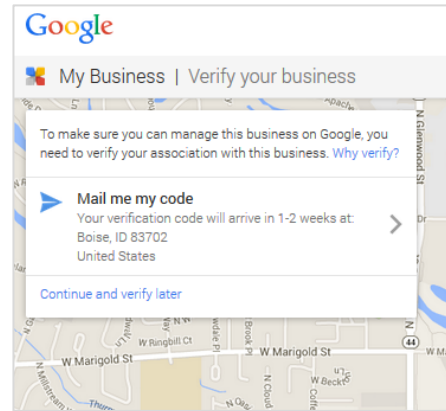


BUSINESS BASICS

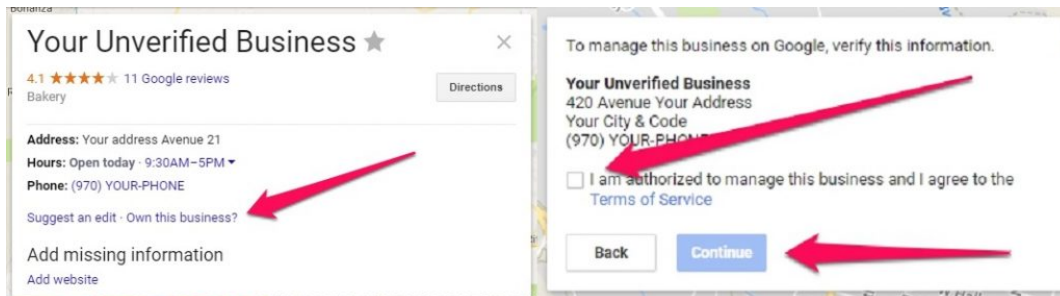
CLAIMING GOOGLE MY BUSINESS LISTINGS:

Use the following steps to claim your Google My Business listing:

1. Open Google My Business by visiting **www.google.com/business**
2. **Sign in** to your Google account at the top right, or create one if you do not already have one
3. Enter the **name** of your business, select next
4. Enter the **location** of your business, select next
5. Select a **category**
6. Choose if you want your business location to **appear on Google Maps**
7. Use the search field to select a **business category**, then click Next
8. Enter a **phone** number and/or **website** URL for your business, then click Next
9. **Verify** your connection to your business by selecting to receive a PIN in the mail or a via immediate phone call at your business location
 NOTE: *It's important not to make any core changes such as business name, address, phone number or category while waiting to be verified*
10. Select **Finish**



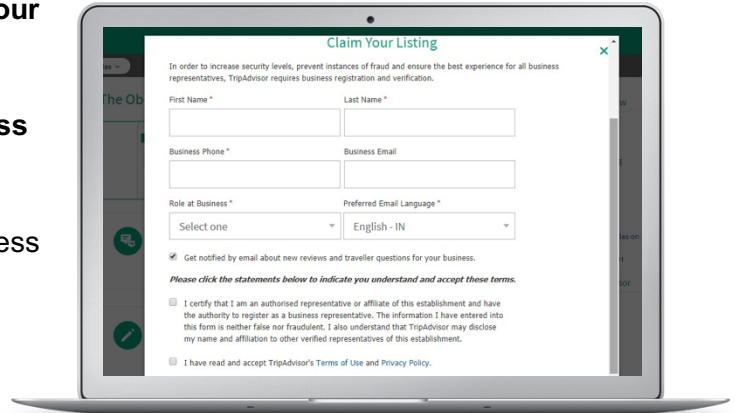
You may also search for your business listing via Google and select the “**Own this business?**” link on Google Maps as shown below. If you see “This listing has already been claimed,” start by making sure you are signed into the **correct Google account** as some users may have multiple Google accounts between personal and business use. If you’ve confirmed you’re using the correct Google account, you can click to “**request access**” to the Google My Business listing as it may have been claimed by someone else in your organization.



CLAIMING TRIPADVISOR LISTINGS:

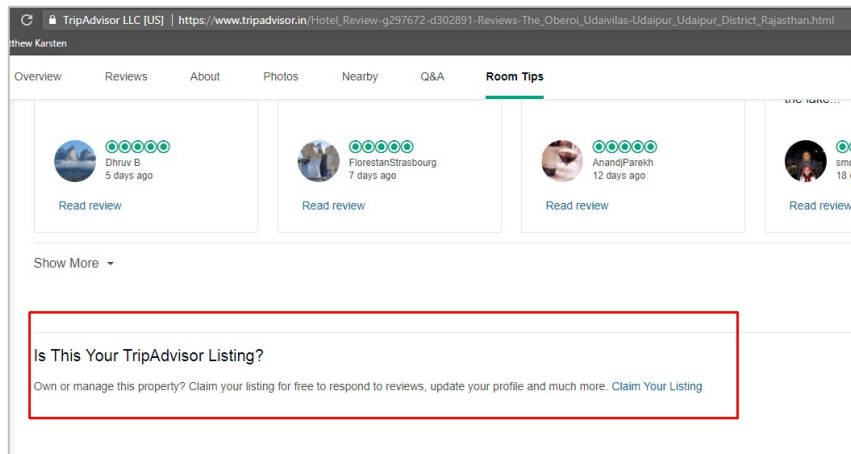
Use the following steps to claim your TripAdvisor listing:

1. Navigate to TripAdvisor by visiting www.tripadvisor.com/owner
2. Use the search bar to **search for your business** by name
3. Select **Claim Your Business**
4. Complete the form with key **business information** and your relation to it, select Continue
5. **Verify** the connection to your business through a phone call, credit card confirmation or in some cases, an email.



The image shows a laptop screen displaying the 'Claim Your Listing' form on TripAdvisor. The form includes fields for First Name, Last Name, Business Phone, and Business Email. It also has a dropdown menu for 'Role at Business' and another for 'Preferred Email Language'. Below the form, there are several checkboxes for verification and terms acceptance, including 'Get notified by email about new reviews and traveller questions for your business.' and 'I have read and accept TripAdvisor's Terms of Use and Privacy Policy.'

You may also start the process by searching for your listing on TripAdvisor and selecting to **Claim Your Listing** at the top or bottom of your page as shown below.



Don't forget! After you've claimed your Google My Business and TripAdvisor listings, make sure to **optimize your listings** by including up-to-date hours, descriptions, photos, amenities, activities, responses to reviews, and other key content to increase the chances of potential visitors finding your listing and enticing action.