### remove a business from google maps

**remove a business from google maps** is a process that many business owners may find necessary at some point, whether due to a closure, relocation, or other reasons. Navigating Google Maps can be crucial for businesses, and maintaining accurate information is essential for both customers and owners. This article will provide a comprehensive guide on how to remove a business listing from Google Maps, the potential reasons for doing so, and the implications of this action. We will also explore the steps involved in the removal process, what alternatives exist, and tips for managing your business's online presence effectively.

- Understanding Google Maps Business Listings
- Reasons to Remove a Business from Google Maps
- Steps to Remove a Business from Google Maps
- Alternatives to Removing a Business Listing
- Managing Your Online Business Presence
- Conclusion

### **Understanding Google Maps Business Listings**

Google Maps serves as a vital tool for local search and navigation, allowing users to discover businesses in their vicinity. Business listings on Google Maps are part of Google My Business (GMB), a platform that enables businesses to manage their online presence across Google, including Search and Maps. Each listing typically includes essential information such as the business name, address, phone number, website, hours of operation, and customer reviews.

For business owners, controlling this information is critical. An accurate listing can drive foot traffic and enhance visibility, while inaccurate or outdated information can lead to lost customers. Therefore, knowing how to remove a business from Google Maps is a key component of effective online management.

## Reasons to Remove a Business from Google Maps

There are several reasons why a business might need to be removed from Google Maps.

Understanding these reasons can help business owners make informed decisions about their listings.

#### Closure of the Business

One of the most common reasons for removing a business from Google Maps is that the business has permanently closed. Keeping a listing for a closed business can mislead customers and harm the

business's reputation.

#### Relocation

If a business relocates to a new address, it may be more beneficial to remove the old listing and create a new one for the new location to avoid confusion among customers.

#### **Duplicate Listings**

Sometimes, businesses may find multiple listings for the same location. In such cases, it is essential to remove the duplicate to consolidate customer reviews and information.

#### **Inaccurate Information**

If a business's information on Google Maps is incorrect, such as wrong hours or an outdated phone number, it may be necessary to remove the listing to re-establish accurate details.

### Steps to Remove a Business from Google Maps

Removing a business from Google Maps involves a few straightforward steps. Below is a detailed outline of this process.

- 1. **Sign in to Google My Business:** Begin by signing in to your Google My Business account. If you do not have an account, you will need to create one to manage your listings.
- 2. **Select the Business Listing:** Once logged in, select the business listing you wish to remove from Google Maps.
- 3. **Mark as Permanently Closed:** If the business is permanently closing, you can mark it as "Permanently Closed." This option allows the listing to remain on the map for historical purposes while indicating to users that it is no longer operational.
- 4. **Request Removal:** If you need to remove the listing entirely, you can request removal by following Google's guidelines for removing a business listing. This may involve filling out a form where you provide details about the business and the reason for removal.
- 5. **Verify Your Identity:** Google may require you to verify your identity before processing the removal request. This step ensures that only authorized individuals can make changes to business listings.
- 6. **Follow Up:** After submitting your request, monitor your email for any communications from Google regarding the status of your request. It may take a few days for the removal to be processed.

### **Alternatives to Removing a Business Listing**

Before deciding to remove a business from Google Maps, consider whether there are alternative actions that may be more beneficial. Here are a few options.

#### **Updating Information**

If the business has not closed but has undergone changes such as new hours or a new address, consider updating the existing listing rather than removing it. This will retain the business's established customer base while providing accurate information.

#### **Marking Temporarily Closed**

If a business is temporarily closed due to renovations or other reasons, marking it as temporarily closed is a viable option. This keeps the listing active while informing potential customers of the current status.

#### **Responding to Reviews**

Engaging with customers through reviews can enhance the business's online presence. If the business has received negative feedback, addressing these reviews can help mitigate damage to its reputation.

### **Managing Your Online Business Presence**

Effective management of your online business presence goes beyond merely removing listings. Here are essential strategies for maintaining a strong online reputation.

