Most people search for restaurants, stores, activities, etc. on search engines. The number one search engine used is Google. One of the most popular ways for families to search for a location they look for “Find ________ near me.” How can we use one of the most popular search engines to increase awareness of your unit in your area? See below, on how you may add your unit to Google locations.

1. Confirm with your Chartered Organization or the Head of the person of your meeting place that their location may be featured on Google as a BSA unit.
2. If yes, the unit may be added to Google places as a business on Google Maps.
3. Go to www.google.com and click the icon (picture right) in the top right-hand corner of the page.
4. Once selected, click the Maps logo (pictured to the right).
5. The Google Maps webpage will pop up next. Click the icon in the left hand corner next to the words featured “Search Google Maps.” It is circled in red (pictured below).

6. Use the sidebar to scroll down until you come across a title called “Add your business.” Please, see below circled in red.
7. Next, provide the name of your “business.” This will be “Cub Scout Pack X, - Location.”

What's the name of your business?

Business name
Cub Scouts Pack 1218 - Chicago, IL

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Next

8. Verify that you want to add a location, so others know where you meet.

Do you want to add a location customers can visit, like a store or office?

This location will show up on Google Maps and Search when customers are looking for your business

☐ Yes
☐ No

Next

9. Provide the address of the location for where meetings take place.

10. If a current business is there, Google will most likely ask if the “business” being added is the same one in their systems.
    a. Be sure to click “It Doesn’t Match” to add your Unit’s information.

11. Categorize the unit as a “non-profit organization.”

12. Provide contact information, along with website/Facebook if applicable.
    a. Disclaimer: Do not use personal information. Use a unit email account if possible.
    b. Do not post the hours and day of meetings.
13. Finish and verify your unit’s location!

 Finish and verify this business

To manage your listing, you’ll need to verify your connection with this business. What you’ll get with verification:

- Allow new customers to find you on Google Search & Maps
- Promote your business with photos and posts
- Track business analytics to understand your customers
- Respond to customer reviews

Finish

14. From there, the unit “business” will either:

a. Send a postcard to the location with a pin number to be verified.
   i. Make sure the head of the organization is aware they will be receiving a verification code.

b. Pend the new “business” right away at the location. It will take up to 3 days to publish the location. Please, add an additional information you would like prospective families to know about your unit.
   i. Examples: boy and girl Cub Scout Pack, Scouts BSA girl troop, Scouts BSA boy troop, all-boy Cub Scout Pack, all-girl Cub Scout Pack