who give you a code)
- b. You must make your receptionist aware that the other line is going to start ringing, give them the code, and hang up. After a few tries, we got the hang of it, but this process happen really quickly. IF you do not have two lines we suggest calling the (806) 570-8863. We got lucky and they went ahead and verified one account for us when we had an automated phone answering system that would not take their calls. Customer service is terrible here. That one verification took nearly 45 minutes of the phone. The specialist did not seem fully trained to understand our problem. The patience did pay off since they did give us the account without questioning or fully verifying that we were who we said we were.

8. Once your account has been set up and businesses verified, if you are not directed to your Dashboard, go back to the sign in page. Sign in to get to your Dashboard.

9. You will see the word "Tools" across the top of the screen. That is where you can access your listings to manage



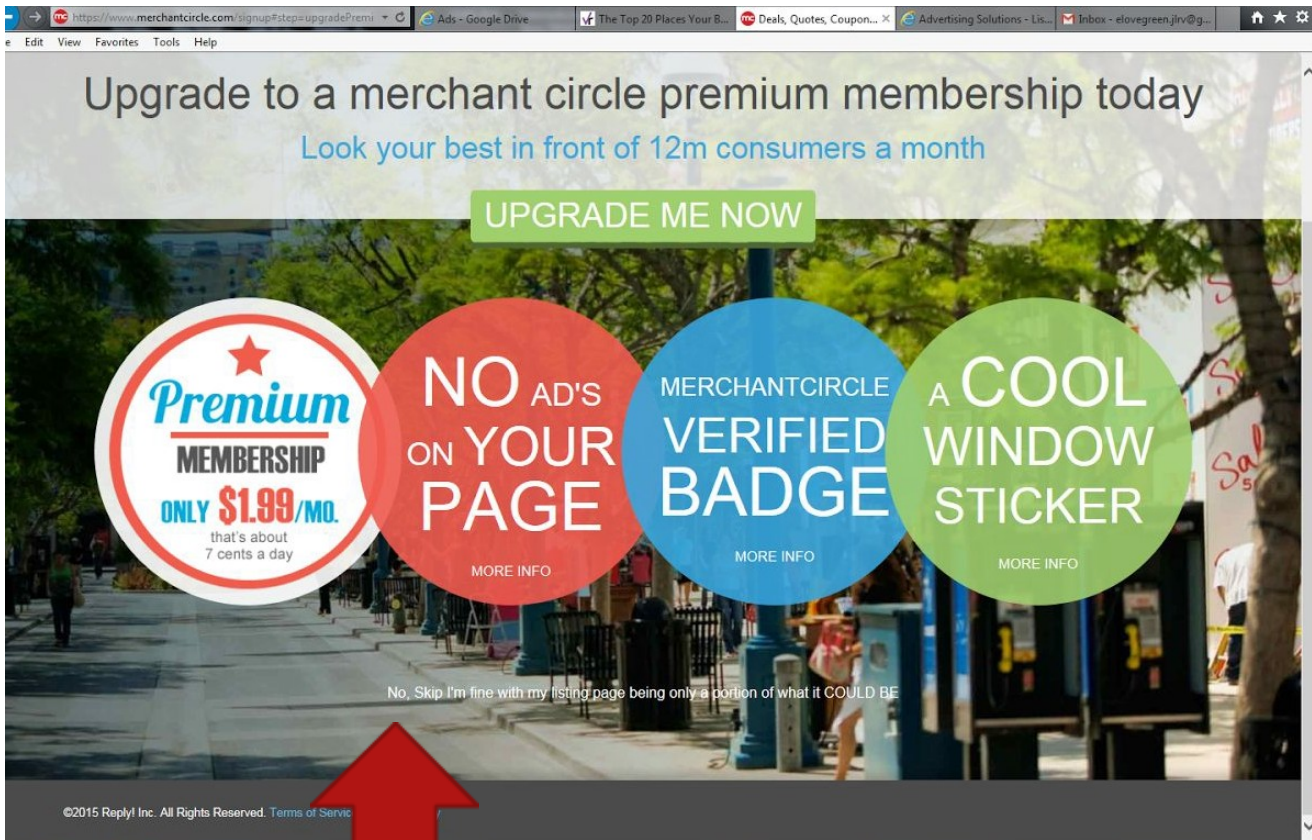


merchantcircle.com

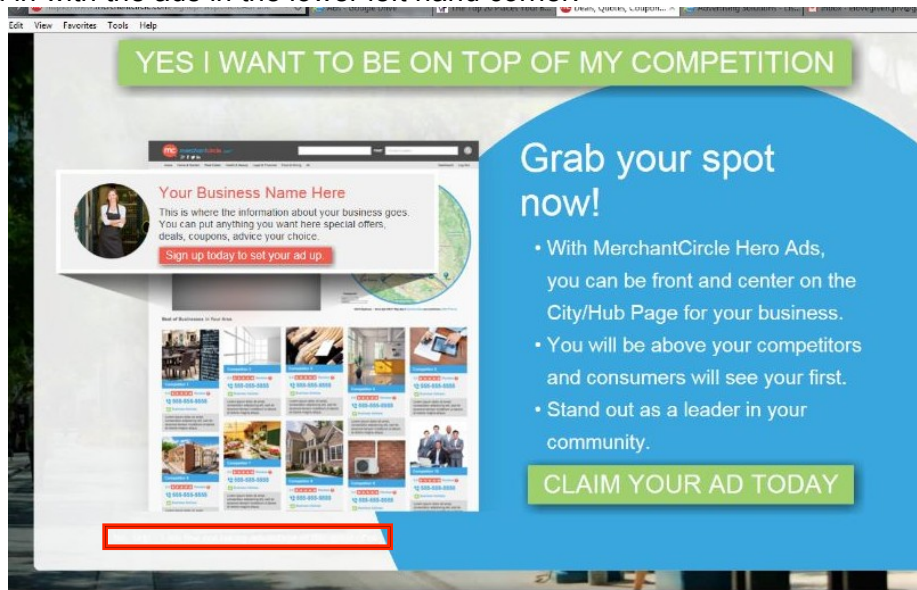
MerchantCircle is an online directory that helps small businesses connect with local consumers. They offer free marketing tools. Not the highest priority as far as Business Listings are concerned, but they are hyper local. Some markets you will find they are more popular than others. There is no bulk upload option for Corporate Businesses or agencies. You have to do each business one at a time. It is very time consuming.