- **Regular Updates:** Ensure that your business information is consistently updated across all platforms to avoid confusion.
- **Engage with Customers:** Actively respond to customer reviews and inquiries to build trust and loyalty.
- **Utilize Social Media:** Leverage social media platforms to communicate with customers and promote your business.
- **Monitor Online Presence:** Regularly check your business's online presence to identify any inaccuracies or issues that may arise.

By taking these steps, business owners can maintain control over their online reputation and ensure that their listings accurately reflect their current status.

#### **Conclusion**

Removing a business from Google Maps is an important task that requires careful consideration and action. Whether due to closure, relocation, or the need to correct inaccuracies, understanding the process is vital for business owners. By following the outlined steps and considering alternatives, business owners can manage their online presence effectively. Maintaining accurate listings not only helps customers find the right information but also enhances the reputation and visibility of the business. As online visibility continues to play a crucial role in consumer decision-making, taking control of your Google Maps listing is an essential part of modern business management.

## Q: Can I remove a business from Google Maps if I am not the owner?

A: Yes, if you are not the owner but have evidence that the business is closed or that the listing is fraudulent, you can suggest an edit to Google to remove or mark the business as closed.

# Q: What happens to reviews when a business is removed from Google Maps?

A: When a business listing is marked as permanently closed or removed, reviews typically remain visible for historical purposes, but users will see the business is closed.

## Q: How long does it take for Google to process the removal of a business listing?

A: The processing time can vary, but it usually takes a few days to a couple of weeks for Google to review and act on the removal request.

#### Q: Can I recover a removed business listing?

A: If a business listing was removed by mistake, you may be able to recover it by contacting Google support and providing the necessary information to verify ownership.

## Q: Is it necessary to remove a business listing if I change locations?

A: It is not necessary to remove a listing if you change locations. Instead, you can update the address and other relevant information to reflect the new location.

# Q: What should I do if my business listing is listed as "permanently closed" but is still open?

A: If your business is still open but listed as permanently closed, you should contact Google My

Business support to dispute the status and provide proof of operation.

# Q: How can I mark my business as temporarily closed on Google Maps?

A: To mark a business as temporarily closed, sign in to your Google My Business account, select your listing, and choose the option to mark it as temporarily closed.

## Q: Are there any fees associated with removing a business from Google Maps?

A: No, there are no fees for removing or updating a business listing on Google Maps through Google My Business.

#### Remove A Business From Google Maps

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remove a business from google maps: Google My Business 4.0 Training Guide Laura Maya, 2022-02-17 Google My Business, now known as the Google Business Profile enhanced as a free service that helps small businesses manage their online presence. It allows them to create a Google Business profile page, which is a dedicated page for their business on Google Maps, Google search and other google products all together in one place Google, and the pandemic has made GMB into the most important local marketing tool for SMBs and multi-location brands. The search engine has easily retained its position as the most popular search engine in the world, with over 92% of the

