

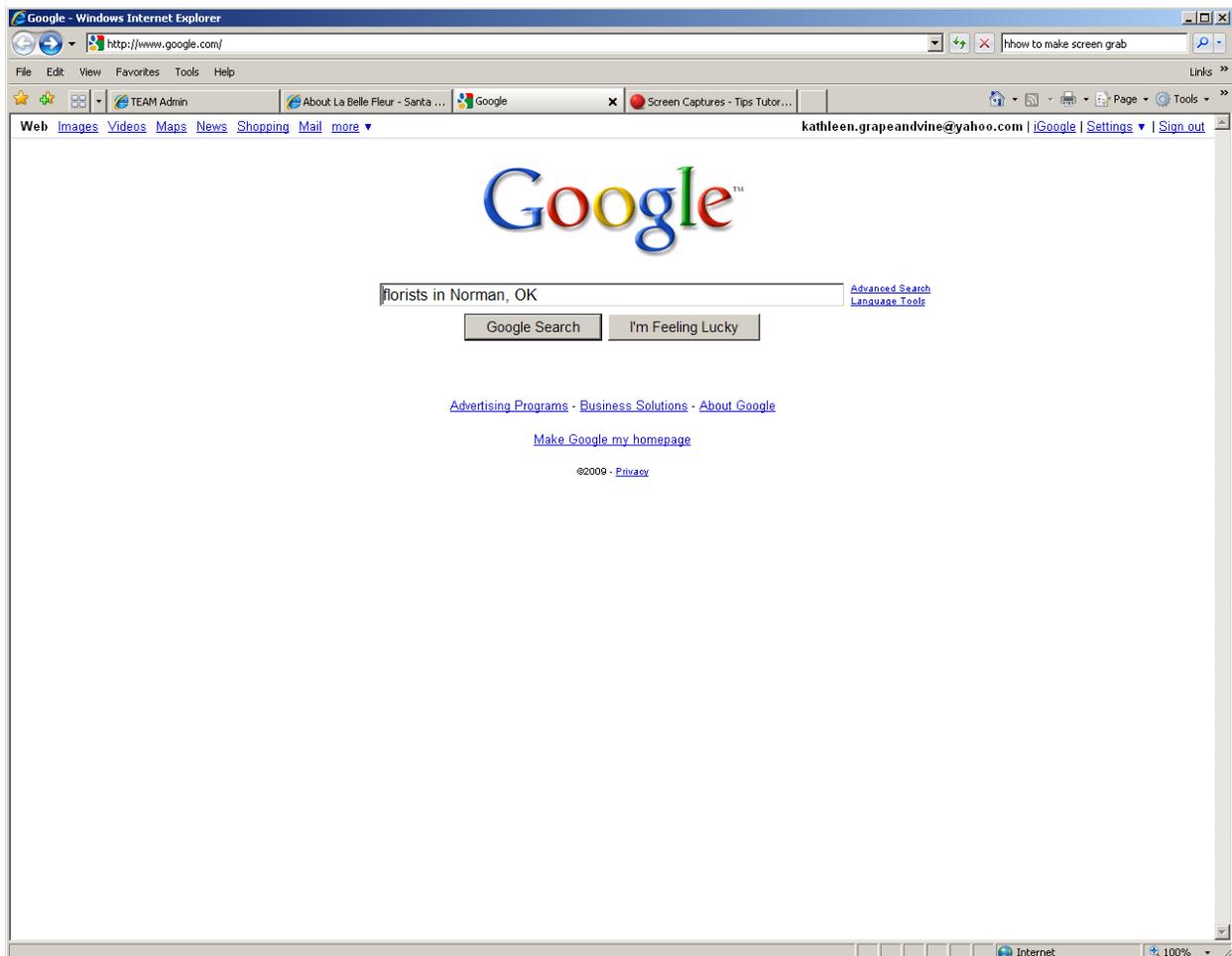
## Helping a florist claim their local business listing on Google

Why is it important to claim a Google listing?

