

# DISPATCHES

News from The Bureau

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## Google Maps

Google Maps is another way to list your business and Website on Google. Under the Business Solutions section on Google, where you will also find Google Adwords, Analytics, Google Earth and more, you will see a separate section called Google Places.



This is a free Web mapping service application provided by Google that will create a Google Map of your office location displaying a marker pin to show where exactly your office is on the map, along with a street map to click and enlarge. It also includes a route planner to help get you there by offering driving instructions between any pair of locations. It shows turn-by-turn instructions, an estimate of the journey time, and the distance between the two locations.

Google is very clever and gives you this mapping feature as well as an additional listing on Google, insofar as you will be on their Maps section as well as the main listing. You can also link your Google Map with Google Analytics, if you have both services. Accordingly if someone finds you using Google Maps, perhaps looking for an insurance broker or financial adviser down their local high street, or any other town, their search will be tracked by your Google Analytics statistics.

You will first need to sign-up for a Google email Account via Google, if you have not already done so. This will give you an email address of [somebody@googlemail.com](mailto:somebody@googlemail.com)

Having selected the Business Solutions text link displayed at the bottom of the opening page of Google and select Google Places you will be prompted to Sign-in to your Google email account before moving onto the online form to enter the name and address details of your business, what it does, opening hours, a photo or two of you or the company and so on.

Once you have completed the form and submitted it, you will then be sent a postcard to your office address. This will contain a PIN number to authorise your Google Map entry. You will need to go onto the Google Place facility again where it will already be prompting you to add your PIN number to set your Google Map live.



Having secured your Google Map we can embed it into your Website. This provides a valuable link to Google Maps whilst giving your Website visitors to ability to click on your map to see your street and immediate surrounding area, directions, route planner and distances and more.

Another useful add-on for your Website



Specialist  
Web Services  
for  
Insurance  
Brokers and IFAs

Website Design  
& Publishing

Search Engine  
Submissions

Secure Hosting

Online Trading

Web Statistics &  
Monitoring

Client Zones

E-Bulletins

Google Maps

Google Analytics

Article  
Submissions

Blogs

Digital Newsletters

Email Marketing

For information on setting-up a Google Map  
Tel: 01342 301325 Email enquiries@the-bureau.co.uk

