

# Putting your Business on the Digital Map

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This presentation is funded under grant #33-50-M09048 from the US Dept of Commerce to the University of New Hampshire.

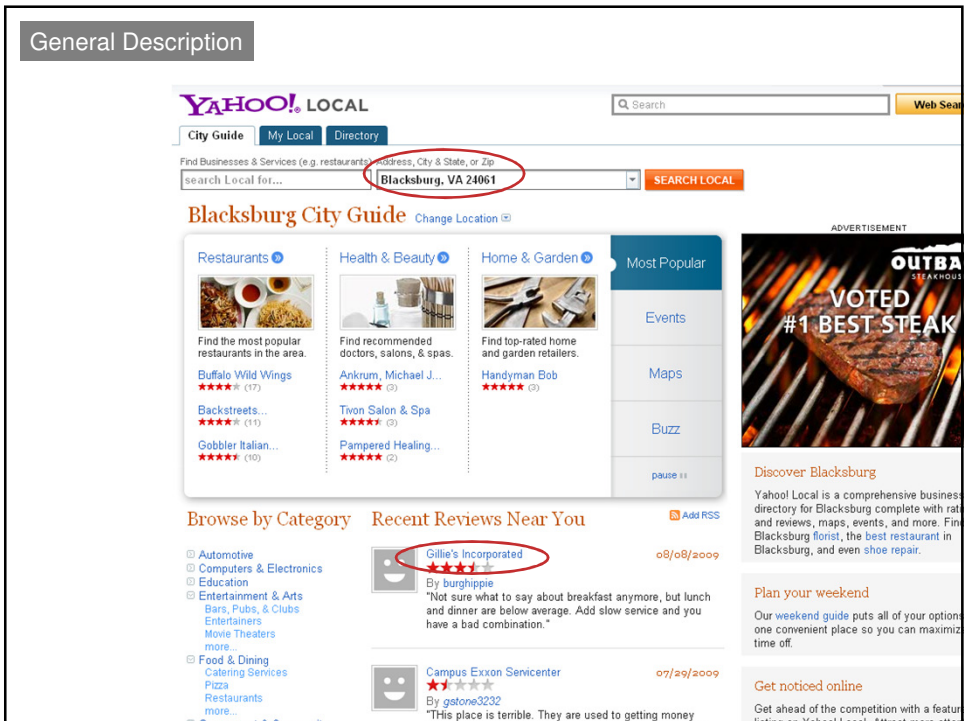
**General Description**

# Yahoo Maps

- Yahoo Local business enables users to search for a particular business category (restaurant, automotive, etc.) by zip code or address.
- Information is provided for each registered business
- Customers can rate businesses




**General Description**



**General Description**

★★★★★ (5 ratings)

**Gillie's Incorporated**  
 (540) 961-2703  
 153 College Ave, Blacksburg, VA 24060 [Get directions](#)  
 Cross Streets: Between Draper Rd NW and US-460-BR

[Write a review](#) [Save for later](#) [Send to](#) [Print](#)

Business Overview **3 Reviews** **3 Web Reviews** [Edit Info](#)

Own this business? [Get guaranteed top placement.](#)

**About:** Gillie's is known for an inviting ambiance and a diverse menu ranging from breakfast favorites to vegetarian specialties for lunch and dinner. Your experience is sure to include creative cuisine and friendly service at Gillie's.

**Hours:** Monday 7:00am - 11:00pm, Tuesday 7:00am - 11:00pm, Wednesday 7:00am - 11:00pm, Thursday 7:00am - 11:00pm, Friday 7:00am - 11:00pm, Saturday 8:00am - 2:00pm, 5:00pm - 10:00pm, Sunday 8:00am - 2:00pm

**Categories:** Breakfast Restaurants, Seafood Restaurants, Restaurants, American Restaurants, Vegetarian Restaurants

**Parking:** Street

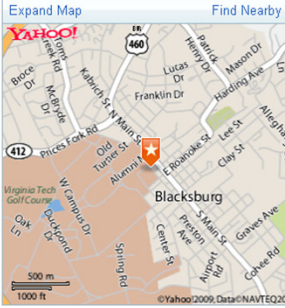
**Cuisine:** Seafood, Contemporary, Vegetarian

**Reservations Policy:** Accepted

**Smoking:** No Smoking

**Dress Code:** Casual

[Share your photos of Gillie's Incorporated. Upload now.](#)



Expand Map Find Nearby

ADVERTISEMENT

**lingo** Digital Phone Service **UNLIMITED** Calls to the U.S. & to 30 countries\*  
 FREE Activation & Equipment  
 \$100 Savings  
**\$495**/month  
 Offer Ends August 31  
 1-877-605-4646 **ORDER NOW**  
\*terms apply

[More Search Options](#)

**General Description**

**YAHOO! LOCAL** Search Web Search

City Guide My Local Directory

Find Businesses & Services (e.g. restaurants) Address, City & State, or Zip

**Coffee Houses** Blacksburg, VA [SEARCH LOCAL](#)

**Starbucks® Coffee**  
[Starbucks.com](#) - Find A Starbucks Location Near You. Just Enter Your Zip Code Here.

**Vail Mountain Coffee & Tea**  
[www.vailcoffee.com](#) - FREE SHIPPING - High Altitude Roasted Coffee & Teas Orders over \$25.

**Coffee Portion & Filter Packs**  
[www.Coffee.org](#) - Coffee Portion & Filter Packs Perfect for Work or Home. Join the Club.

Narrow your search by: Category Location Distance A-Z

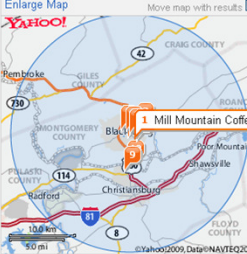
You have refined to: Coffee Houses [undo]

Sorted By: Top Results | Distance | Highest Rated Results 1-10 of 16 Print results

**Mill Mountain Coffee & Tea** (540) 552-7442 700 N Main St, Blacksburg, VA 0.49 mi  
 ★★★★★ (5) [Aunsky7](#) - "Mine is mailed to me - monthly. Great roasters..." more

**Easy Chair Book Store Cafe** (540) 951-1628 801 University City Blvd, #17, Blacksburg, VA 1.09 mi  
 ★★★★★ (4) [JamesL](#) - "I've been a big fan since they opened over 10 years ago..." more

**Starbucks Coffee** (540) 552-2579 202 S Main St, Ste 200, Blacksburg, VA 0.07 mi  
 ★★★★★ [Write a review](#)



**Coffee House**  
 Search Our Restaurants Listings For Coffee Shops & Cafes Near You  
[Dining YellowPages.com/Coffee](#)  
 Virginia

**Caribbean Coffee Blends**  
 Choose from our selection of true & delicious coffee from Puerto Rico.  
[PuertoRicoCoffeeShop.com](#)

**Chofy - Brewed Chocolate**  
 Chofy is made from organic cocoa beans and brews like coffee.  
[www.DrinkChofy.com](#)

**Add your business**

## Register your business...

<http://listings.local.yahoo.com/csubmit>

---

**YAHOO! LOCAL** [Sign In](#)  
New User? [Sign Up](#) [Local Home](#) - [Yellow Pages](#) - [Help](#)

### Business Details

**Add a New Business**  
Thanks for helping us stay up-to-date! All data is subject to review and may take some time to appear on the site.

**Business Name:**  **Address:**   
**Phone Number:** (e.g. 408-555-1234)  **City:**   
**Web Site URL:**  **State:**  **Zip:**

**Categories:**  
Enter a few descriptive words and pick from the list to help us categorize this business. Click the trash icon to delete a category.

**Additional Information**

**Verify Your Submission**  
Enter the code shown:  [More Info](#)  
This helps Yahoo! prevent automated submissions

**Submit** **Reset**

*Be sure to Click here!* →

**Add your business**

**Categories:**  
Enter a few descriptive words and pick from the list to help us categorize this business. Click the trash icon to delete a category.

**Additional Information**

**Toll-Free Phone:**  **Fax:**   
**Additional Phone Numbers:**   
**Company Email:**

**Hours of Operation**  
 Do not display operating hours  
 24 hours a day  
 Use hours of operation below:

Monday:	Tuesday:	Wednesday:	Thursday:	Friday:	Saturday:	Sunday:
9:00 a.m. to 5:00 p.m.	9:00 a.m. to 5:00 p.m.	9:00 a.m. to 5:00 p.m.	9:00 a.m. to 5:00 p.m.	9:00 a.m. to 5:00 p.m.	Closed	Closed

**Additional Hours of Operation:**

**Payment Methods Accepted**

<input type="checkbox"/> Cash Only	<input type="checkbox"/> Discover
<input type="checkbox"/> Visa	<input type="checkbox"/> Diners Club
<input type="checkbox"/> Mastercard	<input type="checkbox"/> Debit Card
<input type="checkbox"/> American Express	<input type="checkbox"/> Personal Checks

**Additional Information**


**Year Established:**  **Products & Services:**   
**Languages Spoken:**  **Professional Associations:**   
**Brands Offered:**  **Specialties:**

**Verify Your Submission**  
Enter the code shown:  [More Info](#)  
This helps Yahoo! prevent automated submissions


**Submit** **Reset**



**General Description** **TeleAtlas Maps**



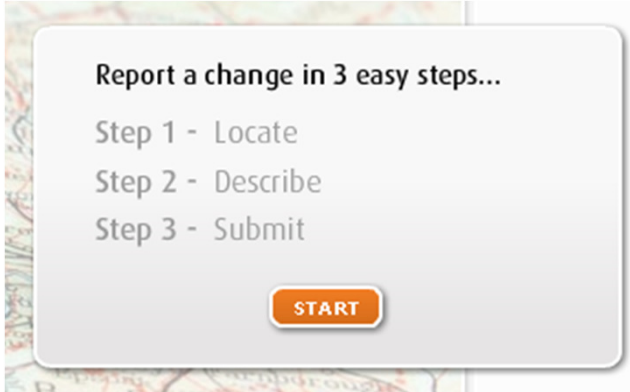
- TeleAtlas was purchased by TomTom in 2007.
- It is not a coincidence that TomTom would be interested in a digital mapping data provider (data is the backbone of the car navigation business...)
- Until recently, TeleAtlas also provided road network data to GoogleMaps (now, no one is really sure where Google’s road data comes from...)



