

Reach millions of customers on Google and Google Maps™, quickly and for free, with Local Business Center.

More people now search online for local businesses than anywhere else,¹ so it's important to make sure your restaurant can be easily found on Google.com and Google Maps. With Local Business Center, creating a great listing takes just a few minutes and doesn't cost a thing - and you get free insights into how customers are finding you on Google.

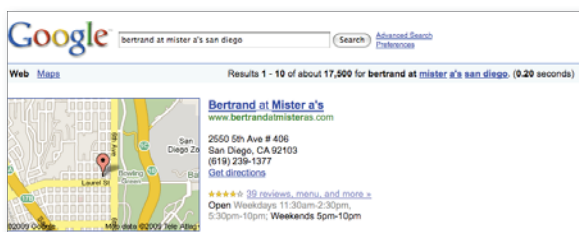


Make sure Google shows accurate information about your business.

- Add photos, videos, coupons, and more to attract more attention.
- Edit business details like address, phone, hours of operation and website.

Google Maps

Businesses are listed along the left. Click on the listing for details.



Google.com Search

Basic business details show up at the top of the results for some searches.

Control your listing and speak for yourself

Your restaurant probably already shows up on Google Maps and Google.com, but you should still claim your listing and make sure its details are accurate and thorough. Make your listing really shine with photos and videos; custom categories like your service area and how to find parking; and coupons to encourage customers to make a first-time or repeat visit.

Practical and easy to manage

Your Google listing is an easy way to maintain an online presence even if you don't have a website. You can visit the Local Business Center anytime to edit your information or see how many people have seen and clicked on your listing.

¹ Local Search Usage Study, comScore/TMP Directional Marketing, October 2008.

Free insights on how customers find you

Use the power of Google's data to learn where your customers come from and what they search for to find you. We'll show you the following information - it's waiting for you to discover now.

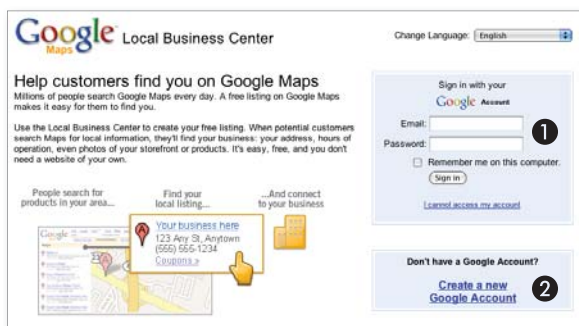
* Impressions: The number of times the business listing appeared as a result on a Google.com search or Google Maps search in a given period.

* Actions: The number of times people interacted with the listing; for example, the number of times they clicked through to the business' website or requested driving directions to the business.

* Top search queries: Which queries led customers to the business listing; for example, are they finding the listing for a cafe by searching for "tea" or "coffee"?

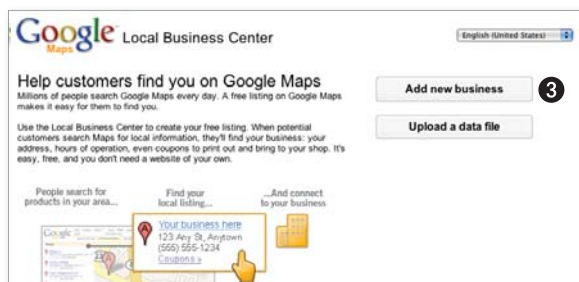
* Which zip codes customers are coming from when they request directions to your location.

Okay, let's get started!

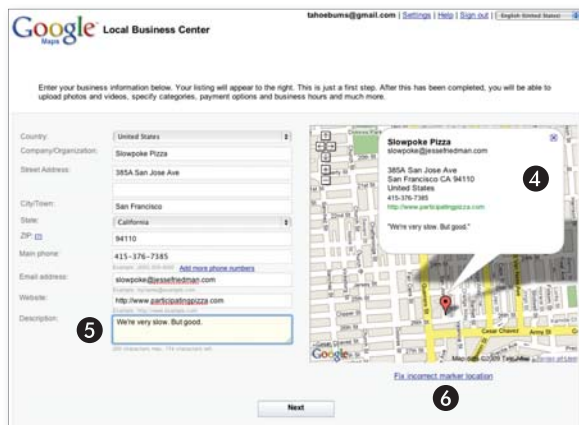


Go to www.google.com/lbc/syscoicare

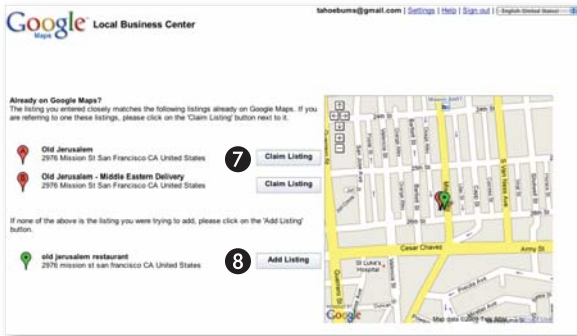
- 1 Sign in with your Google Account
- 2 Create a new Google Account if you don't have one already. Make sure to go back to your email and click the link to verify your new account.



- 3 Click "Add new business" once you're logged in, and add your basic business details as you'd like them to appear.



