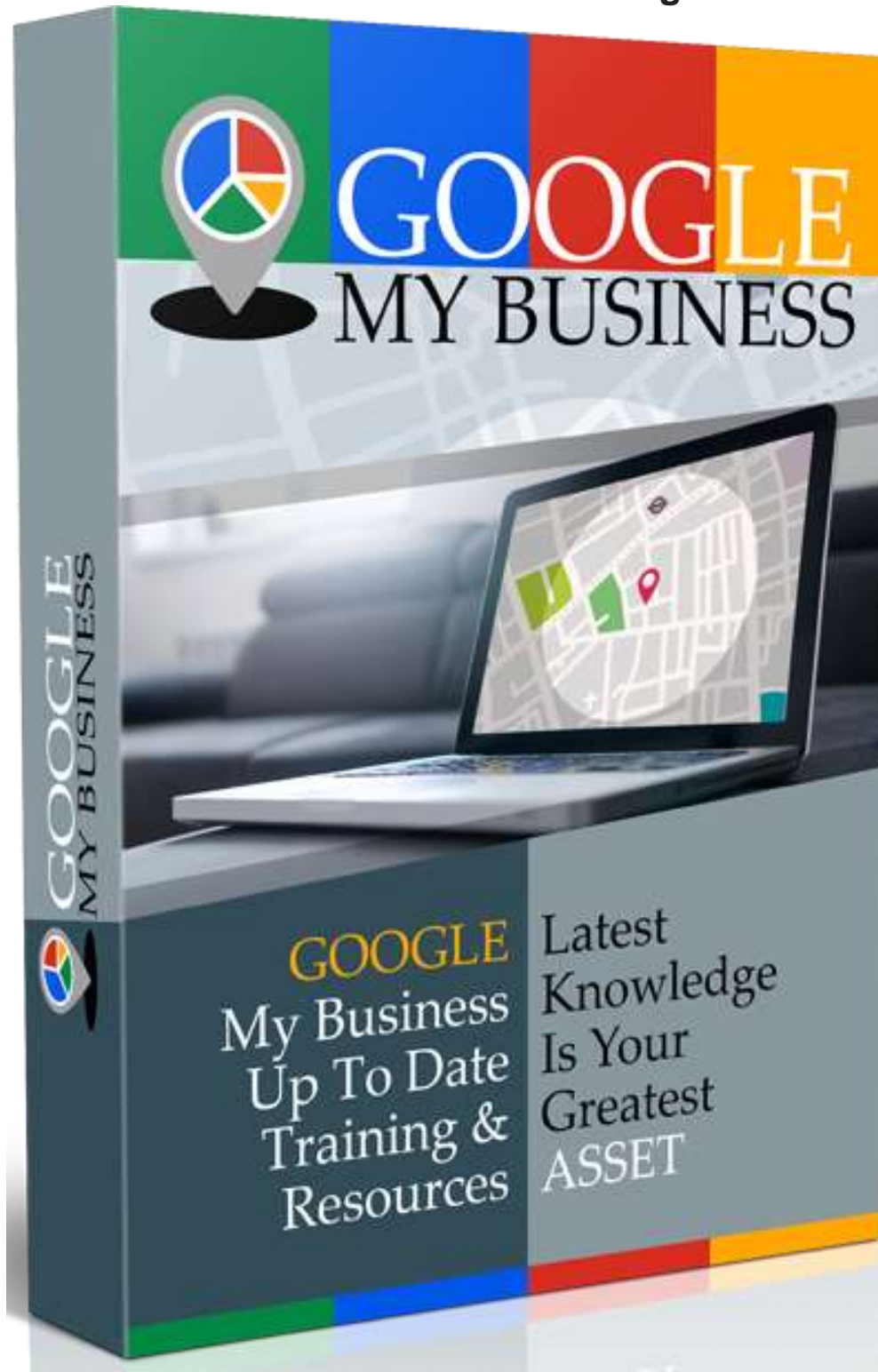


# GOOGLE MY BUSINESS

Additional Information for Google CID



# Now that you have your CID Number, what can you use it for?

Armed with your business CID (Customer Identification Number), you may use it to your benefit in several situations: Your Website, for SEO, and improving the User Experience (UX).

## 1. Your CID number may be added to your Google Maps URL.

Copy your business Customer Identification Number (CID) and use it to create a Google Maps URL that you may share with people so they can visit. (Replace the red 0000000's with the business CID number.)

<https://www.google.com/maps?cid=0000000000000000>

**IMPORTANT:** When you use your new URL, you will be redirected to the new Google Maps URL format. This new format is longer and has much more data, like GPS coordinates:

<https://www.google.com/maps/place/Your+Business+Name/@40.0294203,-105.3100174,12z/data=!1m1!1b1!2m2!2m3!3s3x1:1xx222a1a11122211>

## 2. Using your Correct Google Maps URL aids SEO.

Once you have the final Google Maps URL (following the redirect from the original CID URL), you will see the

URL to be used when you link to it from your website, or in any Schema markup for your SEO (search engine optimization).

Your new Google Maps URL will look similar to this one. It is the one that your CID URL has redirected you to:

`https://www.google.com/maps/place/Your+Business+Name/@40.0294203,-105.3100174,12z/data=!1m1!1b1!2m2!2m3!3s3x1:1xx222a1a11122211`

### 3. With your new URL, you may now Link to Your Business Directions on Google Maps.

Armed with your new Google Maps URL, you may make a small change to the URL so that it links directly to the directions for locating your business, instead of simply linking to the home page.

If you want the link to take people right to the directions to your business, you must replace “place” with “dir/” (no quotation marks) in the URL. **It is NECESSARY to have a double // in order for the link to work properly.**

`https://www.google.com/maps/dir//Your+Business+Name/@40.0294203,-105.3100174,12z/data=!1m1!1b1!2m2!2m3!3s3x1:1xx222a1a11122211`

**NOTE:** if all of these directions make your head spin and you'd rather do this an easier way, check out this link: <https://www.thereviewportal.com/>

#### 4. In Order to Locate and Edit Your Business Information on Google MapMaker, You Need Your Google Customer ID Number (CID).

As well as locating your Google Maps URL and business profile, you may edit how your business appears in Google Maps via [Google Map Maker](#) by using your CID number (see below).

<http://www.google.com/mapmaker?gw=90&cid=00000000000000000000>

Replace the red 0000000's with the business CID number.

**Disclaimer**

Google's algorithm (the rules and guidelines that determine which business listings they display at any given time to any given individual) may have changed since this document was published.

While the steps outlined above were working for us at the time we published this document, Google may have changed its procedures since then.