Claiming a shop's listing tells Google that the listing represents a bona fide business. When information has been verified by a business owner, Google can feel confident that the information they provide to their users is accurate and up-to-date. This increases the likelihood that the listing will appear in the Google local listings that appear in local search results with a map. For the florist, going from a basic listing to a claimed listing is like going from being listed in the yellow pages (name and number) to getting a one page ad (for free!). Most important: When a potential customer sees that a florist has taken the time to claim their listing and post additional information, they're encouraged to give their business to that shop.

### Getting started

- Go to [www.google.com](http://www.google.com).
- Perform a search to get to the store's listing.
  - Search for "[name of shop] in [city name, state]" if you want to quickly find the listing for a *specific* shop.
  - OR search for "florists in [city name, state]" if you want to see the listings for *all the florists* in that city.
- Note- Your search terms need to include a *location* (e.g. city name, state) in order to view the *local* search results.



## Search results for “florists in [city name], [state]”

- In order to get to the listing more easily, click on the “Maps” link at the very top of the page.
- ⚠️ If the florist is having a hard time finding the link, tell them to look for it above the search field.

Maps link

The screenshot shows a Google search for "florists in norman, ok" in a Windows Internet Explorer browser. The search results are divided into several sections:

- Sponsored Links:** Includes advertisements for Teleflora, FTD, and various florists like Norman Ok Flower Shop, Norman Florists, Blossom Florists, Norman Oklahoma Florist, and Same Day Florist for Less.
- Local business results for florists near Norman, OK:** A map of Norman, Oklahoma, with several florist locations marked with letters A through G. A list of these florists is provided to the right of the map, including Betty Lou's Flowers & Gifts, Design 2000 Flowers & Gifts, Ardella's Flowers Inc., City Florist, Redbud Floral, Shaboo Flowers & Gifts, and Earl's Flowers & Gifts.
- Organic search results:** Below the map, there are three organic search results for florists in Norman, Oklahoma, including Betty Lou's Flowers & Gifts, Shaboo Flowers & Gifts, and Norman Florists.

Annotations on the screenshot include a red circle around the "Maps" link in the navigation bar and red brackets on the left side labeling the "Local business results" and "Organic search results" sections.

# Maps results page

- Now we need to find their shop and click on the “[more info](#)” link in order to go to their local business listing.
  - If they’re not on the first page they should click “[Next](#)” (which is located after the end of the list) until they find their listing.
- ⚠️ If you can’t find the listing, try searching for [store name] [store zip code]. If the store still doesn’t show up in the search results, you’ll need to add the listing manually. In general, established shops will have a listing, since we provide shop information to Google; brand new shops may need to add their own listing. If they need to create a listing, direct them to [www.google.com/localbusinesscenter](http://www.google.com/localbusinesscenter) and skip to page 6 of these instructions. Once they’re signed in, they’ll click on the “Add new listing” link in the dashboard (link is located below “Locations”).

Local listing search results

Map

The screenshot shows a Google Maps search for "florists in woodward, ok". The left sidebar displays a list of florists near Woodward, OK. The first listing is "Cherry Blossom Florist & Catering Inc." with a "more info" link. The second listing is "Akard Florist" with a "more info" link. The third listing is "Simply Shik" with a "more info" link circled in red. A red arrow points from the text "More info link" to this circled link. Below the list, there is a "Next" link circled in red, with a red arrow pointing from the text "Next link" to it. The main map area shows Woodward, OK, with several red location pins. A red bracket above the map area is labeled "Map". At the bottom of the page, there is a "Next" link circled in red, with a red arrow pointing from the text "Next link" to it.

## A typical shop's local business listing

- A shop's local business listing will have their name listed in large bold letters. The page provides information about their shop only.
- Ask the florist to add this page to their favorites or bookmarks on their browser so they will be able to find the listing more easily later on.
- If the listing hasn't been claimed, click on the link that reads, "Business owner?" This is located in the light blue bar above the name of their shop.

**1: Shop name is big & bold**

**2: Add to favorites**

**3: Business owner link**

The screenshot shows a Google Maps business listing for Betty Lou's Flowers & Gifts. The listing includes the shop name, address (445 West Gray Street, Norman, OK), phone number (405) 364-2400, website (bettylouflowers.com), and a map. Red annotations highlight the shop name, the 'Add to Favorites' button, and the 'Business owner?' link.

