

# ADDING, CLAIMING AND UPDATING YOUR AGENCY'S GOOGLE BUSINESS LISTING

Claiming your business listing on Google™ — and keeping it current — can sway consumers to see your agency as more reputable and reliable. It makes you much easier to find and contact. Best of all, it's a free resource!

In today's digital landscape, maintaining an up-to-date Google listing is vital for your agency. People in your community are searching Google for "insurance near me", and some may be searching for your agency specifically. If you're not fully there online, consumers may choose someone else who is, and you may miss out on a customer!

**NAP** are the three most important pieces of information to keep updated. Make sure they match on all of your agency's digital channels (your website, Google listing, Yelp® listing, social media pages, etc.) If this information is consistent and identical on all channels, it will greatly improve your agency's **Search Engine Optimization (SEO)** by helping you get to the top of search results and driving organic online traffic to your agency.

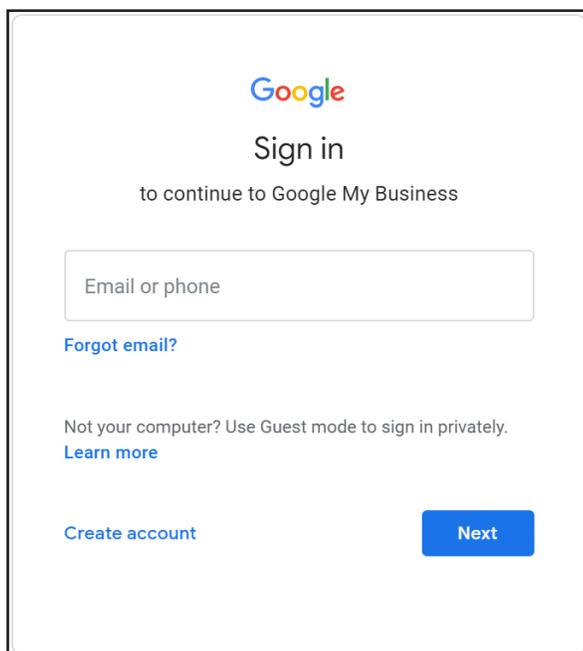
## NAP

- Name
- Address
- Phone Number

One last note: If you don't claim and update your listing, Google may try to manage your listing for you. So if you ignore this altogether, there will most likely be incorrect or inaccurate information about your agency on Google, possibly confusing your customers. In this way, maintaining your Google listing isn't just about marketing — it's about customer service! It could be one's first impression of your agency; if done well, it communicates to customers that you truly care about their insurance journey, every step of the way.

Now that you're in the know, here's a step-by-step walkthrough on how to add, claim and update your agency's Google business listing:

## ADDING AND CLAIMING YOUR AGENCY'S GOOGLE BUSINESS LISTING



The screenshot shows the Google sign-in interface. At the top is the Google logo, followed by the text "Sign in" and "to continue to Google My Business". Below this is a text input field labeled "Email or phone". Underneath the field is a link for "Forgot email?". Further down, there is a note: "Not your computer? Use Guest mode to sign in privately." with a "Learn more" link. At the bottom left is a link for "Create account", and at the bottom right is a blue "Next" button.

1. Visit [google.com/business](https://google.com/business) and click **Sign in**.
2. Click **Create account** on Google using your business email domain, if you don't have one.

← 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

Insurance agency

You can change and add more later

Next

3. Search for your business. If it doesn't appear in the search, click **Add your business to Google.**

4. Search for "Insurance agency" in the business category, then click **Next.**

← Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

Yes

No

Next

5. Click **Yes** to enter the address for your business or chain, and then click **Next.**

← What's the address?

United States

Street address

5600 Beechtree Ln SE [Add Line](#)

City

Caledonia

Michigan ZIP code

49316

Next

6. Your next screen will ask if you also serve customers outside of this location. This is for when people deliver outside of the office. Select **No, I don't** and then click **Next.**

7. Enter your agency's phone number and website URL (if you have one), and then click **Next.**

8. Click **Finish.**

## UPDATING YOUR AGENCY'S GOOGLE BUSINESS LISTING

1. Go to your Google My Business home page (here you can view your Google performance, reviews and more).
2. To edit your information, click on the **Info** tab on the left.

Day	Status	Start Time	End Time	Action
Sunday	Closed			
Monday	Open	8:00 AM	5:00 PM	<a href="#">Add hours</a>
Tuesday	Open	8:00 AM	5:00 PM	<a href="#">Add hours</a>
Wednesday	Open	8:00 AM	5:00 PM	<a href="#">Add hours</a>
Thursday	Open	8:00 AM	5:00 PM	<a href="#">Add hours</a>
Friday	Open	8:00 AM	5:00 PM	<a href="#">Add hours</a>
Saturday	Closed			

Business location

Let customers see your business location on Google by adding a street address. You can leave this empty if you don't have a location such as a storefront or office.

Country / Region: United States

Street address: 5600 Beechtree Ln SE [Add Line](#)

City: Caledonia

ZIP code: Michigan 49316-9482

[Clear address](#)

3. Here, you can mark the days your agency is open and provide hours.

4. Double check your agency's name, address and phone number (NAP).

From the business

Write a brief description of your business. [Learn more](#)

The Foremost® Insurance Group has been leading the industry in specialty lines insurance since 1952. They are a single source provider for your insurance requests, with flexible payment plans and numerous discounts. Every Foremost policy includes specialized claim service with 24/7 access and award-winning, distinctive service. Today they offer a superior suite of Personal Lines Insurance and Auto Insurance (branded Bristol West Auto). Foremost is focused on you and commits to providing A Better Insurance Experience® to all customers.

540 / 750

[Cancel](#) [Apply](#)

Please note: Edits may be reviewed for quality and can take up to 3 days to be published. [Learn more](#)

5. You can also write a brief description of your business.

After that, you're all set! There's a lot more you can do on Google's platform (like upload photos of your agency), so try using the different features to create a robust listing. Remember to check in often to keep everything up-to-date.

**For more marketing resources, visit [foremostagent.com](https://foremostagent.com).**



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