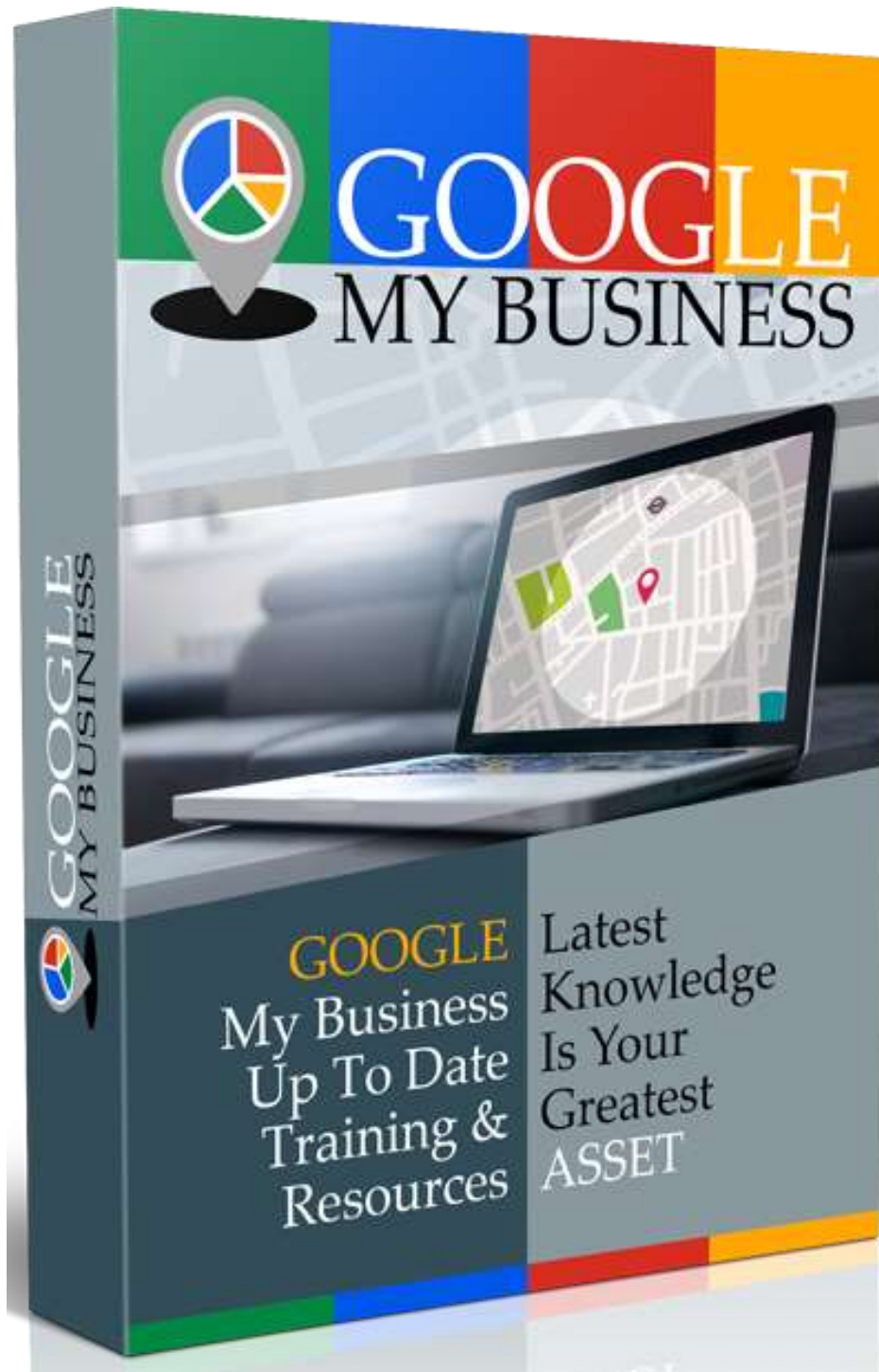


# GOOGLE MY BUSINESS

Tips For how to find the Business CID number



# How To Find the Business CID Number

Here is a tip about *why* you want to find the CID number (Customer Identification Number) of a business listing in Google Maps:

- It's useful information for any business because having the CID number makes connecting Maps, MapMaker, etc., easier.
- You will know if a listing gets a new record if anything is merged.
- If duplicate listings were merged or removed, the Customer ID (CID) allows you to locate the history in MapMaker.

## Google Maps:

Top Google Contributor Helmut Geissler demonstrated this technique:

- Have the business listing open in Google Maps.
- Search for the business name in Google Maps and make certain that it is the only result that comes up.
- Replace the "http://" with "view-source:" in the URL.
- Click CTRL+F and search the source code for "ludocid"
- The Customer ID (CID) number will be the series of numbers following "ludocid\\u003d" and before #lrd

Example: If this is the code, the CID is in red. ON+L3Y+4V8\\u0026ludocid\\u003d18208190227674681406#lrd\\u003d0x882ace1b6df9d1db:0xfcb07c8a7b49d03e

From Google Maps for a Service Area Business (SAB) Listing (with a hidden address):

- Using Google Maps, find the listing.
- The listing will be a very long URL that looks somewhat like this:  
`https://www.google.ca/maps/place/Sequoia+TreeScape/@44.0537056,-80.5823363,8z/data=!3m1!4b1!4m5!3m4!1s0x882ad2157062b6c3:0xe060d065957c4103!8m2!3d44.0591868!4d-79.4612559`
- Locate the two long sets of characters that begin “0x”. The second set will always end just before an exclamation point. One is highlighted in orange and the other in blue in the example above.
- The second section is what you want to notice (shown in blue above). It lists the CID in hexadecimal code AFTER the 0x. Copy everything between the 0x and the exclamation point. Using this example, you’d be using this: `e060d065957c4103`
- Put this code number into a [hexadecimal converter](#) and it will give the CID number to you. Using the

example from above, you should have a number that looks like this: 16168151796978303235

### From Google MapMaker

- Search [MapMaker](#) for the city where the business is located.
- When you have zoomed in on the city, locate the business listing (Name of the Business).
- When you see the business listing in the left panel, right click on it and select “open in a new tab”.
- The new URL in your browser will look something like this: `https://mapmaker.google.com/mapmaker?gw=39&fid=0x8640ea879221d399:0xd875d5a9b997d062`
- With your cursor in the left margin of the page, right click and select View Page Source.
- On the screen that opens up, put your cursor anywhere in the page and press CTRL and F (hold both down at the same time). A little box should open up where you can type in “CID” to Find it on the page. Look for the highlighted “**cid**” in the html code on the screen. You want the numbers between the quotation marks (“ ”).





## **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.