**1: Shop name is big & bold**

**2: Add to favorites**

**3: Business owner link**

**Betty Lou's Flowers & Gifts**  
445 West Gray Street, Norman, OK  
(405) 364-2400  
[bettylouflowers.com](http://bettylouflowers.com)  
3 reviews  
[Directions](#) [Search nearby](#) [more](#)

Category: Florist  
Transit: [Main Street & Park Drive](#) (358 ft) 10

**Details**

**Additional Information:** Let Flowers Say You Care  
**Payment Options:** All Major Cards Accepted, American Express, discover, MasterCard, VISA  
[SuperPages.com](#), [judysbook.com](#)  
[More details](#)

**Products And Services:** Accessories, Antiques & Collectibles, City Wide, Collectibles, Consultations, ...  
**Reputation Trend:** [Reputation Trend](#)

**Photos**

[Report inappropriate photo](#)

**Reviews** [Write a review](#)

Highly Recommend  
★★★★★ By [Stacy J.](#) - Dec 6, 2007  
The service is friendly, the flowers are beautiful, and the price was a lot better than anything I could find online, or in the surrounding area. I won't order from anyone else.  
[maps.google.com](http://maps.google.com)  
Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

**Sponsored Links**

[Save \\$10 on Flowers Now](#)  
Order Online From Our Network of Local Florists. Same Day Delivery.  
[www.Teleflora.com](http://www.Teleflora.com)

[Online Florist \\$19.99](#)  
Send Roses, Lilies & other Flowers  
"Best Value" - Wall Street Journal  
[www.ProFlowers.com](http://www.ProFlowers.com)

[Online Florist Under \\$25](#)  
Same Day & Weekend Delivery Flowers  
"Best Value Flowers" - CBS News  
[www.FromYouFlowers.com](http://www.FromYouFlowers.com)

[Flowers at 1-800-FLOWERS](#)  
Same Day Delivery Available.  
100% Satisfaction Guaranteed!  
[1800flowers.com](http://1800flowers.com)

## Google Local Business Center sign-in page

- In order for the florist to claim their local business listing, they need a Google (or Gmail) account.
- Google accounts are free and easy to set up.
- **If they don't have an account yet**, they can click on the blue "Sign up now" link to create an account.
- **If they already have a Google account**, they can sign into the Google Local Business Center using their email and password. If they have a Gmail account, they can sign in using their Google email address and password.
- **If they already have a Google account and are already signed into that account**, they won't come to this page after clicking "Business owner?". Instead they'll go straight to the page on slide 7. If they're already signed in, they'll see their email address in bold near the upper right side of the page.

The screenshot shows the Google Local Business Center sign-in page in Internet Explorer. The browser's address bar shows the URL: [https://www.google.com/accounts/ServiceLogin?utm\\_campaign=ww&utm\\_source=placepage-claim&utm\\_medium=et&continue=http%3A%2F%2Fwww.google.com%2Flocal%2F](https://www.google.com/accounts/ServiceLogin?utm_campaign=ww&utm_source=placepage-claim&utm_medium=et&continue=http%3A%2F%2Fwww.google.com%2Flocal%2F). The page title is "Local Business Center".

The main content area includes a video player with a play button and a progress bar showing 0:00 / 1:38. To the right of the video is a "Sign up now" link, which is circled in red. A red arrow points from this link to the text "Click here to create an account". Below the "Sign up now" link is a sign-in form titled "Sign in to Local Business Center with your Google Account". The form includes fields for "Email:" and "Password:", a "Stay signed in" checkbox, and a "Sign in" button. This entire sign-in form is circled in red, with a red arrow pointing to the text "Sign in here if they already have a Google account".

Below the video and sign-in form, there is a section titled "Help customers find you on Google, it's free." with three sub-sections:

- Free listing**: Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.
- Free updates**: Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.
- New! Free insights**: Use the power of Google's data to learn where your customers come from and what they search for to find you.

At the bottom of the page, there is a footer with the text: ©2009 Google - [Google Home](#) - [Google Maps Home](#) - [Google Maps Help](#) - [Privacy Policy](#).

