

ADDING YOUR CLUB TO GOOGLE MAPS

WHY BE ON THE MAP?

Adding your club to Google Maps will **greatly increase its visibility to potential members and guests**. Anyone wishing to attend **will quickly find out where your club is, when it is meeting and what it is up to**. Your club on Google Maps will also indirectly increase Toastmasters International profile in your local area. Additionally, **Google will provide you with statistics** on how many people visit your club Google Maps page each month.

WHAT WILL YOU NEED

Before proceeding make sure, you have the following at hand:

- ▶ **A Google account** that the club can access to, ideally **one checked regularly for incoming e-mails**.
- ▶ **A phone number** that potential guests can ring to obtain more information. This could be the VPM's phone number.
- ▶ **A profile picture for your club**. This should be the Toastmasters International logo.
- ▶ **A high definition cover image for your club**, the best cover images would **show a group of smiling members with the club's banner** displayed prominently. Avoid showing empty seats.
- ▶ **A couple of extra pictures** of club members in action doing speech, roles etc.
- ▶ **Your venue to be able to collect a letter for you. This is very important!**

HOW TO DO IT

1. Sign-in on the Google account you want to use for the club.
2. Go to www.google.co.uk/business
3. Add the name of your club followed by "- Toastmasters" – Doing so will leverage the value of value of the Toastmasters brand to serve your club!
4. Add the address of your venue.
5. Your business category can be anything you want.
6. Add in your club's contact phone number and your club's website details.
7. Agree for your business to be verified.
8. Provide a contact name for the **verification postcard that Google will send**.
9. The postcard will arrive within 10 working days.
10. Log back to www.google.co.uk/business with the account you have used to create the page in order to verify your business with the code provided.

You can later update business details at any time via www.google.co.uk/business

After your club is a verified Google business, it will be visible to all on Google Search & Maps; you'll also be able to add extra page users, upload more pictures and even create special posts and promotions.