Introduction

Creating and claiming your online business pages on popular listing sites like Yelp, Google, and Facebook gives you control over the information on your pages. You can update your business information and communicate with your customers through these pages. It allows your customers to find you instead of your competition when they search for businesses.

This guide provides step-by-step instructions to create, claim, verify and update your online business pages on Yelp, Google, Facebook, Foursquare, and TripAdvisor. It also outlines the details to create your online account with OpenTable.

Things to know before you get started

1. This guide is written for the computer-savvy merchant. You are expected to have basic working knowledge of the Internet such as surfing and searching on the Web and creating usernames and passwords.

2. The current status of your online business pages determines the necessary fix.

<table>
<thead>
<tr>
<th>Current Status</th>
<th>Fix</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listing not found</td>
<td>Create and claim the listing to complete your set up</td>
</tr>
<tr>
<td>Listing found but not claimed by your business</td>
<td>Claim your listing and update your information</td>
</tr>
</tbody>
</table>

3. The terms “business page” and “listing” are used interchangeably throughout this document to describe your business’ online listing on sites such as Yelp, Facebook, etc.

With that out of the way, let’s get started!
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Follow these steps to take control of your Yelp listing.

Find your business page on Yelp

1. Go to https://biz.yelp.com/

2. Search for the business by business name and address. Type your business name and address and click Get Started.

3. If you are
   a. unable to locate your business in the search results, proceed to Create your business page on Yelp.
   b. able to find your business and its unclaimed, follow the steps to Claim your business page on Yelp.
Create your business page on Yelp

If your business page on Yelp does not already exist, you need to create your own business page.

1. Go to https://biz.yelp.com/

2. Search for the business by business name and address, scroll all the way to the bottom of the search page, and click Add your business to Yelp.
Create your business page on Yelp

3. The next step will ask for you to enter the details about your business. Fill in this information accurately and click **Add Business**.
Create your business page on Yelp

4. You will receive an email confirming that the business has been submitted and that Yelp moderators will be reviewing the submission. Click **Confirm email address**.

5. Your business needs to be approved before you can claim your business page.
Create your business page on Yelp

6. Once your business page is approved, you will receive an email with instructions on how to claim. After claiming your page, you will need to verify the business. Yelp requires phone verification in order to protect you and your business.

   a. If your business uses an automated phone system, enter your extension below. If your phone number is incorrect, follow the instructions to change the phone number. **Click Call Me Now.**

   ![Image of phone call request]

   b. The automated call will ask for the 4-digit code. Enter the code using your dial pad when prompted.

   ![Image of automated call]

   Congratulations! Your basic Yelp business page setup is now complete. Please update your business information like hours of operation, add photos, etc.
Claim your business page on Yelp

Follow the steps below only if you were able to locate your business as described in section *Find your business page on Yelp* and it was unclaimed.

**Step 1: Get started**

Locate your business as described in the section *Find your business page on Yelp* and click *Claim this business*. 
Claim your business page on Yelp

Step 2: Create a business owner account

You have to create your business owner account before you can claim your business page. Fill in the requested information and click Continue.
Claim your business page on Yelp

Step 3: Verify your business

Yelp requires phone verification in order to protect you and your business.

1. If your business uses an automated phone system, enter your extension below. If your phone number is incorrect, follow the instructions to change the phone number. Click Call Me Now.

2. The automated call will ask for the 4-digit code. Enter the code using your dial pad when prompted.
Claim your business page on Yelp

Step 4: Confirm your email address

1. Once the phone verification is completed, you should see the following page. Click No thanks, continue to my business at the bottom of the page.

2. Next, confirm the email address.

Check your email for a message with the Subject Line: “Confirm Your Email Address - Yelp”
Claim your business page on Yelp

3. Open the email and Click Confirm email address.

Congratulations! You have now claimed and verified your page on Yelp. Please proceed to Yelp to update your business information like hours of operation, add photos, etc.
Foursquare Business Pages

Find your business page on Foursquare

1. Go to https://foursquare.com/venue/claim

2. Enter your business name, location and click Search.

3. If your business is
   a. not listed, proceed to Create and claim your business page on Foursquare.
   b. listed, proceed to Claim your business page on Foursquare.
Create & claim your business page on Foursquare

1. If your business isn’t listed, click the “here” link to add your business.

2. If you haven’t already, you need to set up your account on Foursquare to add your business and claim it.
Create & claim your business page on Foursquare

3. After you have created and signed into your account visit https://foursquare.com/add-place.

4. You’ll see the following form to add a place to Foursquare. Fill out the form.
Create & claim your business page on Foursquare

5. You will be defaulted to your business page. Scroll to the bottom and in the far right column you will see a section on how to claim your business. Click Claim it now and follow the steps to claim your business page. You can refer to our instructions on how to Claim your business page on Foursquare.