## If they need to sign up for an account:

Clicking "[Sign up now](#)" will take them to the **Create an Account** page.

⚠ Don't forget to have the florist to write down their email account and password and store it in a safe place! They will need their Google account information in order to edit their listing later on.

**Google Local Business Center**

Change Language: English

### Create an Account

Your Google Account gives you access to Local Business Center and [other Google services](#). If you already have a Google Account, you can [sign in here](#).

#### Required information for Google account

Your current email address:   
e.g. myname@example.com. This will be used to sign-in to your account.

Choose a password:  [Password strength](#)  
Minimum of 8 characters in length.

Re-enter password:

Stay signed in

Creating a Google Account will enable Web History. Web History is a feature that will provide you with a more personalized experience on Google that includes more relevant search results and recommendations. [Learn More](#)

Enable Web History.

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#### Get started with Local Business Center

Default Homepage:  Set Google as my default homepage.  
Your default homepage in your browser is the first page that appears when you open your browser.

Location:

Word Verification: Type the characters you see in the picture below.



  
Letters are not case-sensitive

Terms of Service: Please check the Google Account information you've entered above (feel free to change anything you like), and review the Terms of Service below.

[Printable Version](#)

Google Terms of Service

Welcome to Google!

1. Your relationship with Google

By clicking on 'I accept' below you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

©2009 Google - [Google Home](#) - [Google Maps Home](#) - [Google Maps Help](#) - [Privacy Policy](#)

## Add, Edit or Suspend Listing page

- Once they've signed in using a pre-existing Google account or created an account, Google will take them to this page.
  - Select "[Edit my business information.](#)" and hit the "[Continue](#)" button.
- ⚠️ Now that they're signed in, Google *should* take them to this page. Sometimes, however, Google will take them to the Local Business Center dashboard instead. If that happens, they need to go *back* to their local business listing and click on the "[Business owner?](#)" link again. Then they will come to this page.

Google Local Business Center kathleen.grapeandvine@yahoo.com | Settings | Help | Sign out | English (United States)

### Add, Edit, or Suspend Listing

To proceed, please choose an option below. (Each option will require validation.)

Choose one.

**Edit my business information.**  
You may update your business name, contact information, payment types, hours and categories.

**Suspend this listing.**  
You may return to the Local Business Center and re-activate your listing at any time.

**This isn't my listing.**  
If the information to the right isn't yours, you may add your business as a new listing now.

**Betty Lou's Flowers & Gifts**  
445 West Gray Street Norman OK 73069-7117 United States  
Phone: (405) 364-2400

This map appears along with the listing.

©2009 Google

\*Validating your listing   
We'll send a letter containing a PIN and activation instructions to the business address associated with your listing. After you validate your listing, you may edit your Google Maps listing at any time.

« Back **Continue** »

© 2009 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Maps Help](#) - [Local Business Center Home](#)

## Edit Information page: Basic Information section

This page is **VERY** important!

This is where the florist fills out information about their shop.

Make sure they fill this out *completely* and *correctly* so their listing will be fully optimized.

The screenshot shows the 'Basic Information' section of the Google Local Business Center. The page title is 'Cherry Blossom Florist Inc' and the address is '1918 Main Avenue, Woodward OK 73801-2991, United States'. The phone number is '(580) 256-6232'. The form includes fields for Country (United States), Company/Organization (Cherry Blossom Florist Inc), Street Address (1918 Main Avenue), City/Town (Woodward), State (Oklahoma), ZIP (73801-2991), Main phone ((580) 256-6232), Email address, Website, and Description (200 characters max, 200 characters left). A map on the right shows the location of the florist in Woodward, Oklahoma, near Main Avenue and Kansas Avenue. The map includes a red pin and a link to 'Fix incorrect marker location'.