search market share, and it is only growing. Therefore, it is vital for businesses to optimize their sites for Google search. For all businesses, business profile is an essential part of any business's online presence and is often the first place customers look for up-to-date information about your company. In the age of Covid-19, this is more true than ever, they're going to Google your business's name and check the right-hand panel for the information they need. Creating, authenticating, and correctly optimising your business account is a priceless opportunity, which is why you should make use of it to the maximum and here with; Google My Business 4.0. Training Guide this book is the 4th book in a series under the same title, of which we maintain the same will assist every business to enhanced their Google Business Profile In each chapter of the guide, we'll cover a different topic, you should have a foundational understanding of what Google My Business is and how to use it to gain more visibility in local search for your, or your client's business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. Throughout the guide, keep your eyes peeled for top tips, expert advice, and recommended resources. This course additional some of the recent critical update including: -Latest features and updates to Google My Business-How To Add Keywords To Google My Business Profile? -What are GMB Insights and Analytics and How to use them? -How to create them and tips for creating winning Google My Business Posts - Tips for Practitioner Listings in the profile -What are the big mistakes to avoid with Listings and how to fix them -What is Google Knowledge Panel, how to create it and edit it. - Why are Google Reviews Important, How to Track them, how to respond to them. -Business Case studies And so much more! The events of the past year have catapulted GMB into the digital marketing spotlight. • Every month an average business gets 59 actions from GMB listing & 49% of the business gets 1,000+ views monthly. • Eighty-six percent of people look at the location of a business through Google Maps (Backlinko, 2020). • Businesses enjoyed a 61 percent increase in calls from January to July 2020 thanks to their listing (Small Business Trends, 2020). • More than 5 percent of views on its page result in a conversion (Search Engine Journal, 2019). • Mobile gueries centred around "where to buy" and "near me" keywords increased by over 200 percent in the last two years. Amid the Covid-19 pandemic, it's more crucial than ever that you utilize and optimize GMB to display accurate, updated information about your business. Using the strategy and information provided in our Mastery Guide, you will master the essentials of claiming and optimizing an effective GMB listing that will get you top rankings. So, consider getting our comprehensive and up-to-date guide jam loaded with the latest and best-in-the-industry knowledge about GMB.

remove a business from google maps: Google Business Solutions All-in-One For Dummies Bud E. Smith, Ryan C. Williams, 2009-04-29 If you have a small business, you'll love the Google tools that are available at little or no cost. Google Business Solutions All-in-One For Dummies shows you how to use them all! Eight self-contained minibooks cover Google Apps, Google search tools for business, highlighting your business, creating a Web site with Google Sites, Google tools for your site, Google Ads and Analytics, securing business information, and getting noticed with Google Gadgets. As if that wasn't enough, there's a Google AdWordsTM gift card worth \$25 inside the book, too! Get e-mail, calendar, online documents and records, and more, free in Google Apps Provide directions to your business, reviews, access to products and services, and even coupons online with Google Maps and Google Base Use Google Docs, Checkout, and other tools to give your site all the e-commerce features Track traffic and get advertisers with Google Ads and Analytics Choose tools to keep your e-mail, servers, computers, and files safe Create gadgets that promote your business and add value to your site Learn the secrets of search engine optimization the Google way You'll also find out how to use coupons effectively, how to keep e-mail and instant messaging safer, and how to make the most of Google AdWords. Google Business Solutions All-in-One For Dummies really DOES have it all!

**remove a business from google maps:** *Google My Business 3.0 Training Guide* Laura Maya, 2020-08-15 Google My Business (GMB) is an essential tool for businesses today and for the future. Although Google My Business has been around for a long time, it has grown in its importance as

more users use search engines to find information about a local business, even more so during the COVID-19 pandemic. Here is an excellent opportunity to learn how to use Google My Business to generate trust with your customers, increase customer expansion for your business, and help companies' cash upon more ROI. Google My Business is a powerful tool that can transform how you drive customers to your local brick and mortar business and further develop trust with new and existing customers. If you have not claimed your business and/or optimized your profile recently on Google, there is no better time than the present. • It has been reported that 46% of all Google searches are looking for local information. Many of those searches result in, "Zero-Click Searches". • Research shows that 92% of online buyers like to compare brands online before buying something. And most of them head to Google Search to find businesses they would like to purchase from. • Additionally, 49% of all Google My Business listings get more than 1000 searches every month, while 96% of the listings are seen 25 times per month, at least. • 56% of the people who see your GMB listing will click through to your website, while another 24% will call your business directly. That is great news for businesses that want to survive and thrive despite the challenging economic conditions. Google My Business 3.0! This guide will discuss why your Google My Business listings are important for your local SEO strategy, as well as the process of creating and optimizing your listing and all the answers about utilizing this platform. All in all, it is jam loaded with information on how you can increase your visibility on Google and rank higher and drive more customers to your business. This ebook covers some of the following important features including: • What is the importance and benefits of having a Google My Business Listing in present times? • Important Google My Business Covid-19 Updates - changes done by Google during the pandemic. • AN overview of Latest and awesome new Google My Business Features for your Business • Google My Business Technical Set up Guide covering all How To's - step by step This is a comprehensive ebook on creating a successful and well optimized GMB listing which is crucial to getting in front of your customers before the competition. Google My Business complements your existing website by giving your business a public identity and presence with a listing on Google, the most popular search engine in the world.