**Add your business**

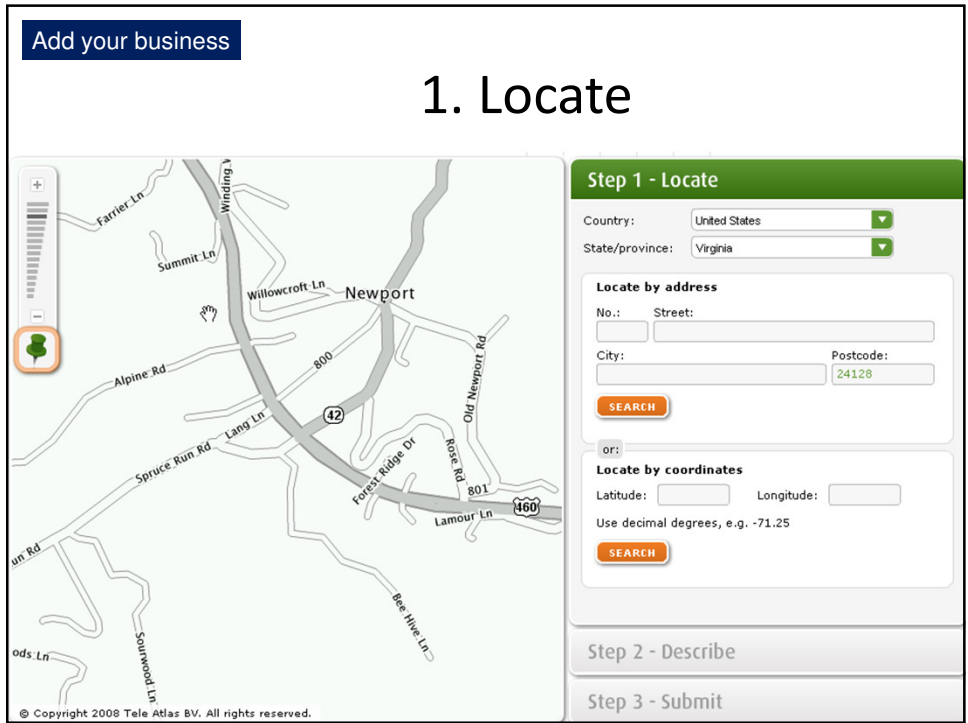
<http://mapinsight.teleatlas.com/mapfeedback/>

**Update your data:  
A three step process**



Add your business

# 1. Locate



Step 1 - Locate

Country: United States  
State/province: Virginia

Locate by address

No.: Street:  
City: Postcode:  
SEARCH

or:

Locate by coordinates

Latitude: Longitude:  
Use decimal degrees, e.g. -71.25  
SEARCH

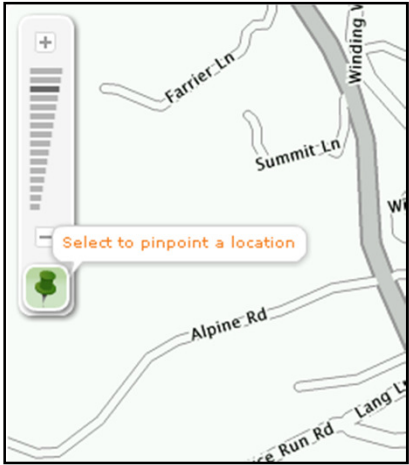
Step 2 - Describe  
Step 3 - Submit

© Copyright 2008 Tele Atlas BV. All rights reserved.

Add your business

# 1. Locate

- Use the “Thumbnail” to select the location where the POI (your business) is located...



Select to pinpoint a location

**Add your business**

## 2. Describe the POI

Step 1 - Locate

Step 2 - Describe

Type: Add, remove or change points of interest (POI).

Street

- Address
- Point of interest (POI)
- Street or Map feature
- Route calculation
- Traffic regulations
- Other

Step 3 - Submit

**Add your business**

## 2. Describe the POI

Step 1 - Locate

Step 2 - Describe

Add a point of interest

Name: Mickey's 7th

Category: Choose category...  
Hospital  
Hotel  
Restaurant  
Shop  
Other

← Back

Step 3 - Submit

Add your business

## 3. Submit!

Step 3 - Submit

Add your business

### After you have submitted feedback, you should receive an automated response...



Thanks for your feedback about Tele Atlas maps! We appreciate your help to identify changes and keep our maps as fresh and accurate as possible.

To check the status of your report, copy and paste this text into your browser: <http://a unique URL here>

Tele Atlas makes updates to its maps every day, but it takes time for those changes to show up in our partners' products. Once the Map Insight Status Page indicates that your issue has been addressed at Tele Atlas, please contact your application provider to learn when the update will be available for your device or application.

Please visit the [Tele Atlas web site](http://www.teleatlas.com) at [www.teleatlas.com](http://www.teleatlas.com) to see how our database is created and maintained.



General Description superpages.com

## Superpages

- The Yellowpages have “gone digital”
- Search for businesses, people, and download mobile applications (this is all accessible by Smartphones now...)
- Search businesses by name or by location!
- Superpages supports an array of mobile phone applications.
- Go ahead and toss that clunky phone book in the recycling bin (phonebooks are, after all, only updated once a year...)


General Description

## superpages mobile®


Find people and businesses. Get maps, directions, movie listings, WiFi hotspots, and even your weather forecast ... where ever you happen to be.

### superpages mobile® Applications


When you're on the go and need local information fast, turn to Superpages Mobile... the only mobile application that carries the SuperGuarantee®




iPhone® or iPod Touch®




BlackBerry®




More Phones



Palm Pre®




Google Android®



Windows Mobile®

### superpages mobile® Website

Our easy-to-use mobile Website works on nearly all mobile phones. Enter [m.superpages.com](http://m.superpages.com) in your mobile browser, and access 20 million



General Description

superpages.com®

Business People Maps Cars Mobile

What Business Name, Category, Keyword Where City, State, Zip **SEARCH** Advanced Search

Yellow Pages Change City

City Pages and Guides  
Local Coupons and Deals  
My Superpages

Weather SuperGuarantee

super guarantee™  
Get the job done right, or we'll make it right.\*

Now there's a superpages.com® for the job.  
Just look for the SuperGuarantee shield next to the businesses  
throughout the site.

Get It Now

National Weather Forecast

Popular Searches

- Auto Insurance
- Car Sales
- Dentists
- Florists
- Locksmiths
- Personal Injury Lawyers
- Plumbers
- Restaurants

★★★★★ Reviewer of the Week  
Recommend your favorite for a chance to be Reviewer of the Week.

Join millions of others and sell your car here ... It's FREE!

EVERYCARLISTED.com™  
Buy & Sell for FREE

Advertise with Us | Affiliate Program | Add or Edit a Business  
Yellow Pages | City Guides | Online Shopping | Popular Categories | Featured Businesses | Consumer Center | Site Map  
About Superpages | Terms of Use | Patents | Privacy Policy | Copyright © 2009 Idearc Media LLC. All rights reserved.

\*Restrictions apply. For full details, see the Terms and Conditions for this program.

General Description

superpages.com®

Business People Maps Cars Mobile

What Optional: Business, Category Where 24061 **SEARCH**

Print Controls Road Aerial

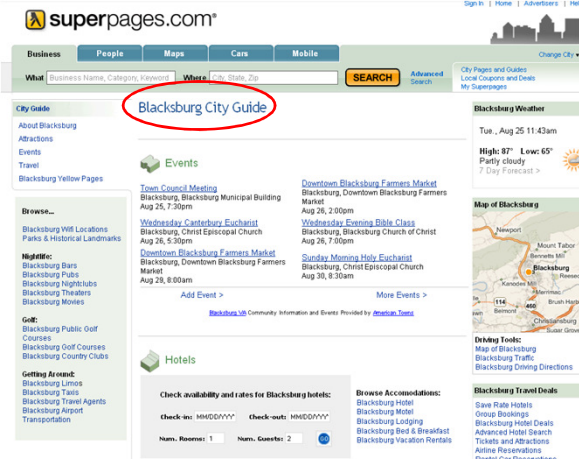
Map showing streets and location markers.