### Notes on important fields:

- **Company name** should be the shop's *legal* business name.
- **Main phone** should be their local number.
  - If they want to provide their toll-free number as well, they can click on the "[Add more phone numbers](#)" link and type their toll-free number in the new field.
- **Email address** is optional.
  - Only enter an email address if the shop is comfortable with customers contacting them by email.
- **Website URL** is **VERY** important!
  - Florists can only link to **ONE** website from their listing (and they should only have **ONE** listing per location).
  - Recommend that they link to their eFlorist website and make sure they enter the entire URL correctly, including the <http://www>. at the beginning.
  - By choosing to link to their eFlorist website instead of any other website, they're directing traffic (and business!) to their eFlorist website.
  - Changing the link on their local business listing will not change their other website's rankings in the organic search results (if they have any other sites).
- **Description:** Encourage the florist to describe their store in a few sentences. They're limited to 200 characters.
  - Viewers of the listing will be able to read the description, so make it a good one. Ask the florist to think about what they would want a potential customer to know about their store.
  - The florist can include details such as how long they've been in business, mention that they're local, full service, family owned, specialize in wedding flowers, etc.
  - Encourage them to enter full sentences and discourage them from merely listing services offered.
  - Ex: Cherry Blossom has served the Woodward area for over 50 years. You can trust us to deliver beautiful, hand-arranged bouquets to your loved ones.

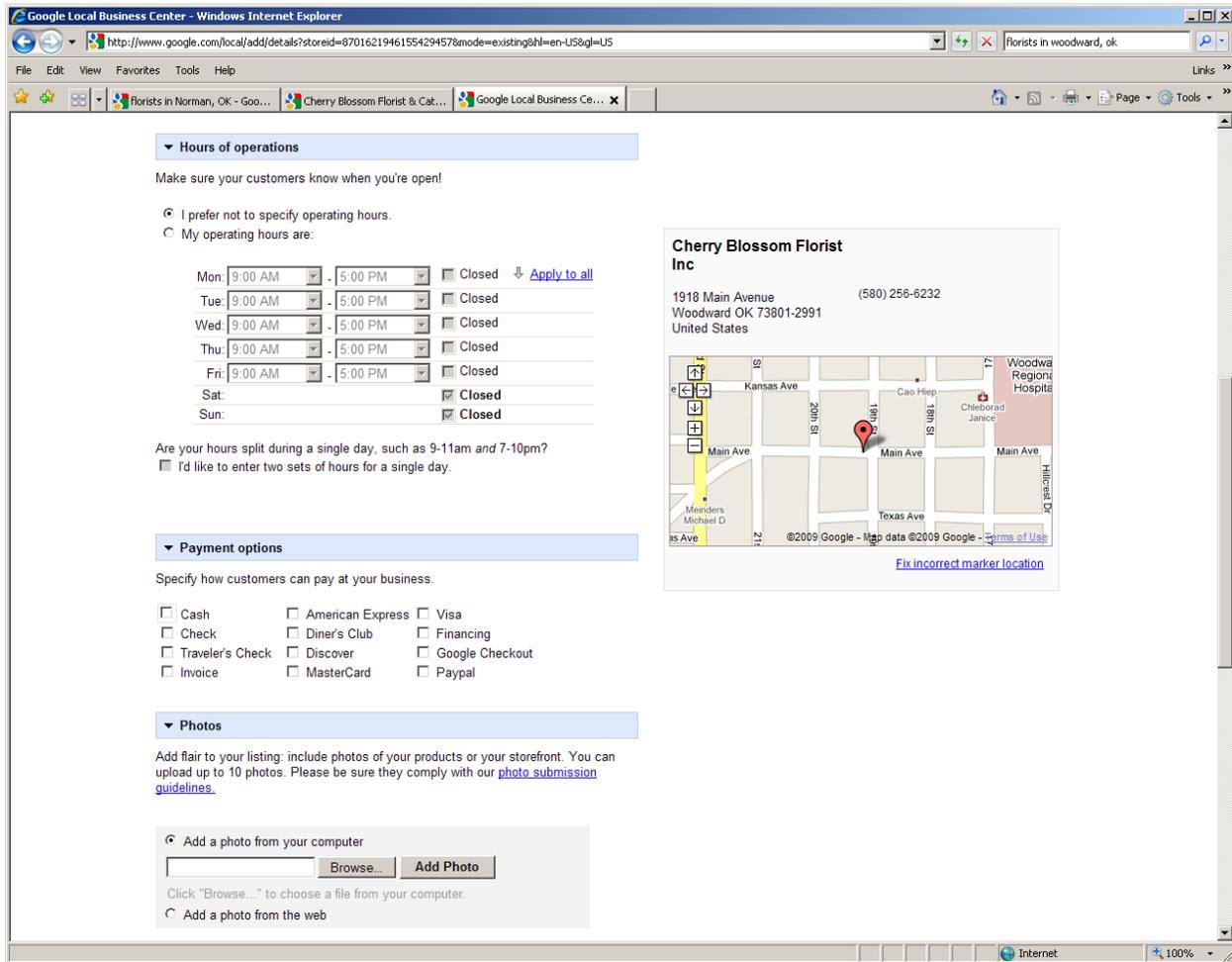
## Edit Information page: Basic Information section