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Local consumers are increasingly searching online for shops, grocery stores, restaurants, car dealers, realtors and other businesses in their local area. According to Google, four out of five people use search engines to find local information, like a company's business hours, address, phone number, online reviews, busy times and more. Have You Taken a Look at Google's Local Listing Platform? Google's new listing platform "Google My Business" has replaced Google+ Local and Google Places; instead, you will use Google My Business to manage your search, Maps, and Google+ account all from this ONE convenient location. Getting a local business listed on Google My Business (GMB) and other online directories is one of the fastest and easiest ways to get a local business to start showing up for local search results on Google. Before we dive in further, let's take a look at some facts: • 72% of consumers who perform a local search visit a store within 5 miles distance. • 50% of local searches lead to store visits within one day. • 78% of Local mobile searches result in an offline purchase. • 51% of smartphone users have discovered a new company or product when searching from their smartphone. • More Google Searches takes place on mobile devices then on computers in 10 countries including US and Japan. • Businesses with detailed and complete online Google My Business listings are twice as likely to be considered reputable by consumers. • Adding photos to your business listing will drive 42% more requests for driving directions on Google Maps and 35% more clicks to your website. In today's digital marketing and advertising economy, Google is the number one way that your prospects and new customers are going to gather information about your business. In this high-impact Training Guide, we'll walk you through the exact process of making a successful Google My business profile step by step and optimizing it for best performance.

remove a business from google maps: Google Business Profile Training Guide Laura Maya, 2023-04-24 Google Business Profile is a powerful tool that can transform how you drive customers to your local brick-and-mortar business and further develop trust with new and existing customers. Although Google Business Profile has been around for a long time, it has grown in its importance as more users use search engines to find information about a local business, even more so during the COVID-19 pandemic. The fact that the word "searching" is now interchangeable with the word "Googling." Google is the leading search engine, with around 5.4 billion daily searches and a 92% market share. That means it's extremely likely that the target market is on Google, possibly looking for the company's products and services. In fact, nearly half of all Google searches (46%) include local intent, with phrases such as near me or a city or neighborhood after the search term. The statistics surrounding Google Business Profiles are impressive. Over 90% of people read Google Business Profile reviews before contacting a local business, and over half of profiles receive over 1,000 views per month. Nearly half of businesses receive appointment requests through their Google Business Profile, and the profile can be attributed to 91% of weekday calls to local businesses. With 87% of users performing daily Google searches for local businesses, it's clear that having a Google Business Profile is crucial. Reviews are important too, as 65% of users will leave a review if they have a positive experience. Near Me Google Maps searches have increased 900% in the past 24 months, and Google Business Profile views and metrics contribute to 75% of a local business's monthly exposure online. Introducing the ultimate solution for skyrocketing your business success -Google Business Profile Training Guide! This Training Guide covers a range of topics, including creating a powerful Google Business Profile, managing and improving engagement with the profile, using Google Maps to promote the profile, and increasing brand awareness. The guide explains why GBP has become a popular marketing tool, including its ability to provide credibility and legitimacy, help potential customers find a business, and drive traffic to a website. The guide also offers essential information on optimizing and integrating a Google Business Profile for SEO purposes.