General Description

# Superpages.com also hosts "City Guide"

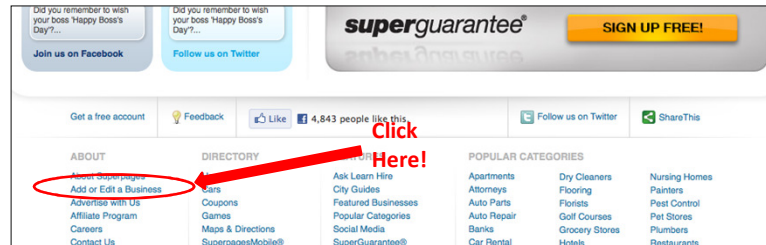
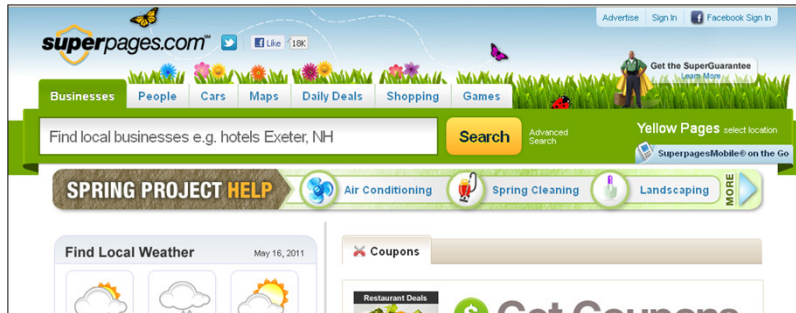
A Community marketing opportunity

- Events
- Attractions
- Travel
- Restaurants
- Galleries
- Golf
- Transportation
- Anything else!



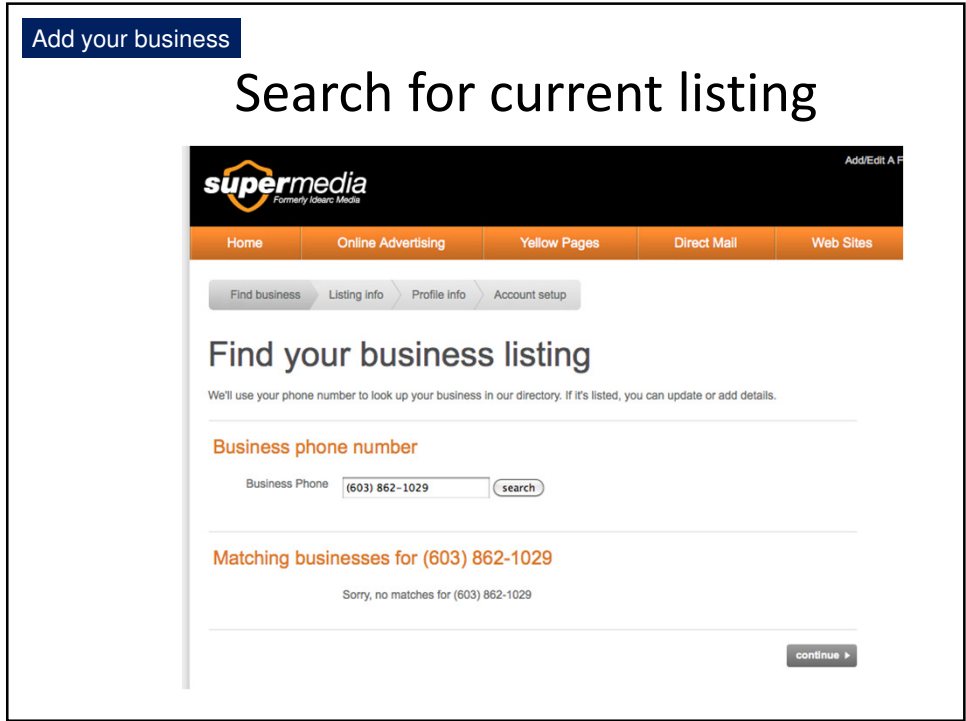
Add your business

Make sure that your business is registered...



**Add your business**

## Search for current listing



The screenshot shows the Supermedia website interface. At the top, there is a navigation bar with links for Home, Online Advertising, Yellow Pages, Direct Mail, and Web Sites. Below this is a breadcrumb trail: Find business > Listing info > Profile info > Account setup. The main heading is "Find your business listing". Below this, there is a text input field for "Business phone number" with the value "(603) 862-1029" and a "search" button. The results section is titled "Matching businesses for (603) 862-1029" and displays "Sorry, no matches for (603) 862-1029". A "continue" button is located at the bottom right.

supermedia  
Formerly Yellow Pages Media

Home Online Advertising Yellow Pages Direct Mail Web Sites

Find business Listing info Profile info Account setup

### Find your business listing

We'll use your phone number to look up your business in our directory. If it's listed, you can update or add details.

**Business phone number**

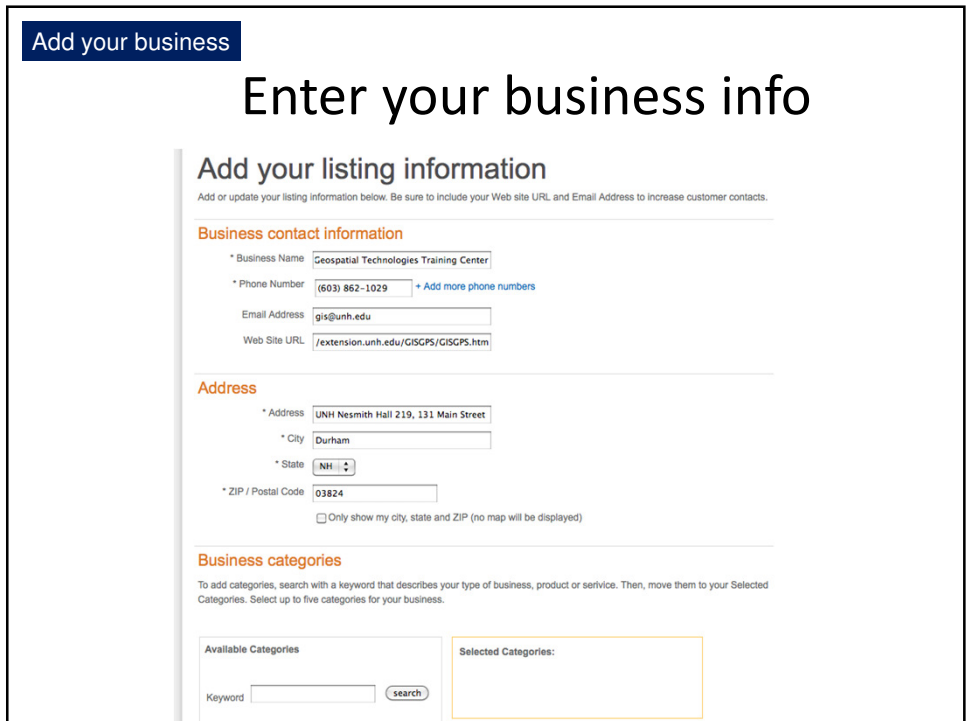
Business Phone

**Matching businesses for (603) 862-1029**

Sorry, no matches for (603) 862-1029

**Add your business**

## Enter your business info



The screenshot shows the "Add your listing information" form. It includes sections for "Business contact information" and "Address". The "Business contact information" section has fields for Business Name (Geospatial Technologies Training Center), Phone Number ((603) 862-1029), Email Address (gis@unh.edu), and Web Site URL (/extension.unh.edu/CISGPS/CISGPS.htm). The "Address" section has fields for Address (UNH Nesmith Hall 219, 131 Main Street), City (Durham), State (NH), and ZIP / Postal Code (03824). There is also a checkbox for "Only show my city, state and ZIP (no map will be displayed)". The "Business categories" section has a search box for available categories and a list of selected categories.

### Add your listing information

Add or update your listing information below. Be sure to include your Web site URL and Email Address to increase customer contacts.

**Business contact information**

\* Business Name

\* Phone Number

Email Address

Web Site URL

**Address**

\* Address

\* City

\* State

\* ZIP / Postal Code

Only show my city, state and ZIP (no map will be displayed)

**Business categories**

To add categories, search with a keyword that describes your type of business, product or service. Then, move them to your Selected Categories. Select up to five categories for your business.

Available Categories

Keyword

Selected Categories:








Add your business





## Registering your business on Superpages.com

- There are about 6 pages of forms to complete, so keep on going...
- If you want to choose the free route (you don't want to pay for better promotion), be sure to look for the "No thanks, continue" link in the lower right on the pages with prices displayed
- At the end, you will be asked to create an account

# Putting Your Business on the Digital Map

## Status Sheet for \_\_\_\_\_

Populate Existing Business Databases		
	<input type="checkbox"/> Completed <small>registration required</small>	User name: _____ Password: _____ Notes: _____
	<input type="checkbox"/> Completed <small>registration required</small>	User name: _____ Password: _____ Notes: _____
	<input type="checkbox"/> Completed <small>registration required</small>	User name: _____ Password: _____ Notes: _____
	<input type="checkbox"/> Completed <small>registration required</small>	User name: _____ Password: _____ Notes: _____
	<input type="checkbox"/> Completed	Notes: _____

Maximize Your Marketing: Free, Online Location-based Service Applications		
	<input type="checkbox"/> Completed <small>registration required</small>	User name: _____ Password: _____ Notes: _____
	<input type="checkbox"/> Completed <small>registration required</small>	User name: _____ Password: _____ Notes: _____
	<input type="checkbox"/> Completed	Notes: _____
	<input type="checkbox"/> Completed	Due to a recent change in MapQuest policies, they are no longer accepting business info. Any businesses listed on InfoUSA will be listed on MapQuest within 3 months

## General Description



## NAVTEQ Maps

- NAVTEQ is a wholly owned subsidiary of Nokia Corporation (Nokia paid over \$8 billion for NAVTEQ in October, 2007) .
- It's not a coincidence that Nokia (a mobile telecommunications company) has purchased a digital mapping data provider. These technologies go hand in hand...
- NAVTEQ also "feeds data" to a slew of GPS navigation and mapping systems: Garmin, MapQuest, Magellan, Bing Maps, Yahoo Maps, Rand McNally, etc.

