

# Introduction: Claim Your Business in Bing

## \*\*\*Note: You Must Create A Microsoft Account to Claim Business In Bing

A Microsoft account is required to get started with the Bing Places for Business. A free Microsoft account can be created at the Microsoft account [sign up page](#). For more details about Microsoft account and why it is beneficial to have one, please visit the [Microsoft account page](#).

Note: We recommend businesses not use personal Outlook, Live or Hotmail accounts for Bing Places for Business.

Bing Places for Business is a free Bing service that enables businesses to add their listings to Bing.

Bing Places for Business can help local, small and chain businesses by:

- Showing the business listing in local search results, making it more visible to online customers
- Allowing businesses to update their listings, helping to ensure customers have right information
- Allowing businesses to verify ownership of their listing, helping to protect that listing from unauthorized changes

## Get online customers for your business



Customers search online for a business like yours



They find your business in Bing search results




They contact you about your product or services

Bing will use the listings added on Bing Places for Business to show the right business information to customers searching Bing and Bing Maps on their PCs and mobile devices.

## Make sure customers have the right information

Business can use Bing Places for Business to preview their listings on Bing and then make the necessary updates or corrections. Businesses can describe the services available at their business and can add hours, photos, and specific links to their website. Bing Places for Business also helps keep that information updated by notifying the business contact when the listing information is more than three months old.

Contoso Sushi



Yelp

[Directions](#) [Website](#) [Menu](#)

**Address:** One Microsoft Way, Redmond, WA 98052  
**Phone:** (425) 703-6214  
**Cuisine:** Sushi · Japanese  
**Price:** \$\$\$\$

Open now Mon 8:30 AM to 06:00 PM ▼

## Process overview

Adding a business to Bing Places for Business consists of three steps.



### ***Add listing***

Businesses start by searching to see if Bing already has a listing for their business. If the listing exists, users can claim that listing and modify it as needed. If a listing does not exist, users can add a new one. Businesses with multiple locations can use a bulk upload file to add up to 10,000 locations at once.

### ***Verify***

Verifying a listing protects it from unauthorized changes. Users can verify ownership of their listings via a unique PIN sent to them via postal mail, email, text message or phone call.

- Chain businesses with multiple locations can verify all of their businesses at once.
- Agencies need to go through a special authorization process. More details here.
- Only verified listings are processed for publishing on Bing.

## **Publish**

After successful verification, listings are processed by Bing for publishing. Users can track the publishing status from the "Home" tab on the Bing Places for Business website.

## **Supported business types**

The following types of business are currently supported.

### ***Local businesses***

Local and small businesses operating from a single location (e.g. restaurants, car dealers, museums).

### ***Business with multiple locations***

National or regional chain businesses (e.g. retail stores, hotels) with multiple locations. Real estate management companies with multiple properties are also supported. These businesses can use the bulk upload file to more easily manage their listings.

## **Businesses without a physical store**

Businesses that offer their services at customer locations (e.g. cleaners, plumbers). While all businesses must provide a valid address for verification purpose, service provider businesses can choose to hide their address from search results.

## **Supported countries**

Bing Places for Business is currently available in the following countries.

- Australia
- Austria
- Brazil
- Canada
- China
- Germany
- Hong Kong
- India
- Italy
- Mexico
- Spain
- Switzerland
- Taiwan
- United Kingdom
- United States of America

# Local business

This section describes how you can add and manage your business listings on Bing Places for Business.

## Adding a local or small business

Follow these steps to add a new local or small business.

- Sign in to the Bing Place for Business website.
- Before adding your business, check if Bing already has a listing for your business. You can claim and update an existing listing instead of adding a duplicate.
- Select the country where your business is located.
- Provide your business name and location. Click 'Search' button.
- If you see multiple results, select the one that matches your address.
- If you selected from search results, review the information and update as needed.
- If you did not find your business in search results, click the "Create new business" button to create a new listing.

## Complete your listing

Completing your listing helps Bing tell a better story about your business. Here are some tips to help ensure your listing is complete.

- Always include name, address, phone and category. These are required fields.
- Add links to your business website, Facebook & Twitter pages.
- Add business hours to tell customers when your business is open.
- Add up to 10 photos of your business.
- Add a description of your business. You can describe the services you offer and highlight what makes your business special. You can also add information such as awards won or driving directions to your business.
- If you are a "Food & Drinks" business
  - Add a link your menu.
  - Include representative prices of your meals.
- If you are a "Hotels" business
  - Add a list of amenities available at your business.
  - Add your official star rating.
- Add alternate contact information including a toll free number, mobile number and email.
- Most importantly, ensure your listing is verified.

## Correct your location on Bing maps

To help your customers locate your business easily, review and correct your business location on Bing maps.

- Sign in to the Bing Places for Business website.
- Click Edit link on the top left of your dashboard.
- Click Move map pin link in the "Enter Basic Info" tab or in the preview on the right.
- Move the PIN to the desired position and make sure to click 'Done'

- Make sure to click 'Submit' in the last tab of the Edit page.

## Guidelines for photos

A picture is worth a thousand words. Here are some tips for choosing photos to add for your business. You can add up to 10 photos.

- Add two photos of your business as seen from outside. This will help customers recognize your business as they drive by.
- Add photos of your business interior, for example, your seating arrangement. This can help customers know what to expect when they enter your business.
- Add photos of specific services. For example, if you are a restaurant, add photos of your popular cuisine or menu items. (Restaurants can also add menu URLs separately.) A health club could add photos of their equipment.
- Add photos of awards or events. However, skip private pictures or photos with illegible text.

To ensure photos are displayed correctly on Bing, we require that all photos must be at least 480x360 pixels. Larger images, up to 5MB, are allowed provided they meet the same width : height ratio.

## Guidelines for websites

- Business webpage: URL of the corporate or business website. Do not add any public domain (Google.com, Yahoo.com...) websites here. Leave this empty if you do not have a business webpage.
- Facebook webpage: URL of Facebook page for your business. Leave this empty if not applicable.
- Twitter webpage: URL of the Twitter page for your business. Leave this empty if not applicable.
- Other webpage: If your business has other websites, for example, Google+, you can add it here.

## Verification options

You can verify your listing in a number of ways. All of these methods, except for the online option involve receiving a PIN and entering the PIN successfully at the Bing Places for Business website.

- Postcard
- Email
- Phone/Text
- Online
- Bing Webmaster Tools