remove a business from google maps: Google It Newton Lee, 2016-10-23 From Google search to self-driving cars to human longevity, is Alphabet creating a neoteric Garden of Eden or Bentham's Panopticon? Will King Solomon's challenge supersede the Turing test for artificial intelligence? Can transhumanism mitigate existential threats to humankind? These are some of the overarching questions in this book, which explores the impact of information awareness on humanity starting from the Book of Genesis to the Royal Library of Alexandria in the 3rd century BC to the

modern day of Google Search, IBM Watson, and Wolfram|Alpha. The book also covers Search Engine Optimization, Google AdWords, Google Maps, Google Local Search, and what every business leader must know about digital transformation. "Search is curiosity, and that will never be done," said Google's first female engineer and Yahoo's sixth CEO Marissa Mayer. The truth is out there; we just need to know how to Google it!

remove a business from google maps: Google My Business 2.0 Training guide (1, #2) Laura Maya, 2019-04-17 Any business that serves customers locally needs to be on Google My Business (GMB). It offers the greatest impact for brands seeking local exposure. Google My Business is, without a doubt, a market pioneer when it comes to empowering small businesses and enables them to connect with their customers directly. If you think that was impressive, wait until you hear this: 84% of consumers turn to search engines to find out information for a local purchase and much of that information comes from a company's GMB listing. Customers who find a brand through their Google My Business listing are up to 50% more likely to make a purchase. According to Google research data - "businesses which continuously keep updating photos on their listings tend to receive 42% more requests for directions on Google Maps. They also get 35% more clicks through to their websites And despite these advantages, 56% of local stores are yet to claim their local listing on Google. The above trend suggests that more consumers are looking for local businesses. So, if you haven't optimized your business for Google local search, you are failing to take advantage of this significant opportunity. Well, We have put together all the resources you need to tap into this incredible marketing potential. Use this guide to ensure you've completed your Google My Business listing correctly, and optimized all possible facets of the tool to get the most leverage for your business on Google and third-party platforms that use the Google Maps API to generate location information for users. Introducing.... Google My Business 2.0 Training Guide Discover how to master google my business and leverage it to grow your online business brand! Would you like to expand your local search marketing strategy with a powerful, free marketing tool that has the potential to funnel dozens, if not hundreds, of customers to your website or front doors? Finding a local business that fits your needs is remarkably easy this day and age, thanks to the information provided by Google's free tool: Google My Business (GMB). GMB has proven itself to be an essential tool in local SEO for small and big businesses alike. Perfectly created GMB listings answer the right questions for the overwhelmed customers as they start searching for options. And this is why: 80% of smartphone users are more likely to purchase from companies whose sites/apps help them easily find answers to their guestions. A visibly unique and informative GMB listing can draw the attention of a large number of customers towards your website and ultimately increase your brand awareness. So, here we are with our Awesome Google My Business 2.0 training guide which covers: • How to get Started with creating and claiming your GMB account • How can you improving Local SEO and how it affects your Company's GMB Page Rankings • In what ways you can Improve Google Places Page Ranking • What are the important things you might not know about Google My Business categories • How Can Restaurants Use Google My Business For Menu Listing & Local Posts and rank higher in local SEO. And much more!

remove a business from google maps: Google Hacks Rael Dornfest, Paul Bausch, Tara Calishain, 2006-08-03 Everyone knows that Google lets you search billions of web pages. But few people realize that Google also gives you hundreds of cool ways to organize and play with information. Since we released the last edition of this bestselling book, Google has added many new features and services to its expanding universe: Google Earth, Google Talk, Google Maps, Google Blog Search, Video Search, Music Search, Google Base, Google Reader, and Google Desktop among them. We've found ways to get these new services to do even more. The expanded third edition of Google Hacks is a brand-new and infinitely more useful book for this powerful search engine. You'll not only find dozens of hacks for the new Google services, but plenty of updated tips, tricks and scripts for hacking the old ones. Now you can make a Google Earth movie, visualize your web site traffic with Google Analytics, post pictures to your blog with Picasa, or access Gmail in your favorite email client. Industrial strength and real-world tested, this new collection enables you to mine a ton

of information within Google's reach. And have a lot of fun while doing it: Search Google over IM with a Google Talk bot Build a customized Google Map and add it to your own web site Cover your searching tracks and take back your browsing privacy Turn any Google query into an RSS feed that you can monitor in Google Reader or the newsreader of your choice Keep tabs on blogs in new, useful ways Turn Gmail into an external hard drive for Windows, Mac, or Linux Beef up your web pages with search, ads, news feeds, and more Program Google with the Google API and language of your choice For those of you concerned about Google as an emerging Big Brother, this new edition also offers advice and concrete tips for protecting your privacy. Get into the world of Google and bend it to your will!