## General Description

## NAVTEQ Maps

- NAVTEQ maps provide an accurate representation of the road network including up to 260 attributes like turn restrictions, physical barriers and gates, one-way streets, restricted access and relative road heights.
- These data are sold to car navigation systems and other application providers of location based services.

## General Description

## NAVTEQ POI's

- NAVTEQ maps also provides millions of Points of Interest (POI)'s that include everything from hotels, restaurants, art galleries, museums, gas stations, waterslides, to zoos.
- These POI's are sold to car navigation systems and other application providers of location based services.

## General Description

<http://mapreporter.navteq.com/>

The screenshot displays the NAVTEQ MAP REPORTER web application. At the top, the NAVTEQ logo and 'MAP REPORTER' branding are visible, along with navigation links for 'Store', 'Merchants', and 'About Us'. The main interface includes a 'Find & Report' section on the left with a search bar and several report categories: 'Point of Interest', 'Address Marker/Location', 'Road or Road Feature', and 'Other'. The central part of the page shows a map of a coastal area with various town names and a sidebar with map controls like 'Map', 'Hybrid', and 'Satellite'. The bottom right corner of the map area shows the copyright notice '© 2011 NAVTEQ'.



General Description

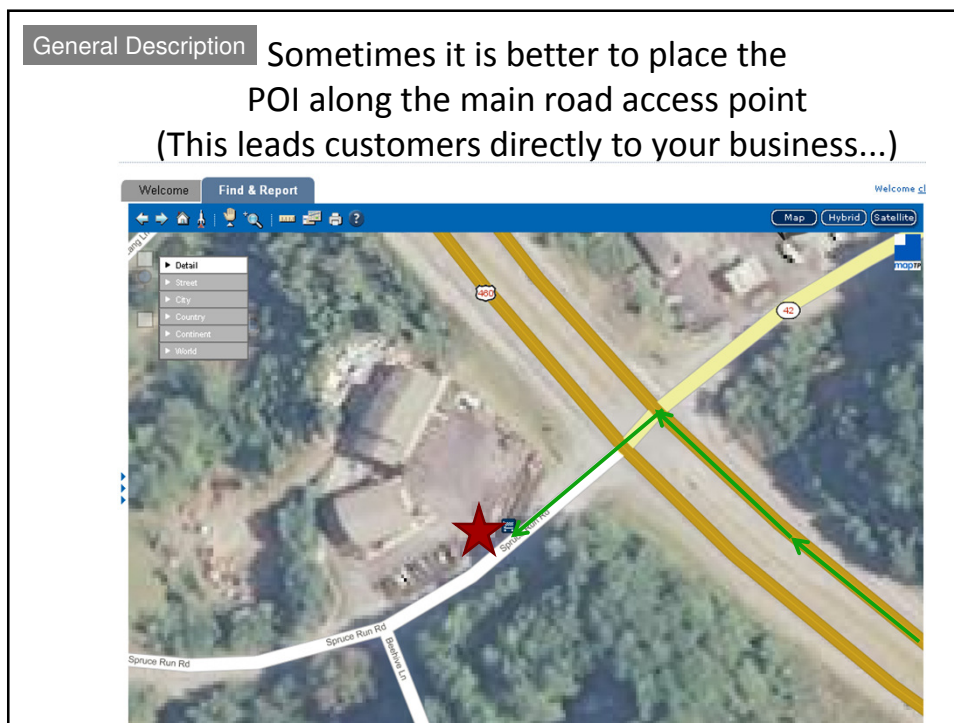
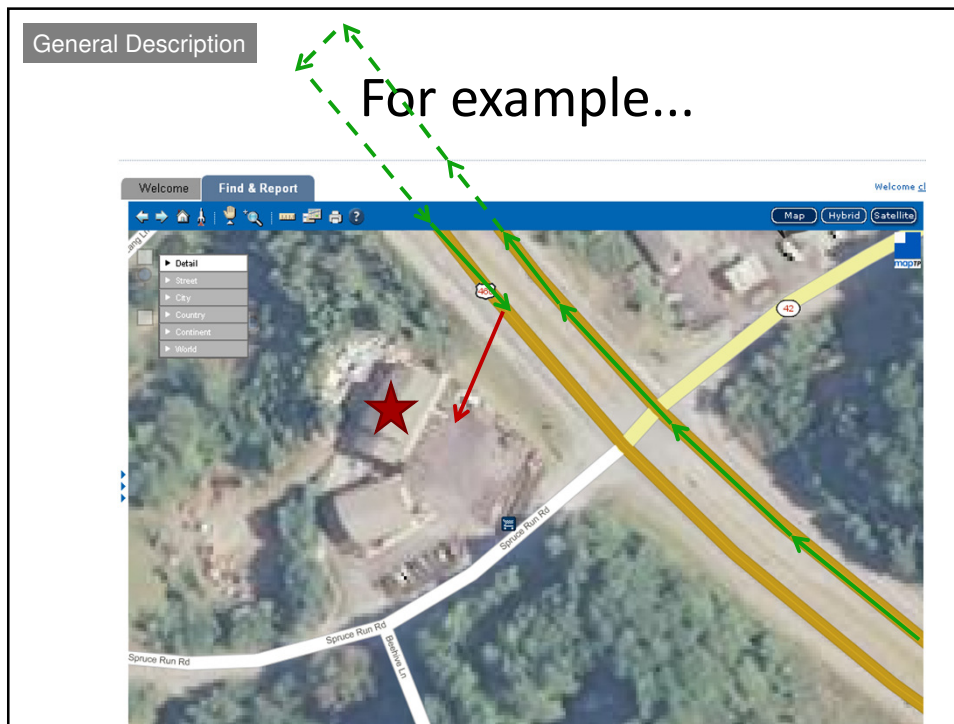
You may need to login or register

The screenshot shows the NAVTEQ MAP REPORTER website. The top navigation bar includes links for 'Store', 'Merchants', and 'About Us'. A red circle highlights the 'Login | Register' link. The main content area is divided into a left sidebar with search and reporting options, and a central map view showing a coastal region with various towns labeled.

General Description

Tips and Hints: Keep in mind how the GPS receiver “thinks”

- If you place the POI on the actual location of your business, the navigation system may presume that there is road access to your business, when, in reality, access is somewhere else



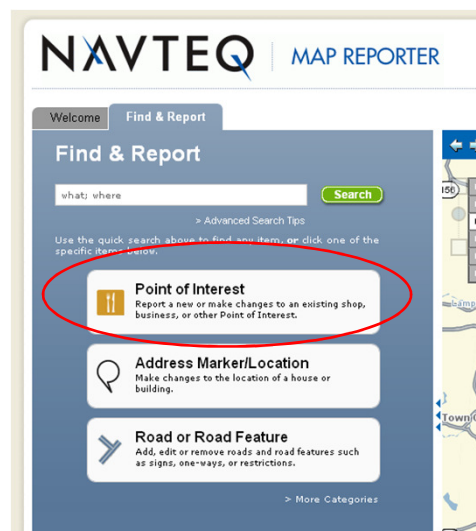
**Add your business**

## Steps for adding a new POI (point of interest)

1. Locate the proper geographic location on a map by zooming in / out and panning around
2. At the proper location for your business, click next to the road and establish a new POI
3. Provide feedback (fill out a form)
4. Enter an attachment for verification
5. Enter the mapping system that you use
6. Enter your email address

**Add your business**

## Step #1: Start entering your business as a new Point of Interest



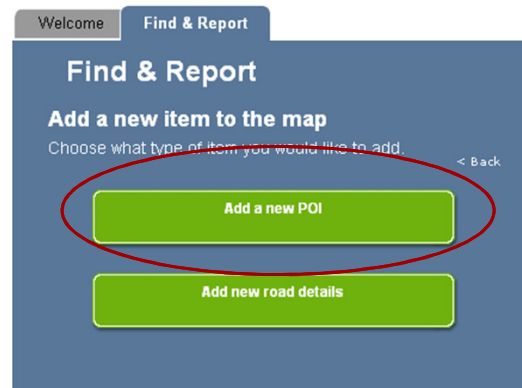
Click on Point of Interest, type in your business name and location, then click Go.

**Add your business**

If your business is not found, click on  
Add a New Item to the map

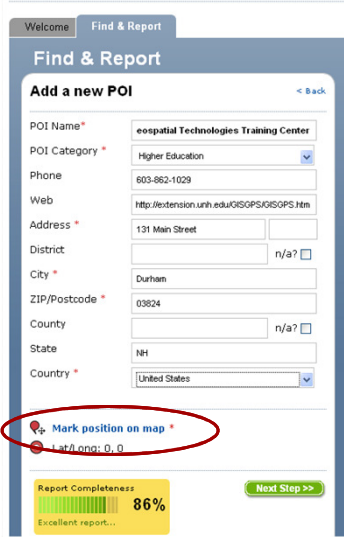
**Add your business**

You should be prompted with the following  
(select "add a new POI")...



**Add your business**

## Enter your business info

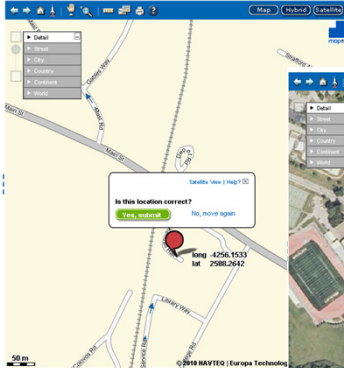


Before clicking the Next Step button, make sure to click on "Mark position on map" to correctly place your maker.

