

Can your Brainerd Business be Found by Brainerd Visitors?

GPS devices show locations of roads, lakes, businesses, and more. They are now in cars and cell phones and many visitors use them to find things to do and places to go while traveling.

Google and other search engines are the phonebooks of today (and tomorrow) for many, so make sure your business is there to be found.

Here's how to put your business information on these maps and to double check that it's located accurately on the map:

Navteq – GPS Devices

- See if your business is listed with Navteq and is in the correct location. You can do this by going to www.mapquest.com; Mapquest uses Navteq for their website.
- <http://mapreporter.navteq.com> is where you can make any necessary changes to your business location. Follow the directions on the website.

Tele Atlas – GPS Devices

- <http://mapinsight.teleatlas.com/> - go here to add/edit your business listing. Remember during Step 2 to add your business as a point of interest. Under comments you may give a review.

Google – Search Engine

- See what's shown when people search for your business or business type in Brainerd: <http://maps.google.com>
- Go here to add/edit your business listing: www.google.com/local/add/businessCenter
- Allowed a 200 letter description, but beware: it counts spaces.

Yahoo – Search Engine

- See if your business is listed correctly by going to <http://www.yahoo.com/> and searching for your business or business type.
- Go here to add/edit your business listing: <http://listings.local.yahoo.com/csubmit/index.php>

Windows Live – Search Engine

- See if your business is listed correctly by going to www.live.com
- Go here to add/edit your business listing: <http://webapp.localeze.com/bizreg/add.aspx>
- Allow 30-60 days for the change to be posted. Remember to check back at www.live.com to make sure the changes were made correctly.

Socialight

- <http://socialight.com/> - A very creative way of getting your business on the map. Not sure how many people see it...
- Take a look at what other people are writing before making your own entry - you'll have to create a Socialight account to make it. Think outside the box with this one and invite people.

How did it go?

What ideas do you have for how businesses can be found?

Did you run into any problems using these resources? Please let me know by calling me at 218-822-7126 or emailing at enorthey@explorebrainerdlakes.com.

Thank you,
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