remove a business from google maps: Google Hacking for Penetration Testers Bill Gardner, Johnny Long, Justin Brown, 2011-04-18 This book helps people find sensitive information on the Web.Google is one of the 5 most popular sites on the internet with more than 380 million unique users per month (Nielsen/NetRatings 8/05). But, Google's search capabilities are so powerful, they sometimes discover content that no one ever intended to be publicly available on the Web including: social security numbers, credit card numbers, trade secrets, and federally classified documents. Google Hacking for Penetration Testers Volume 2 shows the art of manipulating Google used by security professionals and system administrators to find this sensitive information and self-police their own organizations. Readers will learn how Google Maps and Google Earth provide pinpoint military accuracy, see how bad guys can manipulate Google to create super worms, and see how they can mash up Google with MySpace, LinkedIn, and more for passive reconaissance. • Learn Google Searching BasicsExplore Google's Web-based Interface, build Google gueries, and work with Google URLs. • Use Advanced Operators to Perform Advanced OueriesCombine advanced operators and learn about colliding operators and bad search-fu. • Learn the Ways of the Google HackerSee how to use caches for anonymity and review directory listings and traversal techniques. • Review Document Grinding and Database DiggingSee the ways to use Google to locate documents and then search within the documents to locate information. • Understand Google's Part in an Information Collection FrameworkLearn the principles of automating searches and the applications of data mining. • Locate Exploits and Finding TargetsLocate exploit code and then vulnerable targets. • See Ten Simple Security SearchesLearn a few searches that give good results just about every time and are good for a security assessment. • Track Down Web ServersLocate and profile web servers, login portals, network hardware and utilities. • See How Bad Guys Troll for DataFind ways to search for usernames, passwords, credit card numbers, social security numbers, and other juicy information. • Hack Google ServicesLearn more about the AJAX Search API, Calendar, Blogger, Blog Search, and more.

**remove a business from google maps:** <u>Google Income</u> Bruce C. Brown, 2009 There are dozens of ways to start making money with Google and because of its digital nature, anyone can doit from anywhere in the world. Starting with a fundamental discussion of why your online business is different from any form of business ever run in history, you will learn everything you need to know to use Google to create and run your business online.

**remove a business from google maps:** Software Services for e-Business and e-Society Claude Godart, Norbert Gronau, Sushil Sharma, Gérôme Canals, 2009-09-29 I3E 2009 was held in Nancy, France, during September 23–25, hosted by Nancy University and INRIA Grand-Est at LORIA. The conference provided scientists

andpractitionersofacademia,industryandgovernmentwithaforumwherethey presented their latest ?ndings concerning application of e-business, e-services and e-society, and the underlying technology to support these applications. The 9th IFIP Conference on e-Business, e-Services and e-Society, sponsored by IFIP WG 6.1. of Technical Committees TC6 in cooperation with TC11, and TC8 represents the continuation of previous events held in Zurich (Switzerland) in 2001, Lisbon (Portugal) in 2002, Sao Paulo (Brazil) in 2003, Toulouse (France) in 2004, Poznan (Poland) in 2005, Turku (Finland) in 2006, Wuhan (China) in 2007 and Tokyo (Japan) in 2008. The call for papers attracted papers from 31 countries from the ?ve con- nents. As a result, the I3E 2009 programo?ered

12 sessions of full-paper pres- tations. The 31 selected papers cover a wide and important variety of issues in e-Business,e-servicesande-society,including security,trust,andprivacy,ethical and societal issues, business organization, provision of services as software and software as services, and others. Extended versions of selected papers submitted to I3E 2009 will be published in the International Journal of e-Adoption and in AIS Transactions on Enterprise Systems. In addition, a 500-euros prize was awarded to the authors of the best paper selected by the Program Comm- tee. We thank all authors who submitted their papers, the Program Committee members and external reviewers for their excellent work.