Continued...

- **Category:** Categories are also important. By adding more categories to the listing, the shop is more likely to show up in local search results for those categories. You can add up to five categories but you must add them individually.
  - To get started, ask the florist to type in “Florist”. As they type the word, Google’s suggestions appear below. The shop owner can click on their suggestion for “Florist”.
  - In order to add a new category, click on the “[Add another category](#)” link.
  - The florist doesn’t have to choose from Google’s suggestions. They can type in their own categories if they would like.
  - Some other Google categories they might want to add, if relevant: wedding planner, silk plant shop, dried flower shop, gift basket shop, and gift shop.
    - If none of Google’s suggestions fit, florists can create their own categories that are relevant to their store and services.
    - Google wants the categories to be accurate and describe the store well, so don’t add irrelevant categories.

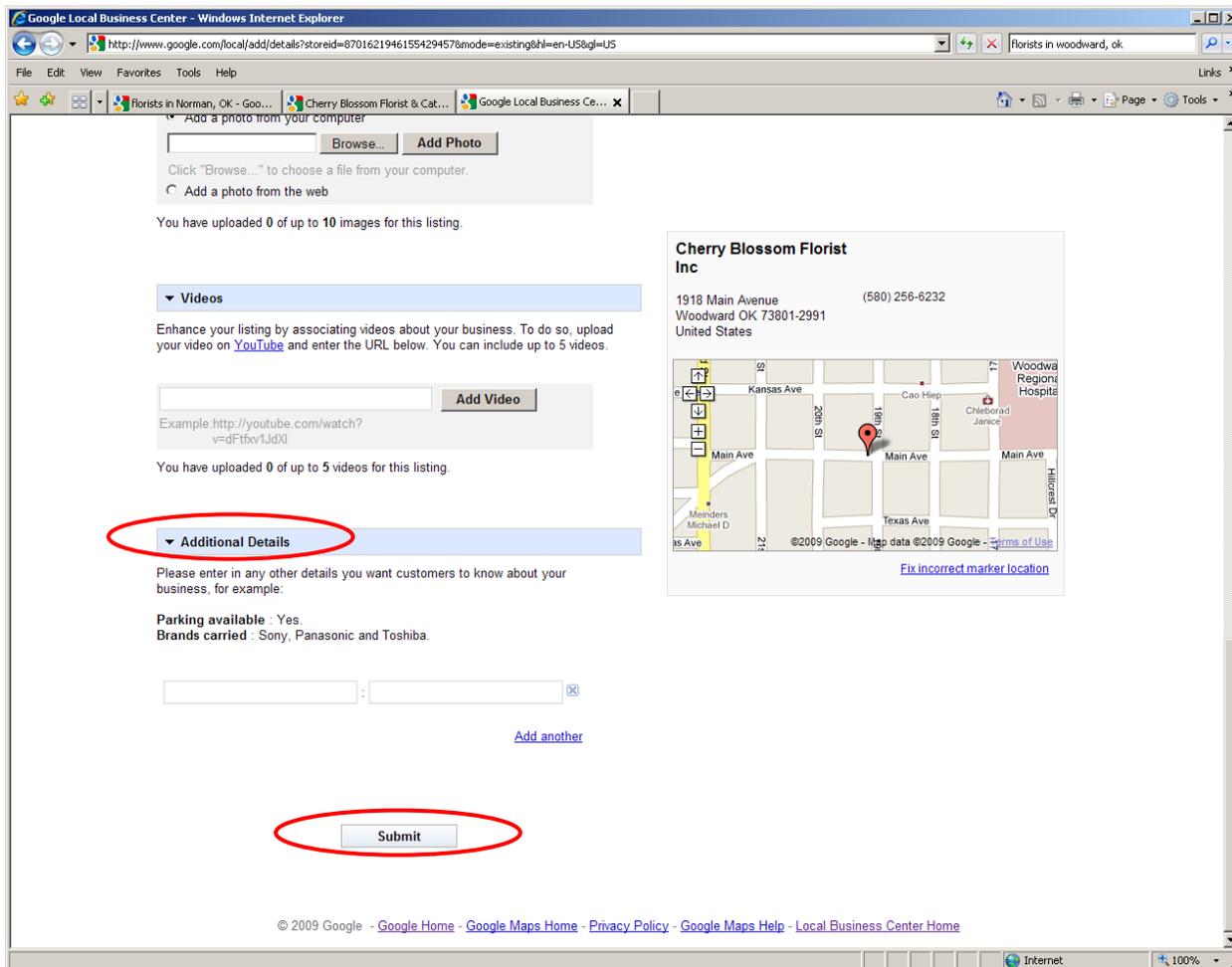
# Edit Information page: Hours of operations, Payment options, and Photos sections