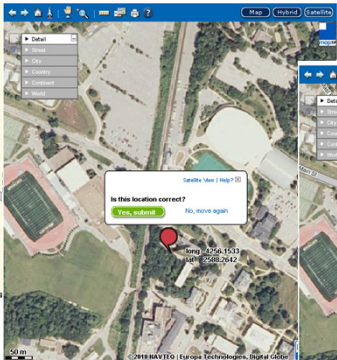
**Add your business**

## Locate your business using different "Map Views" and toolbars

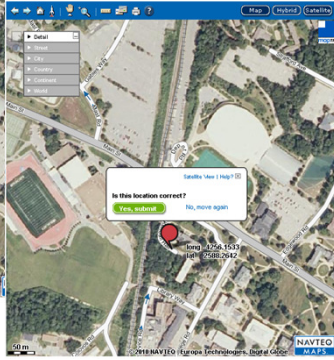
Map View



Satellite View

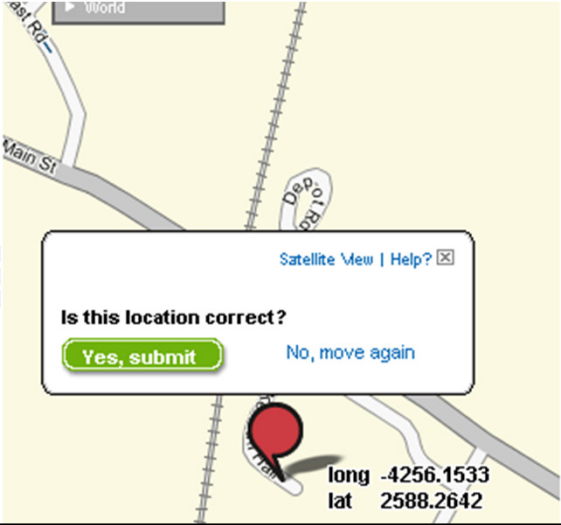


Hybrid View



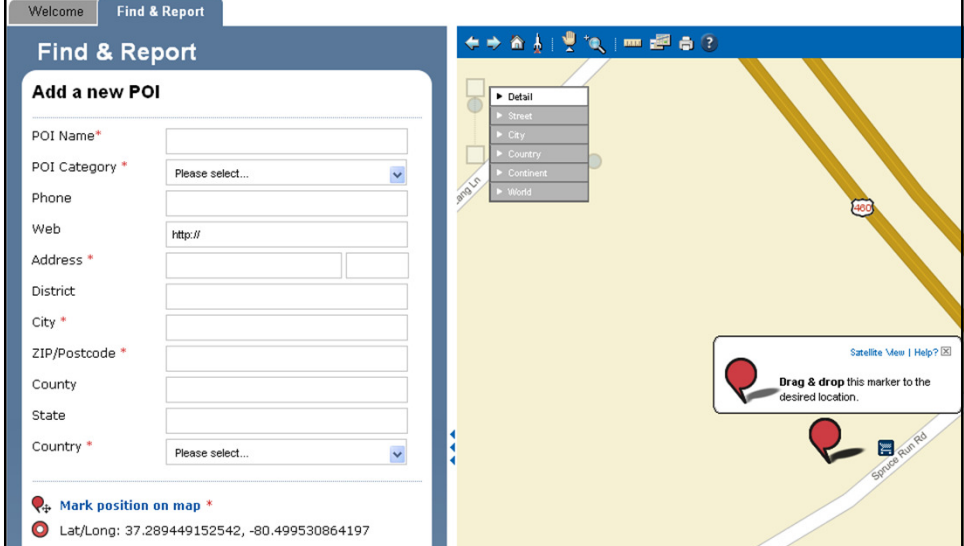
**Add your business**

When you get the marker to the correct location, click on “Yes, submit”



**Add your business**

Complete the information requested, (make sure your POI is in the correct spot)..



Add your business

You've come this far...

- Don't forget to hit the submit button...!






General Description



## Localeze

- Database of local businesses
- These databases are consumed by Internet (and mobile Internet!) applications to support location based services
- Basically, another “digital Superpages”
- Probably a competitor for infoUSA

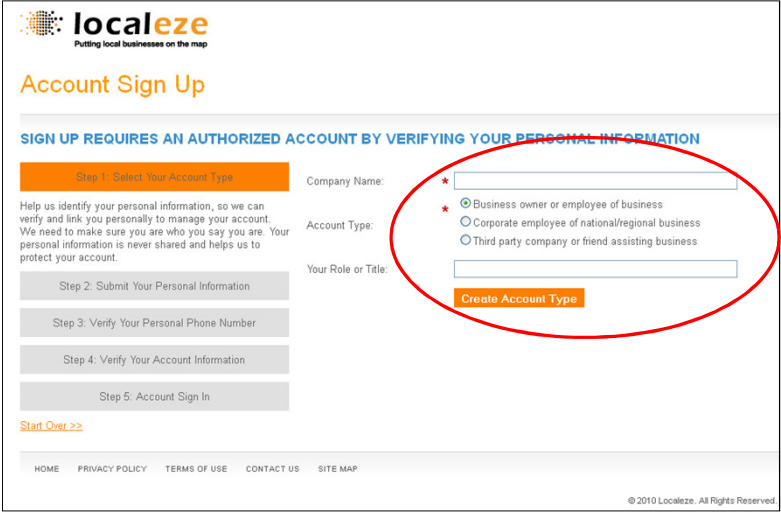
Add your business



The screenshot shows the Localeze website interface. At the top, there is a navigation menu with links for HOME, ABOUT, NEWS, HELP CENTER, DEVELOPER RESOURCES, CONTACT US, and SIGN IN. Below the navigation is a search bar and a main navigation menu with categories like How Localeze Works, Businesses, Local Search Platforms, Channel Partners, Solutions and Services, and Industry Insights. The main content area features a large banner titled "Putting Local Businesses on the Map" with a "SIGN UP NOW" button circled in red. Below the banner are three columns of content: "Take Control of Your Local Search Business Listings", "Get the Most Trusted Local Search Listings Data", and "Become an Authorized Channel Partner". On the right side, there is a "List Your Business Today" section with a "SIGN UP NOW" button and a "Listings Help Center" section with a "GET HELP" button. The footer contains links for HOME, PRIVACY POLICY, TERMS OF USE, CONTACT US, SITE MAP, and social media icons for Facebook, Twitter, LinkedIn, and YouTube. Copyright information for 2010 Localeze is also present.

**Add your business**

# Sign up



localeze  
Putting local businesses on the map

## Account Sign Up

**SIGN UP REQUIRES AN AUTHORIZED ACCOUNT BY VERIFYING YOUR PERSONAL INFORMATION**

Step 1: Select Your Account Type

Help us identify your personal information, so we can verify and link you personally to manage your account. We need to make sure you are who you say you are. Your personal information is never shared and helps us to protect your account.

Step 2: Submit Your Personal Information

Step 3: Verify Your Personal Phone Number

Step 4: Verify Your Account Information

Step 5: Account Sign In

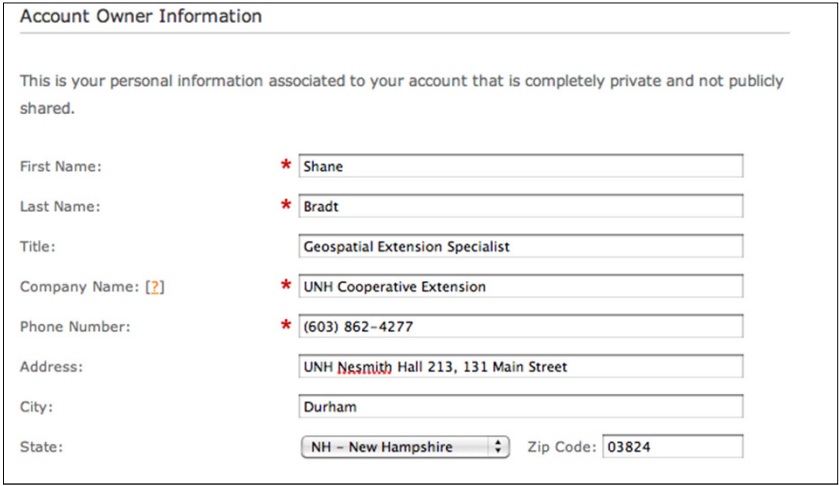
[Start Over >>](#)

HOME | [PRIVACY POLICY](#) | [TERMS OF USE](#) | [CONTACT US](#) | [SITE MAP](#)

© 2010 Localeze. All Rights Reserved.

**Add your business**

# Fill in account info, then submit



Account Owner Information

This is your personal information associated to your account that is completely private and not publicly shared.

First Name: \* Shane

Last Name: \* Bradt

Title: Geospatial Extension Specialist

Company Name: [?] \* UNH Cooperative Extension

Phone Number: \* (603) 862-4277

Address: UNH Nesmith Hall 213, 131 Main Street

City: Durham

State: NH - New Hampshire Zip Code: 03824

Add your business

Activate account from email, then sign into your account

Welcome  
[Sign In](#) | [Help Center](#) | [Contact Us](#)

**localeze**  
The Essential Language of Local Search

### Sign In

To sign in and gain access to your applications, enter your username (typically your email address) and password information below. Otherwise, click Sign Up to select the correct option.

Username:

Password:

Remember Me

[Sign In](#) [Reset Password?](#)

[Bookmark this page](#)

Add your business

Adding a business listing

**localeze**  
Putting local businesses on the map

Welcome Shane!

### Manage Listing

VIEW AND MANAGE ALL BUSINESS LISTINGS ASSOCIATED TO YOUR ACCOUNT

[Add Your Business Listing](#) | [Modify Your Business Listing](#) | [Close Your Business Listing](#)

**Add your business**

## Add your business info

### Add Your Business Listing

Review your listing here, and update any information. Note required fields (\*).  
If you need help, mouse over any [?] for details about the field or function.