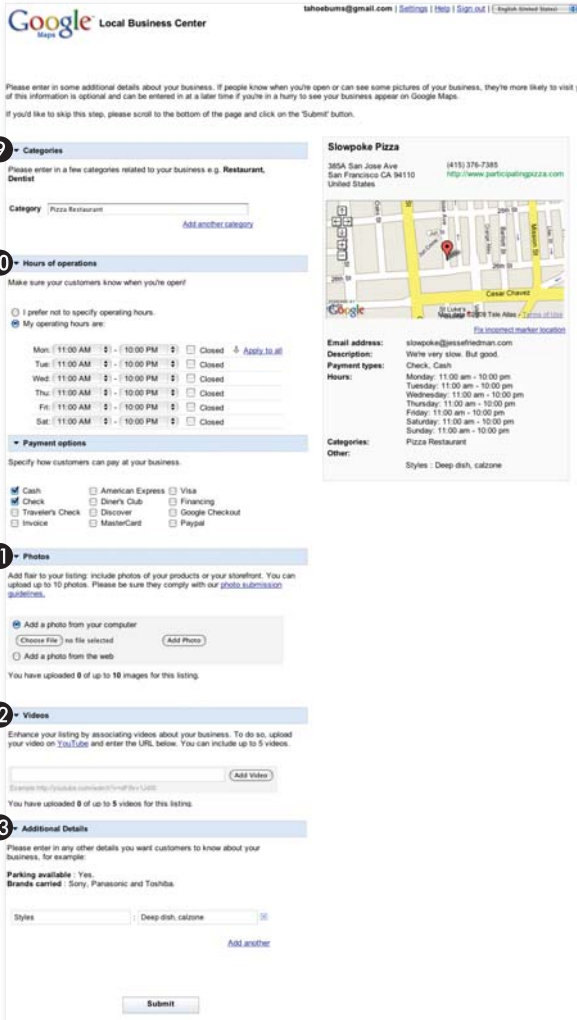
- 4 The map on the left will zoom into your location as you type in your address. You can move the marker if our best guess isn't quite right.
- 5 Write a business description that emphasizes the qualities that make your business unique.
- 6 Move the marker if our best guess isn't quite right.



Select the listing to claim, or add a new one (if your business doesn't match any listings, skip to Step 9.)

- 7 From the list of options, click the “Claim Listing” button next to the one that’s most similar to your business.
- 8 If your business isn’t there, click the “Add Listing” button at the bottom to create a new listing.

Note: In the list of close matches, if the business name on a given listing is wrong but the address is right, click “Claim Listing” and Google Maps will use your preferred name. However, if the address is wrong and you can’t receive mail sent to that address, you won’t be able to verify your claim. In that case, you should click “Add Listing” at the bottom of the list to create a new listing.

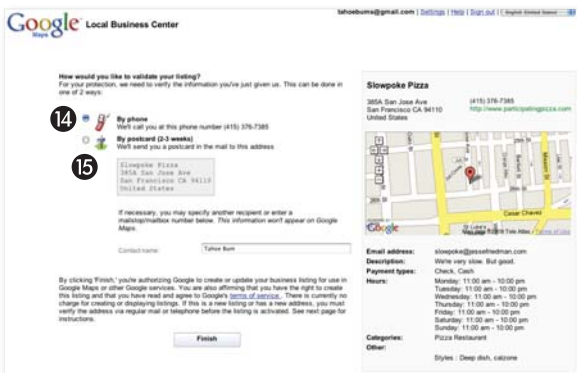


Add details to help your business stand out.

- 9 Select from the category listings that appear as you type.
- 10 Add your hours of operation—this is useful info for repeat and potential customers alike.
- 11 Add an image to help your listing stand out in Google Maps search results. You can use both snapshots and logos.
- 12 If you have videos on YouTube, you can place them directly in your listing.
- 13 You can also add relevant info that doesn’t fit anywhere else, such as delivery zone, house specialties, return policy, or whatever else you’d like to share.

Verify your listing, by phone if possible.

- 14 If you have easy access to the phone number on your listing, choose phone verification. Google will call you and, once you enter a PIN, your listing will immediately be verified.
- 15 If you aren't near the phone or have a voicemail system, choose postcard verification. Google will send you a card with a PIN for you to enter before mailing it back.



Pay regular visits to www.google.com/lbc/syscoicare

You can add coupons to your listing, see how many clicks your listing is getting, and stay up on new features that you might want to use.

Frequently asked questions about listing your restaurant on Google.com and Google Maps:

How will people find my restaurant?

Millions of people search for businesses on Google Maps and on Google.com. Your listing will also be available through Google Maps for Mobile, 1-800-GOOG-411 voice directory search, and Google Earth.

On any of these services, if someone searches directly for your business name and city, your listing will most likely show up. We also may show your listing for searches for your business category or other related terms.

How can I make the most of my listing on Google?

A rich listing which features a description, several photos, business hours and a link to your website will help encourage potential customers to choose your restaurant. This extra information can also help us match your listing to more searches, which might increase the number of views your listing gets.

We also recommend that you mention your Google listing to current and potential customers. Remind them that they can use Google Maps to find your phone number and address and get driving directions to your restaurant.

Why does other information show up in my listing?

Google collects data such as reviews, business hours, photos and more from trusted partners and various websites, and combines this information with what you enter in Local Business Center.

Why do you have an inaccurate listing for my business? How can I remove it?

Some of our listings inevitably will contain incorrect or outdated information. You can easily correct such errors. In Google Maps, click on the listing, then click the "Edit" button at the bottom of the bubble. If you have access to either the phone number or the mailing address in that incorrect listing, click "Claim your business" to claim and then suppress the listing. Otherwise, click the "Remove place" link to suggest that we remove it from the map.

What else does Google offer for restaurants?

Google offers a variety of tools designed to help businesses like yours, including AdWords, Google Analytics and our Google Apps suite of communications and collaboration products. You can learn more about these products and sign up to use them at www.google.com/services.

Create your listing today at www.google.com/lbc/syscoicare