**Here is how to get listed on MerchantCircle:**

1. Go here: <https://www.merchantcircle.com/signup?#step=stepOne>
2. Fill in your information
3. After submitting, fill in your business information
4. If your business does not exist, it will have you fill in your address, phone number, and business category – if it does exist, skip down to step #9
5. You will get to a page where they try to sell you advertising, scroll down to the bottom and click No, Skip, I'm fine with my listing page (see red arrow on screenshot)



6. Next, there will be yet another sales page with an option to skip. Having a hard time finding it? It's in white, blended in with the ads in the lower left hand corner.



7. You will get an e-mail to verify your account. Check you spam mail
8. If your business was already on MerchantCircle, click Claim
  - a. Disclaimer: our computer would not click through hen we clicked the claim button. We ended up

needing to go to the e-mail us support option (no phone numbers with no live people here). [This is the link.](#)

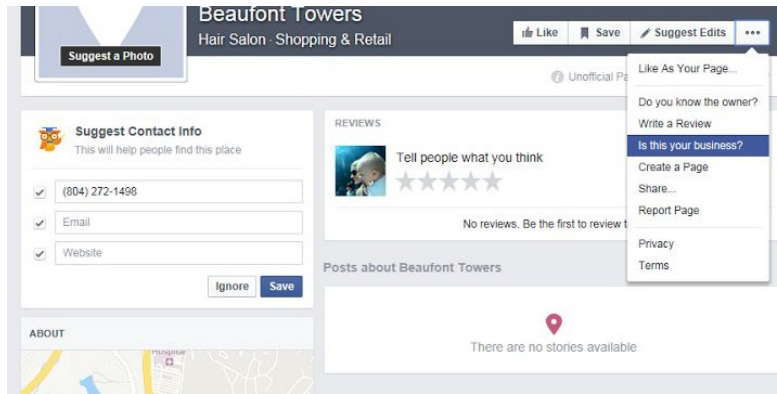
- b. After e-mailing them, they did link the accounts
- c. They said usually, if you click Claim, they will offer to send you an e-mail so you can verify, we didn't get that far.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