Congratulations! Your basic Foursquare setup is complete. Please update your business information like hours of operation, add photos, etc.
Claim your business page on Foursquare

Follow the steps below only if you were able to locate your business as outlined in the section *Find your business page on Foursquare* and it was unclaimed.

**Step 1: Get started**

Find your business as outlined in the section *Find your business page on Foursquare* and click on the corresponding “Select” button.
Claim your business page on Foursquare

Step 2: Set up your Foursquare account

1. In order to claim your business, you need to set up your Foursquare account.

2. Check the box confirming that you are the owner and agree to the terms of use. Next, click Get Started.
Claim your business page on Foursquare

3. Enter your phone number to validate ownership. Click Call Me Now. You will receive a call at that number.

A 4-digit code will automatically appear in the text box.
Claim your business page on Foursquare

4. Record on the call your name, name of the business and your relationship to that business.

5. Enter the 4-digit code using the touchpad of your phone. You will see a “Confirmed” message in the text box after you’ve successfully entered the 4-digit code.

6. You are now in the final validation step. Select either Option 1 or 2.

   a. Option 1 expedites the validation but you have to enter a credit card number and you will be charged a $20 fee.
Claim your business page on Foursquare

b. Option 2 has no charge but it takes 3-4 weeks.

i. Ensure your mailing address is accurate or click edit next to your address to make corrections.

ii. Click Mail me a verification code!
Congratulations! Your basic Foursquare setup is complete. Please proceed to Foursquare to update your business information like hours of operation, add photos, etc.

### iii. Next, you will see the following message to check your mail.

![Check your mail!](image)

**Check your mail!**

A postcard has been sent to the address you provided with the code you need to finish verification. You can also switch to Expedited Verification to access your merchant tools right away.

If you have received your code in the mail, please [click here](https://foursquare.com/venue/verify) to complete the verification process.

### iv. Once you receive your postcard, go to [https://foursquare.com/venue/verify](https://foursquare.com/venue/verify) to complete the verification process.

### v. Enter your 6 character code and click Verify.

![Verify your claim](image)

**Verify your claim**

Enter the 6-character code found inside the envelope we sent to you and click verify.

Don’t have a code? [Click here](https://foursquare.com) to find out how to claim your location on Foursquare.

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Congratulations! Your basic Foursquare setup is complete. Please proceed to Foursquare to update your business information like hours of operation, add photos, etc.
Google Business Pages

Follow these steps to take control of your Google business listing.

Find your business on Google

1. Go to https://plus.google.com/pages/create. Log in to your Google account. If you don’t have an account, click Create an account.

2. After you login, you need to choose a business type. Choose the type that is most appropriate for your business (most likely Storefront).
Find your business on Google

3. Search for your business using the business’ name and address

4. If you are
   a. unable to find your business, proceed to Create your business page on Google.
   b. able to find your business and its unclaimed, follow the steps to Claim and verify your business on Google.
Create your business page on Google

If your business page on Google does not already exist, you need to create your own business page.

1. Search for your business using your business name and address.

2. If you see the message “We could not find…”, make sure you correctly entered the name and address and click “I’ve correctly entered the name and address.”
Create your business page on Google

3. Fill in your business information accurately and click Continue.

4. Confirm the information you entered, check I am authorized to manage this business and I agree to the Terms of Service box, and click Continue.
Create your business page on Google

5. The next step will ask you to verify your business via phone. Enter your phone number.
   
a. If you enter a number for a land line, select voice call. You will receive an automated call that will give you a verification code.
   
b. If you enter your mobile phone number, select text message to receive a text with the verification code.

6. Enter in the verification code and click Continue.
Create your business page on Google

7. Click the arrow next to Mail me my code to request a postcard to be mailed to your business location to complete the verification of your account.