All of these are on the same page, you just scroll down to each one.



- **Hours of operations:** The florist can specify the shop’s operating hours.
  - Select the “My operating hours are:” option and then correct the times/dates the store is open.
  - If Saturday and Sunday are listed as closed, just un-check the “closed” box and the time drop boxes will appear for each day.
- **Payment options:** Check the boxes for the various payment methods accepted in the store.
- **Photos:** If the florist has photos of the store or products on the computer they’re currently using, they can add those photos to their listing.
  - If they don’t have photos that are web-ready, they can skip this section for now and come back to it later.
  - The same goes for videos (see next page).

## Edit Information page: Hours of operations, Payment options, and Photos sections Continued...



The **Additional Details** section is the last section. This is the area where florists can include additional information that they would like to share with customers.

- In the field to the left, type in an attribute label, like “Areas served”.
- In the field to the right, type in the details associated with that attribute (in this case, the towns that the florist serves), separated by commas.
- **Ex:**  :
- In order to add another set of fields, click on the link labeled “Add another”.
- The florist can add up to five sets of additional details.

Other attributes they may want to use (other than areas served):

- **Shop specialties:** wedding flowers, funeral flowers, sympathy flowers, flower delivery, flower arrangements, Valentine’s Day flowers, Mother’s Day flowers, birthday flowers, get well flowers, roses, plants, gift baskets, etc.
- **Facilities served:** list hospitals, funeral homes and retirement homes served. OR they could break down the facilities they serve into **Hospitals served** (list hospitals), **Funeral homes served** (list funeral homes) and **Retirement homes served** (list retirement homes).
- **Brands carried:** Teleflora, Gund bears, Godiva chocolates, Yankee candles, etc.
- Once they’re satisfied with their additional details section, ask them to click on the “Submit” button.

If they don’t hit “Submit”, Google won’t save any of their changes!

## Edit Information page: Hours of operations, Payment options, and Photos sections Continued...

- If Google finds any problems with their information, Google will ask the florist to correct the errors before continuing. Once the errors are resolved, they'll go to the following validation page.
  - ⚠ Do not let the florist hit the "back" button on the browser here! If they hit the back button, they will lose their changes.
- The last step of the claiming process is to validate that the florist is truly the owner of the business.
  - Validating the listing ensures Google that the information we've given them is trustworthy and accurate.
- Once the florist has validated the listing, they will have successfully claimed their listing.
- ⚠ If they don't validate their listing, their changes won't go into effect and they will more than likely be lost.
- Validating the listing by phone is much faster than validating it by postcard.
  - Tell the florist to select the "By phone" option.
  - ⚠ Before they click the "Finish" button, warn them that Google will call their store within seconds after clicking "Finish".
  - An automated message from Google will then provide the florist with a 5-digit PIN, which the florist should write down.
  - Clicking "Finish" takes the florist to the Google Dashboard, where they will be asked for their PIN.