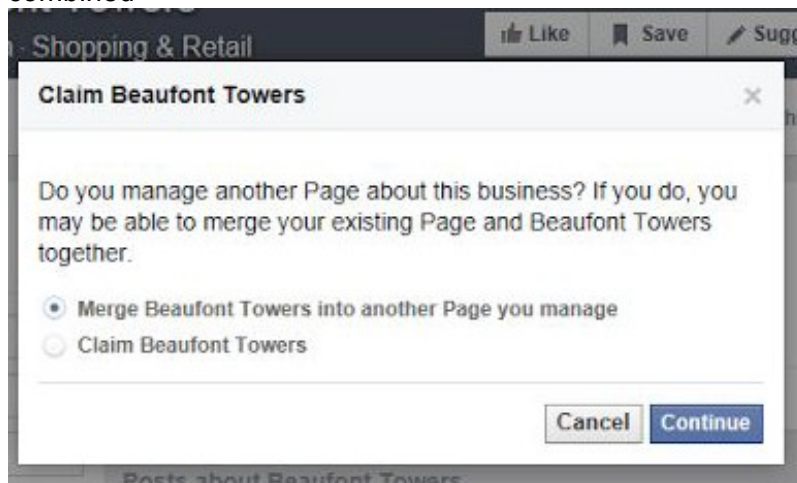
You may have not set up a Facebook page, but there is a very good chance one has already been created for you! That's because general customers and 3<sup>rd</sup> party aggregators can create pages when one does not exist (or even when one does... i.e. duplicate). One thing you need to know about Facebook pages for business, there are two types (which can sometimes be confusing). You can create a Business page or a Places page. What's the difference? A Business page is where you and your customers can engage with pictures, videos, comments, etc. It's very flexible and the most comprehensive. A Places page is really more like a business listing. Our advice, stick with the Business Page and merge any Places pages you find with your primary one.

#### How to merge Facebook pages:

1. Add your business e-mail address to your personal profile that contacts your business name. This verifies for Facebook that you are a representative for your business. If you don't have a work e-mail address, you will have to have a document that shows your business name that can be uploaded. According to Facebook, examples of this include tax files, utility bills, business license, etc.
2. Visit the page you wish to claim and click the gear symbol in the upper right hand corner- clicking "Is this your Business"