**Business Listing**

Business Name: [?] \* UNH Cooperative Extension Geospatial Technologies Training Center

Department: [?] e.g. Customer Service

Street Address: [?] UNH Nesmith Hall 219, 131 Main Street

City: [?] \* Durham

State: [?] \* NH - New Hampshire

Zip Code: [?] \* 03824

Local Number: [?] \* (603) 862-1029

Website: [?] http://extension.unh.edu/GISGPS/GISGPS.htm

Email: [?] gis@unh.edu


Category: [?] [View List](#) \* continuing education

**Submit** Cancel

**Add your business**

## Confirm business info

Welcome Shane | Not Shane?  
[Sign Out](#) | [Applications](#) | [Contact Us](#)



### Manage Listing

View all your free and enhanced business listings below. Review information about the business listing in the license and status column or update information by selecting the appropriate action. Help Center options here provide additional features:

[Add Your Business Listing](#) | [Modify Your Business Listing](#) | [Close Your Business Listing](#)

Listing: 1 - 1 of 1

Listing	License (Expires)	Status	Action
UNH Cooperative Extension Geospatial Technologies Training Center UNH Nesmith Hall 219, 131 Main Street Durham, NH 03824 (603) 862-1029	Basic	Passed	<a href="#">Preview</a> <a href="#">Close</a> <a href="#">Enhance</a>

**Optional: Enhance your listing by adding additional info**

**Add your business**

To add your business listing, please provide all of the required information in the fields below.

Primary Line of Business \*

Business Name \*      Contact Email \*

Department      Contact First Name

Primary Phone Number \*      Contact Last Name

Address \*      Contact Title

City \*      Website URL


State \*  
Select State

ZIP Code \*  
-

\* required field

Submit Cancel

General Description



## infoUSA

- infoUSA is a business data provider. infoUSA compiles business listings by scouring the Yellowpages, state and local business permit databases, etc.
  
- This business data provider does not have a “mapping component” (other than an address) associated with the records in the business database. They provide their data to OTHER companies, (MapQuest). These other companies develop mapping applications.
  
- Other business resellers (including ESRI) purchase infoUSA’s business databases & geocode the data (generate coordinates, by “mapping the addresses”),These resellers then market the value added databases to customers.

Add your business



## infousa.com

Adding/updating your business information on the infoUSA database



Select “Update My Listing”

**Add your business**

## Are you adding a business or changing a business record?

The screenshot shows the ExpressUpdateUSA website interface. At the top, there is a navigation bar with 'Registered Users', 'Forgot Password', and 'Register Now'. Below this is a search bar for 'Check Your Listing' with fields for 'Company Name' and 'Phone Number'. A red arrow points from the text 'Select "Add one business..."' to a link that says 'Add one business to the Infogroup database'.

**Add your business**

## Start the registration process?

The screenshot shows the ExpressUpdateUSA website interface. The main heading is 'Add Your Business Listing'. Below this, there is a section titled 'Check My Listing' with search options. A red arrow points from the text 'Select "Register now..."' to a blue button labeled 'Register Now To Get Started'.



**Add your business**

# Submit registration

ExpressUpdateUSA  
from Infogroup

About Why ExpressUpdate

Please sign in or register

I am a registered user

I am new to this site

Email Address (this will be your username)\* sbradt@ceunh.unh.edu  
e.g. myname@example.com

Choose a Password\* \*\*\*\*\*

Re-enter Password\* \*\*\*\*\*

First Name\* Shane

Last Name\* Bradt

Business Name UNHCE Geospatial Technology

Business Phone\* 603-862-1029

Your username (email address) must be between 6 and 30 characters long

Password must be at least seven characters and contain:

- At least one character must be upper case
- At least one character must be lower case
- At least one numeric character

Enter the code shown: RAZTX

GENERAL TERMS AND CONDITIONS FOR USE OF Infogroup MATERIALS

In this agreement (the "Agreement"), the words "you" and "your" refer to the party utilizing the Infogroup Materials and the term "Infogroup Materials" refers to any Materials or services (including, but not limited to data, research and reference materials) provided by Infogroup and/or its affiliated companies.

LIMITED LICENSE: Upon your acceptance of this Agreement and full and proper payment of all amounts due to Infogroup, Infogroup grants you a personal, nontransferable and nonexclusive license to possess and use the Infogroup Materials solely for your direct marketing, research, reference or customer prospecting purposes in strict accordance with the terms of this Agreement for a maximum period of (1) year, unless otherwise specified. Upon expiration or termination of this Agreement, you shall immediately

I have read and accept the terms and conditions.

Register Now

**Add your business**

# Click on the link sent to your email to finish the registration process

ExpressUpdateUSA  
from Infogroup

Register  
Email id

About

Thank you for registering with ExpressUpdateUSA

Activate your account by clicking the link sent to your email registered with us.

©2010 ExpressUpdateUSA. All Rights Reserved.  
Privacy | Terms | Home | Add Your Business Listing | Submit Your Bulk Upload | Local Search  
ExpressUpdateUSA is a service of Infogroup www.infogroup.com

**Add your business**

## Sign in to continue

ExpressUpdateUSA  
from InfoGroup

Registered Users  
Email Id: [input] Forgot

Please sign in or register

I am a registered user

Username (usually your email address)  
sbradt@ceunh.unh.edu

Password [forgot password?](#)  
[masked]

I am new to this site

©2010 ExpressUpdateUSA. All Rights Reserved.  
Privacy | Terms | Home | Add Your Business Listing | Submit Your Bulk Upload | Local Search  
ExpressUpdateUSA is a service of InfoGroup www.infogroup.com

**Add your business**

## Add one business listing

Welcome Shane Bradt  
Edit Profile Logout

ExpressUpdateUSA  
from InfoGroup

CONTACT US  
My Account My Reports

**Check My Listing**

Option Search by:

1 Company Name  
All States Search Now

Option Search by Company Phone #:

2 Enter Phone # Search Now

**Add Business Listings**

Add one Business Listing **Add Listing**

Bulk Upload  
Many Business Listings Bulk Upload

**Click on "Add Listing"**

**Add your business**

# Fill in business info

**ExpressUpdateUSA**  
from Infogroup

Welcome Shane Bradt  
CONTACT US  
My Account My Reports

### Add Your Business Listing

Submit your business listing to ExpressUpdateUSA by providing the information below. The more details you provide, the easier it will be for customers to find your business when they search.

If you need to add multiple listings, please call 866-313-6774.

**Add Your Business Listing**

**Business Name:** UNHCE Geospatial Technologies

**Address:** UNH ~~Durham~~ Hall 213, 131 Main Street

**City:** Durham

**State:** New Hampshire

**Zip:** 03824

**Phone:** 603-862-1029

**Services**

Add the Services that your business offers (100 characters max. separated by comma)  
Remaining characters: 61

hands-on training in mapping technology

**When finished, click on "Submit New Listing"** → **Submit New Listing**

General Description

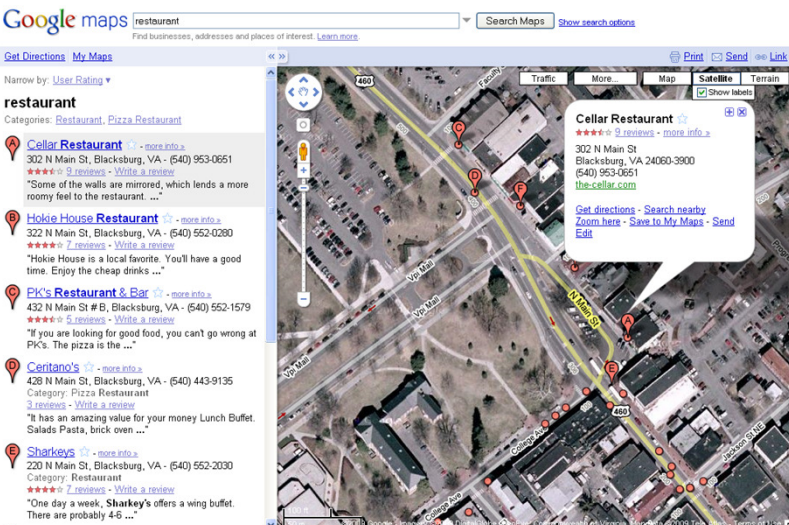
**Google maps**

- GoogleMaps provides tools to business owners to support their marketing efforts.
- SmartPhone Apps: Several smart phones (iPhone) use Google Map data to support navigation...
- Maximize exposure to mobile Internet customers. They are already searching for businesses in your area anyway!



General Description

Check your local listing on Google maps



Google maps restaurant

Get Directions My Maps

Narrow by: User Rating

**restaurant**

Categories: Restaurant, Pizza Restaurant

- Cellar Restaurant** - more info  
302 N Main St, Blacksburg, VA - (540) 953-0651  
★★★★☆ 9 reviews - Write a review  
"Some of the walls are mirrored, which lends a more roomy feel to the restaurant ..."
- Hokie House Restaurant** - more info  
322 N Main St, Blacksburg, VA - (540) 552-0280  
★★★★☆ 7 reviews - Write a review  
"Hokie House is a local favorite. You'll have a good time. Enjoy the cheap drinks ..."
- PK's Restaurant & Bar** - more info  
432 N Main St # B, Blacksburg, VA - (540) 552-1579  
★★★★☆ 5 reviews - Write a review  
"If you are looking for good food, you can't go wrong at PK's. The pizza is the ..."
- Ceritano's** - more info  
428 N Main St, Blacksburg, VA - (540) 443-9135  
Category: Pizza Restaurant  
3 reviews - Write a review  
"It has an amazing value for your money Lunch Buffet. Salads Pasta, brick oven ..."
- Sharkey's** - more info  
220 N Main St, Blacksburg, VA - (540) 552-2030  
Category: Restaurant  
★★★★☆ 7 reviews - Write a review  
"One day a week, Sharkey's offers a wing buffet. There are probably 4-6 ..."

