

**Our Goal:** We, the Louisa County Parks, Recreation & Tourism department, are updating the Louisa County tourism site, [VisitLouisa.com](http://VisitLouisa.com). By featuring business information from across the County, the site intends to offer visitors a complete picture of lodging, food, and activity options. Our goal is to feature more Louisa businesses – ranging from farms to salons – on the tourism site.

**How We Get Business Information:** We use a system that pulls business listings from “Google My Business,” however, business entries can also be manually created through our site. We recommend creating or updating a Google My Business listing so that your business increases visibility on Google searches in general. Please see instructions below related to Google My Business listings and manually creating a listing through VisitLouisa.com.

### Google My Business

Your business may have a Google My Business listing even if you didn't create one. We encourage you to create, claim or update your business information on Google.

To claim a listing:

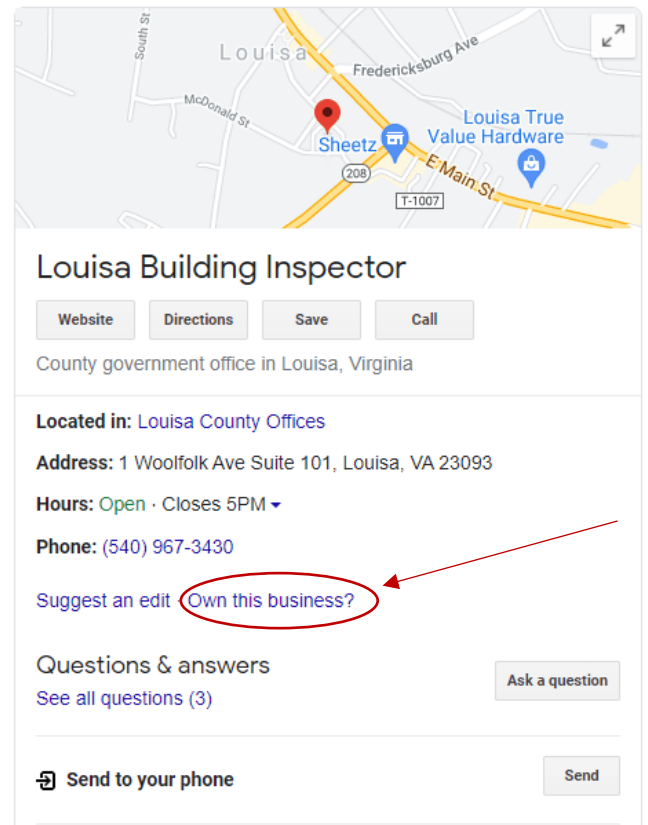
- 1.) Google your business.
- 2.) Click “Own this business” and then follow the prompts. See the example to the right.
- 3.) You'll receive a postcard with a code to verify your address in the mail within a few days.

To create a listing:

- 1.) If your business does not appear on Google like the example to the right, sign in/create an account at <https://www.google.com/business/>.
- 2.) Once signed in, click the “Businesses” link in the navigation on the left.
- 3.) You will then see a blue button on the right to “Add business.”

To update your listing:

- 1.) Log into <https://www.google.com/business/>.
- 2.) Add photos, website information, etc.



**Enter Your Business Information Directly at VisitLouisa.com**

If you do not wish to create a Google My Business listing, you can manually create a listing that will be specific to our site. To do so:

- 1.) Visit [VisitLouisa.com](http://VisitLouisa.com) and open any of the pages with business listings (example below).
- 2.) Click on the “Submit Your Place” button and follow the prompts.