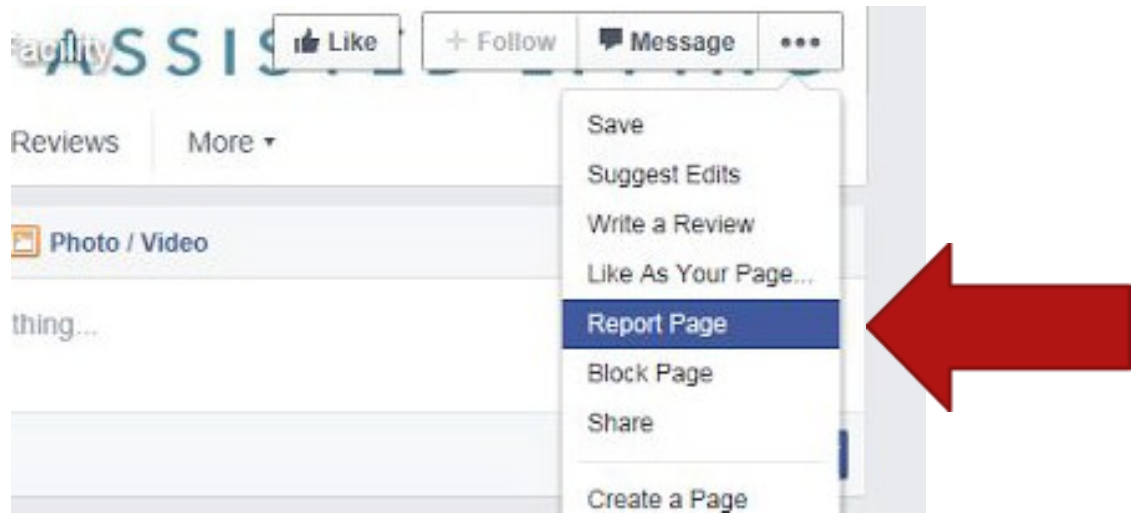


- a. If your business e-mail is associated with your account, select it in the drop down and you will be sent an e-mail to verify. If not, you will have to submit the documentation listed in step 1
- b. It took about 2 business days to receive an e-mail to the address we tested. You will get an e-mail through Facebook letting you know the page has been converted.
- c. A pop up window will appear. You may be asked if you want to merge duplicate businesses. If you choose to merge, a warning screen will appear that says you can only merge pages that are similar:
  - i. Please note: Merges are permanent and all of your likes, pictures, check ins, etc. will be combined



- d. If you did not get a merge option, but rather to Claim the Business, you will get a pop up asking if you are an official representative of the business
- e. Fill out the publicly listed phone number for your business and you will be called and given a 4-digit verification code
- f. If for some reason Facebook cannot call the number listed, you can click "Verify by business email or documents"

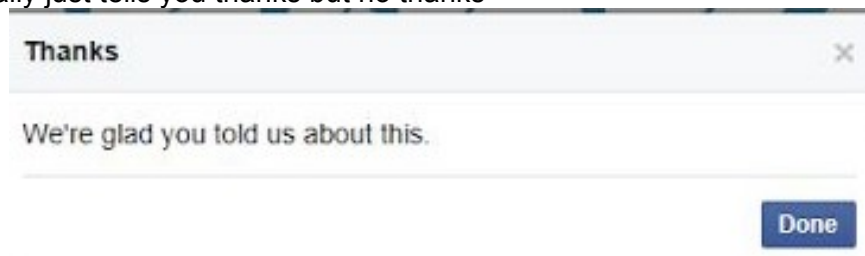
**Note:** If you need to claim a Facebook Business page that has already been created, without Administrative access from the original creator, it is very difficult. The only potential solution we could find, was to click the "... " symbol on the page, and select "Report Page."



- Select “This Place has a duplicated or inaccurate information”



- Facebook basically just tells you thanks but no thanks



- The duplicate page still exists after several months. Our solution, was to create a brand new business page, drive new traffic to it. Once the new page got more fans and activity, it came up first when searched.

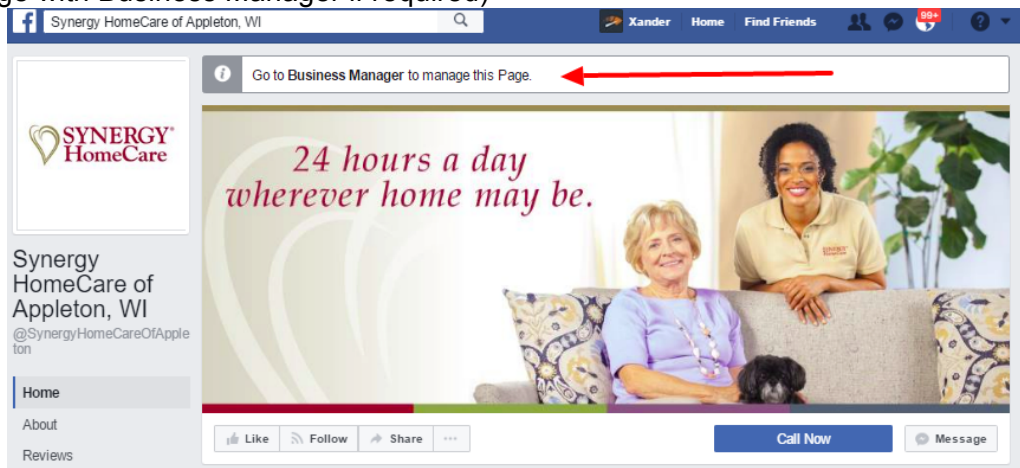
## How do I set-up a Parent-Child Relationship on Facebook?