8. Click Send postcard to confirm that you are requesting a postcard.
Create your business page on Google

9. Click Continue to customize how your business appears on Google.

You will receive a postcard from Google in the mail in 1-2 weeks. This postcard will contain the confirmation code. You will not be able to respond to your reviews until you verify your business with the verification code on the postcard that Google sends to you.
Create your business page on Google

10. Complete this step after you’ve received a postcard in the mail. Following is a sample postcard:

![Postcard Image]


b. Log in using your Google account.

c. Enter the code, and your business page is now verified.

Congratulations! You have created and verified your business on Google. Please visit the Google My Business dashboard to customize how your business appears on Google.
Claim and verify your business on Google

Follow the steps below only if you were able to locate your business as outlined in the section **Find your business on Google** and it was unclaimed.

1. Follow the steps to **Find your business on Google**, click on your business name from the search result.

2. Confirm that your information is accurate, check **I am authorized to manage this business and I agree to the Terms of Service** box, and click **Continue**.
Claim and verify your business on Google

3. The next step requires a quick phone verification in order to protect the account. Click Call me now.

4. You will receive a call containing a verification code for your Google account. Enter the code into the appropriate field and click Submit.
Claim and verify your business on Google

5. Your Google business page is now verified. Click **Continue** to customize how your business appears on Google.
Facebook Business Pages

Follow these steps to take control of your Facebook business listing.

Find your business page on Facebook

1. Go to [https://www.facebook.com/](https://www.facebook.com/)

2. Type the name of your business in the search bar.

3. If you are
   a. unable to find your business, proceed to Create a Facebook Business Page.
   b. able to find your business and its unclaimed, follow the steps to Claim your business page on Facebook.
Create a Facebook Business Pages

Creating a page on Facebook for business is an important first step in building your online presence on Facebook.

1. Go to https://www.facebook.com/business/

2. Click Create Page in the top right corner of the page.
Create a Facebook Business Pages

3. Select **Local Business or Place**.

4. Enter your basic business information.
Create a Facebook Business Pages

5. If you entered and name or address above that Facebook already has in its database follow the steps under section 5.a. Otherwise follow the steps under Section 5.b.

   a. If you entered and name or address above that Facebook already has in its database, it will give you the option to claim that other business page if you are the authorized representative of that business.

      i. Set up the basic content for your business page.

      ii. Follow the instructions to describe your business.
Create a Facebook Business Pages

iii. Upload a profile picture for your business. While uploading a profile picture is not a requirement, it greatly increases the likelihood that customers will interact with your page.

iv. Add your page to your Favorites to easily access it.
Create a Facebook Business Pages

v. Your business may have duplicate pages. If so, you can claim these pages and merge with the page you are creating. Select the page you want to claim and merge and select I am authorized to represent these Pages, then click Claim Pages.

Skip this step if a page does not already exist for your business or there are no additional pages to claim.

vi. Make selections to target your business page to specific users.
Create a Facebook Business Pages

vii. Click **Add a Profile Picture** or **Add a Cover Photo** or **Add Contact info** to complete your page and attract more visitors. You can also follow the tooltips to customize your Facebook page.
Create a Facebook Business Pages

b. If you entered a name or address above that does not exist in the Facebook database, the steps are slightly different and outlined below.

i. Enter your business information
Create a Facebook Business Pages

ii. Set up the basic content for your business page. Follow the instructions to describe your business.

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

iii. Add a profile picture
iv. Add your page to Favorites for easy access

v. Next, specify location, audience demographics and interests for Facebook to target your page and click Save.
Congratulations! You have completed your Facebook business page setup. You can also follow the tooltips and explore the different features to customize your Facebook page.
Claim your business page on Facebook

A Facebook page may exist for your business even if you or someone from your business didn’t create it. For example, when someone checks into a place that doesn’t already have a page, an unmanaged page is created to represent the location. If a page is unmanaged, you’ll see Unofficial Page below its cover photo.

You can request to claim the Facebook page and become its admin or to merge the page into one you already manage for your business.

To claim an unmanaged page:

1. Click Is this your business? below the page’s cover photo

![Image of Is this your business? button]

2. Select the Claim radio button and click Continue.

![Image of Claim Womply Cafe dialog box]
Claim your business page on Facebook

3. You will need to verify that the page you are claiming is actually yours. You can verify by phone, with your business email which needs to be tied to your Facebook account or by uploading documentation.

a. Follow the steps to verify by phone.

i. Enter your phone number and click **Call Now.**
Claim your business page on Facebook

ii. Facebook will call you and verbally give you a 4-digit code. Enter the code in the box below and click Submit Verification Code.

iii. Facebook will send you an email to confirm your claim request. Click Close.
Claim your business page on Facebook

b. Follow these steps to verify your page with your business email which needs to be tied to your Facebook account.

i. Choose Email then click Continue.