Cellar Restaurant  
★★★★☆ 9 reviews - more info  
302 N Main St  
Blacksburg, VA 24060-3900  
(540) 953-0651  
the-cellar.com  
Get directions - Search nearby  
Zoom here - Save to My Maps - Send Edit

General Description

Google maps resorts, brainerd mn  Search Maps Show search options

Find businesses, addresses and places of interest. Learn more.

Get Directions My Maps

Narrow by: User Rating

**resorts, near Brainerd, MN**  
Categories: Resorts, Motels & Hotels

- A Hidden Paradise Resort** - more info >  
6727 Ojibwa Rd, Brainerd, MN - (218) 963-3180  
Write a review
- B Cragun's Resort** - more info >  
11000 Craguns Dr, Brainerd, MN - (218) 825-2700  
Category: Resorts  
Edited  
★★★★☆ 71 reviews - Write a review  
"Craguns is really a one-stop vacation spot. The cabins are decked out in 70's ..."
- C Reel Livin' Resort** - more info >  
5996 Birchdale Rd, Brainerd, MN - (218) 829-9054  
Write a review
- D Sullivan's Resort & Campground** - more info >  
7685 County Road 127, Brainerd, MN - (218) 829-5697  
Write a review
- E Kavanaugh's Resort** - more info >  
1685 Kavanaugh Dr, Brainerd, MN - (218) 829-5226  
★★★★★ 5 reviews - Write a review  
"We will definitely go back here. The grounds are absolutely beautiful. Also the ..."

**Cragun's Resort**  
Edited  
★★★★☆ 71 reviews - Write a review  
11000 Craguns Dr  
Brainerd, MN 56401  
(218) 825-2700  
(218) 829-3591  
craguns.com

Get directions: [To here](#) - [From here](#)  
[Edit](#)

Overview Details (4) Reviews (71) User Content (6) Web Pages (127)

**This place is seriously awes....** - Hi McDunnough - Jan 9, 2009  
Craguns is really a one-stop vacation spot. The cabins are decked out in 70's cheese interior. Most of the cabins contain wood-burning fire places, which is a rarity these days. ...  
[More from Yahoo.com >](#)

Super 8 Baxter - www.Super8.com - Get Our Best Rates Guaranteed. Save 15% if You Boc Sports

General Description

Google maps resorts, brainerd mn  Search Maps Show search options

Find businesses, addresses and places of interest. Learn more.

Get Directions My Maps

7685 County Road 127, Brainerd, MN - (218) 829-5697  
Write a review

- E Kavanaugh's Resort** - more info >  
1685 Kavanaugh Dr, Brainerd, MN - (218) 829-5226  
★★★★★ 5 reviews - Write a review  
"We will definitely go back here. The grounds are absolutely beautiful. Also the ..."
- F Little Pine Resort** - more info >  
12871 Little Pine Rd, Brainerd, MN - (218) 829-3441  
Write a review
- G Gull Lake Resort** - more info >  
1304 Gull Lake Ln, Brainerd, MN - (218) 829-1344  
Write a review
- H Gull Four Seasons Resort** - more info >  
4132 St. Columbo Road, Brainerd, MN - (800) 964-4855  
2 reviews - Write a review  
"We vacationed at Gull Four Seasons Resort this June. The Fishing was great. The ..."  
[Coupons >](#)
- I Madden's On Gull Lake** - more info >  
11266 Pine Beach Peninsula, Brainerd, MN - (218) 829-2811  
Category: Resorts  
★★★★★ 15 reviews - Write a review  
"MADDENS IS A TRUE CLASSIC MINNESOTA"

**Gull Four Seasons Resort**  
(800) 964-4855  
(218) 963-7969  
gull4seasons.com

Get directions: [To here](#) - [From here](#)  
[Add or edit your business](#)

Overview Details (2) Reviews (2) Coupons (3) Photos & Videos (14) User Content (0)

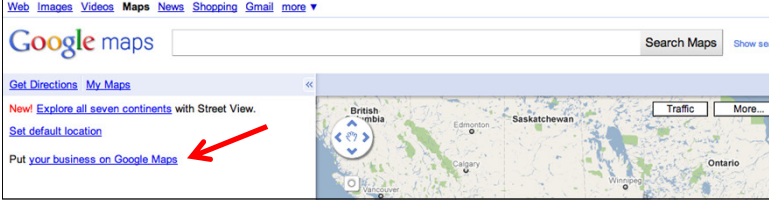
**Great Family Reunion Resort** - DDpadsDD - Sep 26, 2008  
We vacationed at Gull Four Seasons Resort this June. The Fishing was great. The indoor and outdoor pools made for some great swimming. Our Minnesota family reunion was a huge ...  
[More from Dexknews.com >](#)

★★★★★ **We found our resort!** - shdrapped61 - Jan 13, 2009  
We really enjoyed our stay at Gull Four Seasons Resort last year. Family run, and very well kept. Clean units, clean fish cleaning

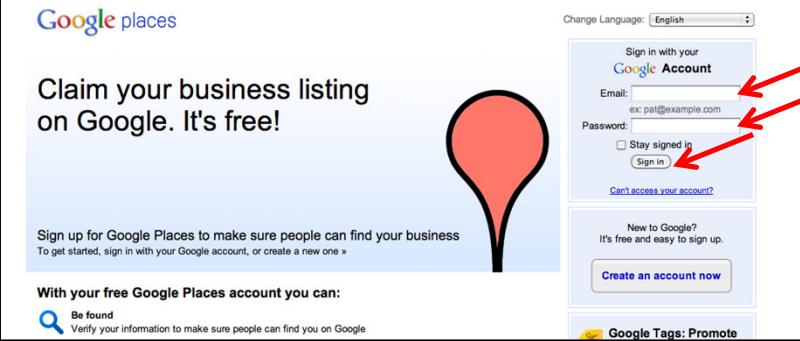
Four Seasons Hotel - FourSeasons.com - Visit Official Site & Plan A Luxury Getaway. Ch Sports

**Add your business**

Go to <http://maps.google.com>, then get to Google Places



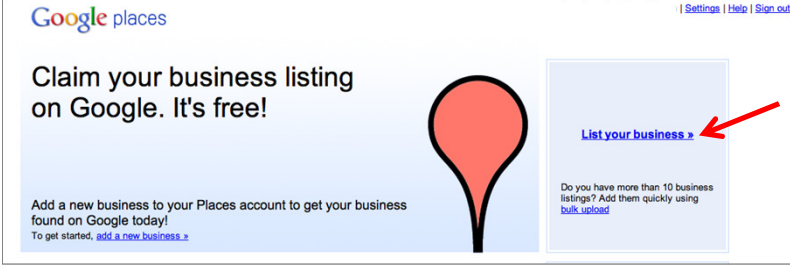
The screenshot shows the Google Maps homepage. At the top, there are navigation links for Web, Images, Videos, Maps, News, Shopping, Gmail, and more. Below these is the Google Maps logo and a search bar. On the left side, there are links for 'Get Directions' and 'My Maps'. A red arrow points to the link 'Put your business on Google Maps'.



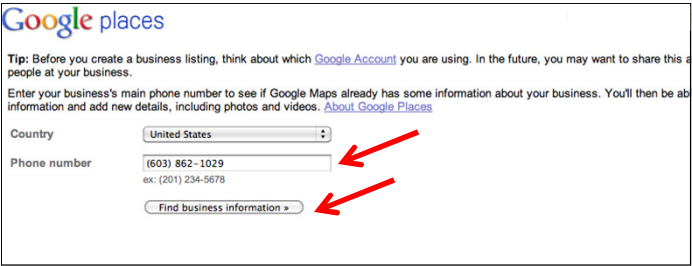
The screenshot shows the Google Places sign-in page. The main heading is 'Claim your business listing on Google. It's free!'. Below this is a red location pin icon. To the right, there is a sign-in form with fields for 'Email' and 'Password', a 'Sign in' button, and a 'Stay signed in' checkbox. A red arrow points to the 'Sign in' button. Below the sign-in form, there is a 'Create an account now' button. At the bottom, there is a 'Google Tags: Promote' button.

**Add your business**

Start your business listing



The screenshot shows the Google Places 'List your business' page. The main heading is 'Claim your business listing on Google. It's free!'. Below this is a red location pin icon. To the right, there is a 'List your business >' button with a red arrow pointing to it. Below the button, there is a section for users with more than 10 business listings, with a link 'bulk upload'.



The screenshot shows the Google Places form. The main heading is 'Start your business listing'. Below this is a tip: 'Tip: Before you create a business listing, think about which Google Account you are using. In the future, you may want to share this people at your business.' Below the tip, there is a section for entering business details. The 'Country' field is set to 'United States'. The 'Phone number' field contains '(603) 862-1029' and 'ex: (201) 234-5678'. A red arrow points to the phone number field. Below the phone number field, there is a 'Find business information >' button with a red arrow pointing to it.



**Add your business**

Google Local Business Center | Settings | Help | Sign out | English (United States)

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country: United States

Company/Organization: |

Street Address:

City/Town:

State: Select state


ZIP: |

Main phone: Example: (660) 555-4000 [Add more phone numbers](#)

Email address: Example: myname@example.com

Website: Example: http://www.example.com

Description:



**Add your business**

Enter business info and place map marker (keep scrolling down)

Google places | Settings | Help | Sign out | English (United States)

No address found for a business using (603) 862-1029. Add your information below.

**Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

Country: United States

Company/Organization: UNH Cooperative Extension Geospatial Technologies

Street Address: UNH Nesmith Hall 219  
131 Main Street

City/Town: Durham

State: New Hampshire

ZIP: 03824

Main phone: (603) 862-1029 [Add more phone numbers](#)

Email address: gis@unh.edu

Website: http://extension.unh.edu/GISGPS/GISGPS.htm

Description: Training center specializing in GIS, GPS and Google map training.

Category: Adult Education School

**UNH Cooperative Extension Geospatial Technologies Training Center**  
(603) 862-1029  
http://extension.unh.edu/GISGPS/GISGPS.htm

UNH Nesmith Hall  
219  
131 Main Street  
Durham NH 03824  
United States

This address doesn't have a clear marker location. If you can, please update the address. If the address is correct, please drag the marker to correct location. Or is the existing information correct?  
 Yes, the address and marker location are currently correct.






**Add your business**

**Change map marker location** Cancel

Use the mouse to pick up your marker and drag it to your street address.  
Use the tools in the upper left corner of the map to pan and zoom for a better view.



Save Changes Cancel

**Add your business**

## Choose validation method

**Google places**

**How would you like to validate your listing?**  
For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:

- By phone**  
We'll call you at this phone number (603) 862-1029
- By postcard (2-3 weeks)**  
We'll send you a postcard in the mail to this address

UNH Cooperative Extension Geospatial  
Technologies Training Center  
UNH Nesmith Hall 219  
131 Main Street  
Durham NH 03824  
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Finish

**Add your business**

## Verify your information...

The screenshot shows the Google Places dashboard with the 'Coupons' tab selected. A yellow pop-up window titled 'Email Preferences' is open, listing options like Performance Updates, Feature Announcements, Google Market Research, Special Offers, and Newsletters. Below this, a green notification states: 'Google is now calling your business phone to give you a PIN. Please enter the pin against your listing in the dashboard to verify your listing.' Under the 'Your businesses' section, there is an alert for 'UNH Cooperative Extension Geospatial Technologies Training Center' with a 'Needs Action' status. A table below shows the details for this business, including its address and a 'Needs Action' status with a 'Not yet published' warning and a PIN verification input field.

Business	Status	Impressions (last 30 days)	Actions (last 30 days)
UNH Cooperative Extension Geospatial Technologies Training Center UNH Nesmith Hall 219 131 Main Street Durham, NC 27824 United States	Needs Action Not yet published Enter your PIN: <input type="text"/>	--	--

**Add your business**

## Virtual Coupons

The screenshot shows the Google Local Business Center interface with the 'Coupons' tab selected. The page contains the following text:

**Add Coupons to Your Google Maps Listing - Free!**

Let Google users print your coupons and bring them to your business. Coupons will appear alongside your business listing on Google Maps.

A new way to attract customers. Adding coupons to your listing in Google Maps will bring new customers to your business. The better savings you offer, the more customers you'll gain.

It's free and it only takes a few minutes. Just enter a few lines of text for your coupon, set an expiration date, and tell us which of your locations accept the coupon. Users will start seeing your coupons within a few hours.

[Add a coupon now >](#)

General Description



## Bing Business Portal

- Bing = Microsoft
- Bing Business Portal provides tools to business owners to support their marketing efforts.
- Location based services: Search for businesses based on geography, as well as business categories
- Maximize exposure to mobile Internet customers. They are already searching for businesses in your area anyway!
- This model mirrors the efforts of Google Places and Yahoo Local!





Add your business

## <http://www.bing.com/businessportal>

- Register your business on bing...

Web Images Videos Shopping News Maps More | MSN Hotmail
Sign in Rewards Exeter, New Hampshire Preferences



**Bing Business Portal (BETA)**

**Claim and enhance your business listing on Bing. Its free!**

More customers are searching Bing to find businesses and services in their local area. Claiming your business listing can help increase your visibility and influence customers to visit your business.

**BUSINESS NAME**

★★★★★

**DESCRIPTION**

**PHOTOS**

**Get Found**  
Verify your business listing to ensure prospective customers can find, contact, and visit your business.

**Highlight Your Strengths**  
Add photos, logos, contact information, payment types, menus, and other business details that help your business stand out.

**Get Customers**  
Create deals to entice customers to visit your business. Your deals will appear in Bing search results on both mobile devices and PCs. You can even publish deals to Facebook!

[Learn more or ...](#)

**Already have a business listing on Bing?**

Sign In Here

(Note: This service has replaced the Bing Local Listing Center.)

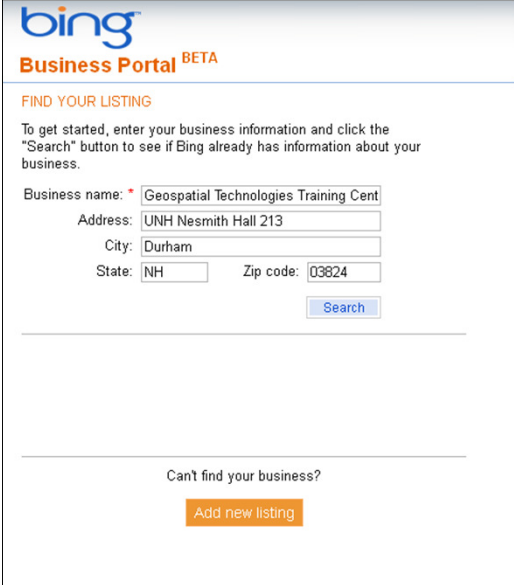
Get Started Now!

© 2011 Microsoft | Privacy | Legal | Advertise | About our ads | Help

Shane Bradt  
 UNHCE Geospatial Technologies Training Center  
 gis@unh.edu | 603-862-4277 | gisworkshops.org

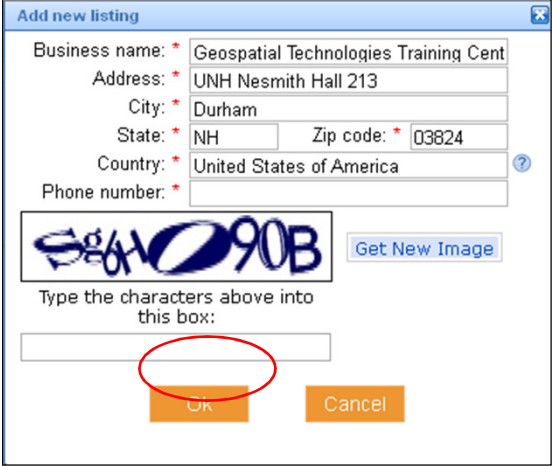
1

**Add your business** Check to see if your listing already exists...



**Add your business**

If your business is not found, then you will need to add it...



**Add your business**

## You will need to create a Windows Live ID if you do not have one already

### Sign up

Windows Live ID helps you open a Bing cashback account, get Bing news alerts, add Bing map collections, and gain full access to the Bing Webmaster Center and the Bing Developer Center.

Don't have a Windows Live ID?

[More about Windows Live ID](#)  
[Privacy Policy](#)

### Sign in

Windows Live ID:

Password:

[Forgot your password?](#)

Remember me on this computer (?)  
 Remember my password (?)

Use standard security

**Add your business**

**\* Required field**  
Your contact information

Your personal contact information isn't included in your listing. We only collect this information for our verification processes and to contact you with regard to your listing. For details on how we handle personal information, please see our [privacy policy](#).

**\*Your first name:**

**\*Your last name:**

**\*Your phone number:**  **Ext.:**

**\*Your e-mail address:**

Sign me up for the Local Listing Center newsletter so I can receive information associated with my listing.

Basic information

**\*Business name:**

**\*Address:**

**\*City:**

**State:**

**\*ZIP code:**

**\*Phone:**  Example: 555-555-1212

Toll-free:

Fax:

Web address:

**Add your business**

Select categories

When people are searching for your business, what are they looking for? Search for the categories you want, or select them from the browsable list. After you make your selections, prioritize them from top to bottom. (Place your favorite category at the top.)

Keywords:

All categories    Search results

- Food & Dining > Catering

Select up to six (6) categories (in order of importance)

- Food & Dining > Restaurants ↑ ↓ ×
- Food & Dining > Catering ↑ ↓ ×


**Add your business**

## Review Your Listing

Map sure that the map has your business in the correct location!

Review your business information

**Miley's 7th**  
106 Spruce Run Rd  
Newport, VA, 24128  
(540) 544-0007



---

**Company slogan**  
Local, all-natural cuisine.

**Company description**  
Eat in or take out. Catering available. Also, whole wheat baked goods and pastries. Good, slow food.

<b>Categories</b>	<b>Languages spoken</b>
Restaurants	English
Catering	<b>Parking Options</b>
<b>Hours of operation</b>	Free parking on site
Closed Monday, Tuesday 6:00 AM - 8:30 PM, Wednesday 6:00 AM - 8:30 PM, Thursday 6:00 AM - 8:30 PM, Friday	<b>Restaurant Cuisine</b>

Add your business

## Verification

Verification pending

We'll send a letter to this address:

UNH Cooperative Extension Geospatial Technologies Training Center  
ATTN: Shane Bradt  
131 Main St # 219  
Durham NH, 03824

Please follow the directions in the letter to complete the verification process.

You can check the status of your listing or make changes to it anytime in the [Listing Center](#).

Thanks again for submitting your listing to Bing Local!

Return to [Listing Center](#).