If you have an existing page that you would like to convert into a Brand page in your location structure, you will first need to remove the address data associated with the page. If there is no address data on the page, no

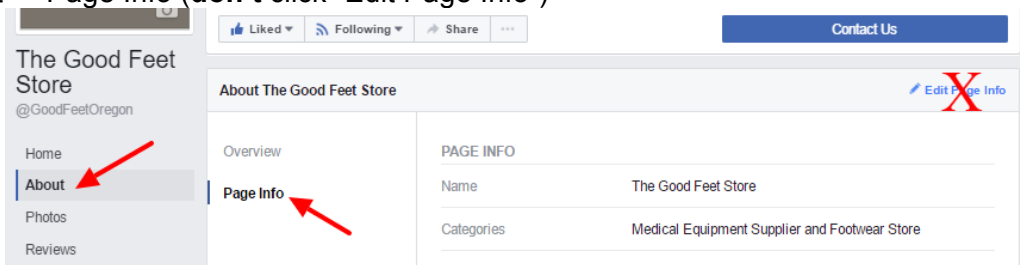


action should be required. Removing address data will require that the page's primary category be changed to one that does not require an address ("Company" is a good example). To remove the address on a page, follow the below steps:

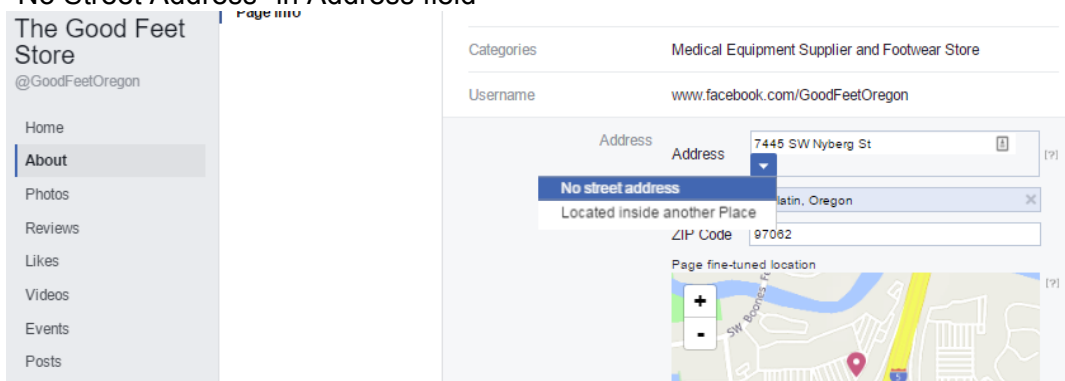
1. Go to the page you wish to convert into a Brand Page and verify you have an Admin access view (click Manage Page with Business Manager if required)



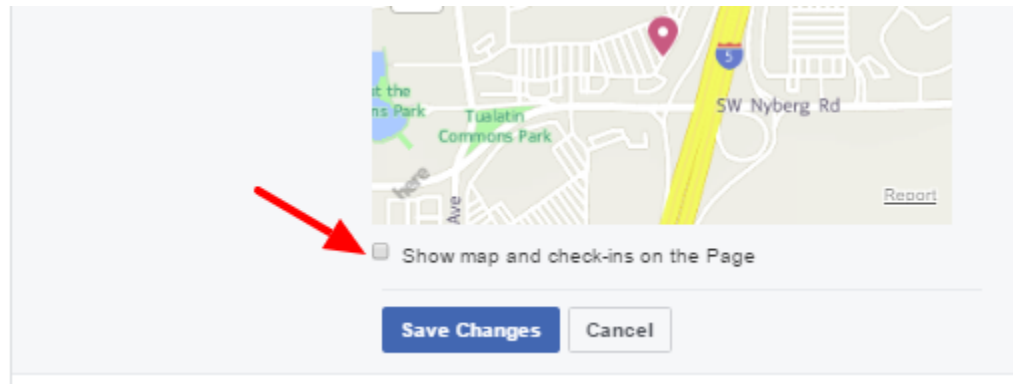
2. Go to About -> Page Info (**don't** click "Edit Page Info")