![Email selection screen]

ii. Select the business email tied to your account from the drop down below. Then click Submit.

![Email selection screen with prompt]

iii. Please check your inbox for an email from Facebook that will explain whether or not you have successfully claimed your business page on Facebook.
Claim your business page on Facebook

c. Follow these steps to verify your page by uploading a business document.

i. Choose Documentation then click Continue.

![Image of Choose Documentation]

Choose a business document from your hard drive and upload. Examples of acceptable documents are provided below. Click Submit.

![Image of Choose a business document]

ii. Facebook needs to review the document you have uploaded and will get in touch with you with further instructions to claim your business page.

![Image of Facebook's review process]

iii. Facebook needs to review the document you have uploaded and will get in touch with you with further instructions to claim your business page.
Follow these steps to take control of your TripAdvisor business listing.

**Find your business on TripAdvisor**

1. Go to [http://tripadvisor.com](http://tripadvisor.com)

2. Select the category that best describes your business e.g. Hotels, Flights, Vacation Rentals, Restaurants or Destinations. Then type your business name, city and state in the search box in the following format: Business Name, City, State e.g. Burger King, San Francisco, CA. Click **Find hotels**.

3. If you are

   a. unable to find your business, proceed to **Create your TripAdvisor business page**.

   b. able to find your business and its unclaimed, follow the steps to **Claim your TripAdvisor business page**.
Create your TripAdvisor business page

If your business page on TripAdvisor does not already exist, you need to create your own business page.

1. Go to http://www.tripadvisor.com/GetListedNew. Select your business type. If your business is a restaurant, click Restaurant.
Create your TripAdvisor business page

2. Fill out your information and the listing information about your restaurant and click **Next**.

![List a restaurant on TripAdvisor](image)

3. You will see a confirmation of your submission.

![Thank you for submitting your listing](image)

You will have to wait up to 5 days for your page to be listed on TripAdvisor.
Create your TripAdvisor business page

4. You will receive an email notifying you that your business has been listed on TripAdvisor and your page is now available and needs to be claimed.

5. Click the first link in the email and follow the instructions to claim your business page.

Congratulations! Your basic TripAdvisor page setup is complete. Please proceed to TripAdvisor to update your business information like hours of operation, add photos, etc.
Claim your TripAdvisor business page

Follow the steps below only if you were able to locate your business as described in section Find your business on TripAdvisor and it was unclaimed.

1. Search and find your business on TripAdvisor by following the steps in Find your business on TripAdvisor.

If more than one business matches your search, choose the business with the address that matches your business address as illustrated in the example below.
Claim your TripAdvisor business page

2. After you select your business with the correct location, you will see your TripAdvisor business page. Scroll to the bottom and click **Claim Your Listing**.

![Claim Your Listing](image1)

**a.** If you are not already signed into your account, you will see:

![Business Management Registration](image2)

If you don’t have a TripAdvisor account, click **Join for free** to set up your account.
Claim your TripAdvisor business page

b. After signing in to your account, you will see this page. Click **Register now**.

c. On the Business Management Registration form click the checkboxes below and select **Continue**.
Claim your TripAdvisor business page

d. Chose one of the options to confirm your identity.

e. If you selected **Provide credit card details** or **Send us documentation via email or fax**, follow those instructions to verify your business page.

f. If you selected **Use your Facebook profile**, login to Facebook with your Facebook login ID and password. Click **Confirm** to confirm your facebook profile.
Claim your TripAdvisor business page

g. Select Okay in the bottom right.

h. Click Not now in the bottom right when prompted with TripAdvisor would like to post to Facebook for you.
Claim your TripAdvisor business page

3. You will see TripAdvisor’s Terms of Use. Accept both terms and click **Continue**.

Congratulations! You have claimed your TripAdvisor page. Please proceed to update your business information like hours of operation, add photos, etc.
Visit https://restaurant.opentable.com/get-started/ to get started with OpenTable for Restaurants.