**remove a business from google maps:** *Mac OS X Leopard Edition* David Pogue, 2007 Demonstrates the operating system's basic features, including Internet access, file management, configuring the desktop, installing peripherals, and working with applications.

remove a business from google maps: Mind Maps for Business Tony Buzan, Chris Griffiths, 2013-11-18 Tony Buzan knows more than a little about Mind Maps - after all, he did invent them! Often referred to as the 'the Swiss-army knife for the brain', Mind Maps are a ground-breaking, note-taking and mind-organising technique that has already revolutionised the lives of many millions of people around the world and taken the educational world by storm. Now Tony Buzan is sharing the powerful techniques of mind mapping with the business world to help business professionals everywhere revolutionise the way they think and practise. Mind Maps for Business is the very first and only book on mind mapping that has been written by Tony Buzan specifically for a business audience. No matter how big or small the business you work in; no matter if you're an employer or an employee; no matter what your role is, you'll find the benefits of using mind maps to help you think, organise, plan and control are vast: Accelerate your productivity to levels you never thought possible. Generate exciting new possibilities for growth and expansion. Make meetings, discussions and forums really productive and useful. Negotiate, talk and consult more constructively and effectively. Be more focussed, more organised and much smarter. Unleash your amazing creative capabilities. Whether you're writing marketing plans or strategy documents; looking for new ways to develop your business; planning a conference or event; restructuring your staff; or looking to improve your management and leadership skills - discover today the amazing advantages that using Mind Maps for Business can bring.

remove a business from google maps: How to Build Your Own Web Site with Little Or No Money Bruce Cameron Brown, 2010 Web sites are an essential tool that every business must have in today s economy. Only 15 years ago, you could count the number of Web sites in the world with five or six digits; today there are between 15 and 30 billion active Web sites and millions more being added every day. Creating a Web site can be a great way to market a new product, promote your business plan, promote yourself, or simply share a few details about your life with the world. The cost of creating a Web site has risen right alongside the number of Web sites created though and many people are nervous about being able to utilise this revolutionary medium without breaking the bank. This book has been created for just such people, outlining for you in perfect detail everything you need to know to create a traffic attracting Web site, while spending little or no money at all. There are countless resources available, and when you put them all together, they provide a complete toolkit that can make anyone a top notch Web site in no time flat. You will learn how to buy a domain name and host your Web site for less than \$15, with no additional fees charged to your account. You will learn how to use open source software like Wordpress, Joomla, and Mambo to create a platform on which you can build anything you want. You will learn how blogging has made Web site creation easier than ever and how sites like Squidoo, Facebook, and MySpace allow you more freedom to build traffic and draw more attention to what you are advertising at any given time. You will learn how to use common software to edit and tweak your Web sites and how to read the basic code that all Web sites are created in. In addition, an entire chapter is devoted to teaching you how to promote your Web site and draw traffic to it, without spending a dime in the process. You will learn why information is the most valuable asset on the market and how you can become an expert in a niche of your choosing, making money to cover any fees associated with your Web site.

With the added resource of hours of interviews with web professionals you will learn which free resources not to use and which ones to outright avoid, as well as how to find and install open source modules and tools to enhance the look and feel of your site. You will learn where you can find copyright-free images to use on your Web sites and how to get free copy that will draw traffic and entertain your visitors. You will learn how to keep a free Web site from falling into the traps the major search engines set to stop spam and ultimately how to leverage new friends, business contacts, and interactions out of your Web site. If you are now, or have ever, considered starting your own Web site before, this book will map the way for you.

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