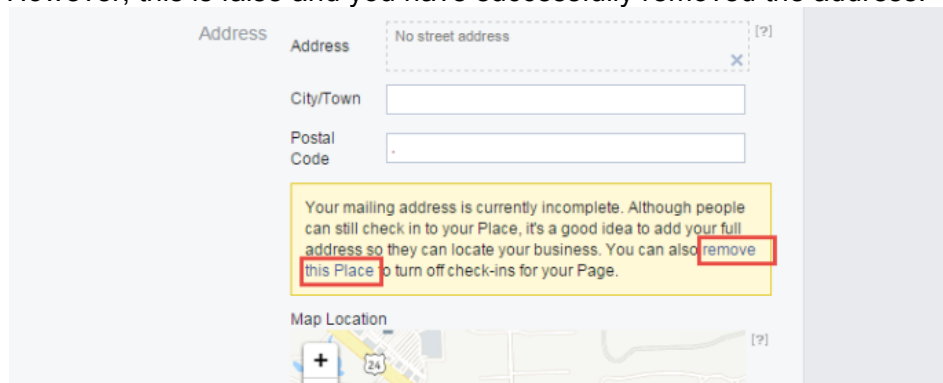
3. Click Edit next to the Category → Update to "Company" or "Companies & Organizations" (this can be changed later after address data is removed)
4. Click Edit next to the Address
5. Select "No Street Address" in Address field



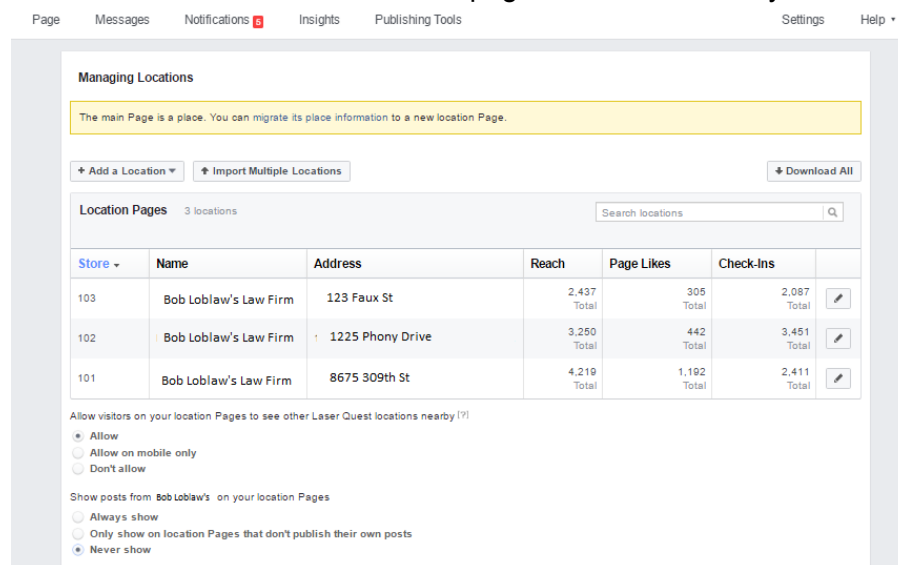
6. Clear out other Address fields (City/Town, Zip), Uncheck box below map "Show map and check-ins on the Page" (screenshot)



- You will now see this page. Click 'remove this place' then save changes and follow further instructions from Facebook. Once complete, you may see an error message telling you that “Your Changes Could Not be Saved” However, this is false and you have successfully removed the address.



- To check that all is well: Go to Settings -> Locations there should no longer be a message at the top
- Once you have your Brand Page fully set-up, you can start adding in your child pages to the relationship! You can create new locations or add in pages that have already been created.



**Please Note:** The parent/child relationship on Facebook is a simple and organized way to manage all your listings across Facebook, and it has many extra features to it that can boost SEO and page optimization. These features range from custom Vanity URLs for locations, custom location descriptions in the business

names, and a choice to seed posts from the brand page out to all the child pages.