The screenshot shows the Google Local Business Center interface in a Windows Internet Explorer browser. The page is titled "How would you like to validate your listing?" and offers two options: "By phone" (selected) and "By postcard (2-3 weeks)". The "By phone" option shows a phone icon and the number (405) 366-7465. Below this, there is a form for a contact name, with "Kathryne Taylor" entered. A "Finish" button is circled in red. To the right, there is a detailed listing for "Library Bar & Grill" including its address (607 West Boyd Street, Norman, OK 73069-4822), phone number, website, and a map. The listing also includes a description, payment types (American Express, Cash, MasterCard, Visa), hours of operation (Monday-Sunday, 11:00 am - 2:00 am), and categories (Bar & Grill Restaurant, American Restaurant, Bar).

## Validating the listing: Entering the PIN in the Dashboard

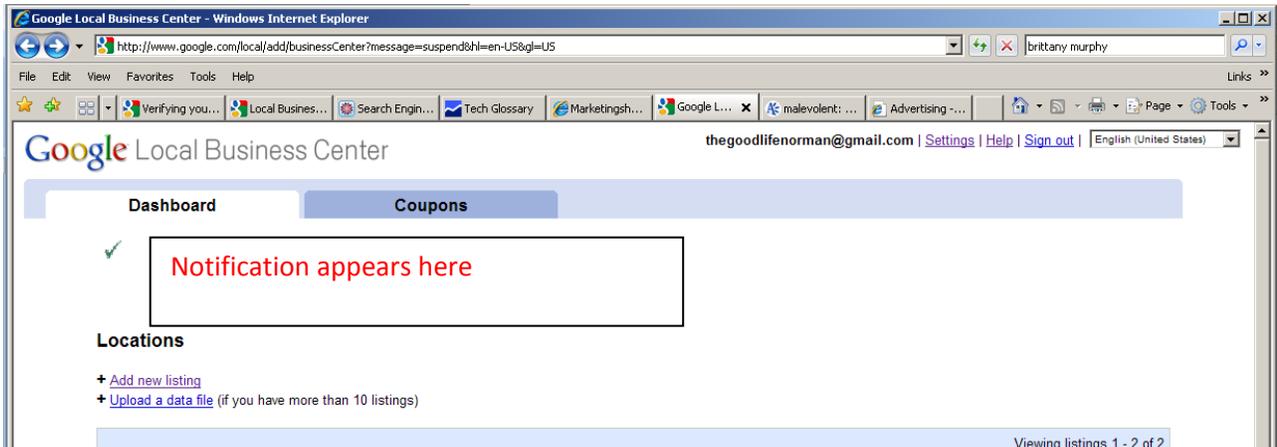
- Once the florist has received the store's PIN from Google, they can enter the number in the field provided and then hit the "Go" button.
- ⚠ If Google hasn't called the store within one minute, tell the florist to click the "[Request verification](#)" link below the "Enter PIN" field. They can then re-select validate by phone and try again.

The screenshot shows the Google Local Business Center dashboard in Internet Explorer. At the top, there's a navigation bar with "Dashboard" and "Coupons" tabs. A green notification box states: "Google is now calling your business phone to give you a PIN. Please enter the pin against your listing in the dashboard to verify your listing." Below this, the "Locations" section includes links for "Add new listing" and "Upload a data file". A table lists business listings. The first listing is "Library Bar & Grill" with the address "607 West Boyd Street, Norman OK 73069-4822, United States". Its status is "Awaiting verification" and "Not currently showing." Below the status, there is a red circle around the "Enter PIN:" field, which contains a text input box and a "Go" button. Below the input field is a "Request verification" link. The table also shows "Statistics (last 30 days)" as "--" and "Actions" with "Edit" and "Delete" links. At the bottom of the page, there are links for "AdWords", "Google Base", and "Google Checkout".

Business	Status	Statistics (last 30 days)	Actions
Library Bar & Grill 607 West Boyd Street Norman OK 73069-4822 United States	Awaiting verification Not currently showing. • Enter PIN: <input type="text"/> Go • Request verification	--	<a href="#">Edit</a> <a href="#">Delete</a>

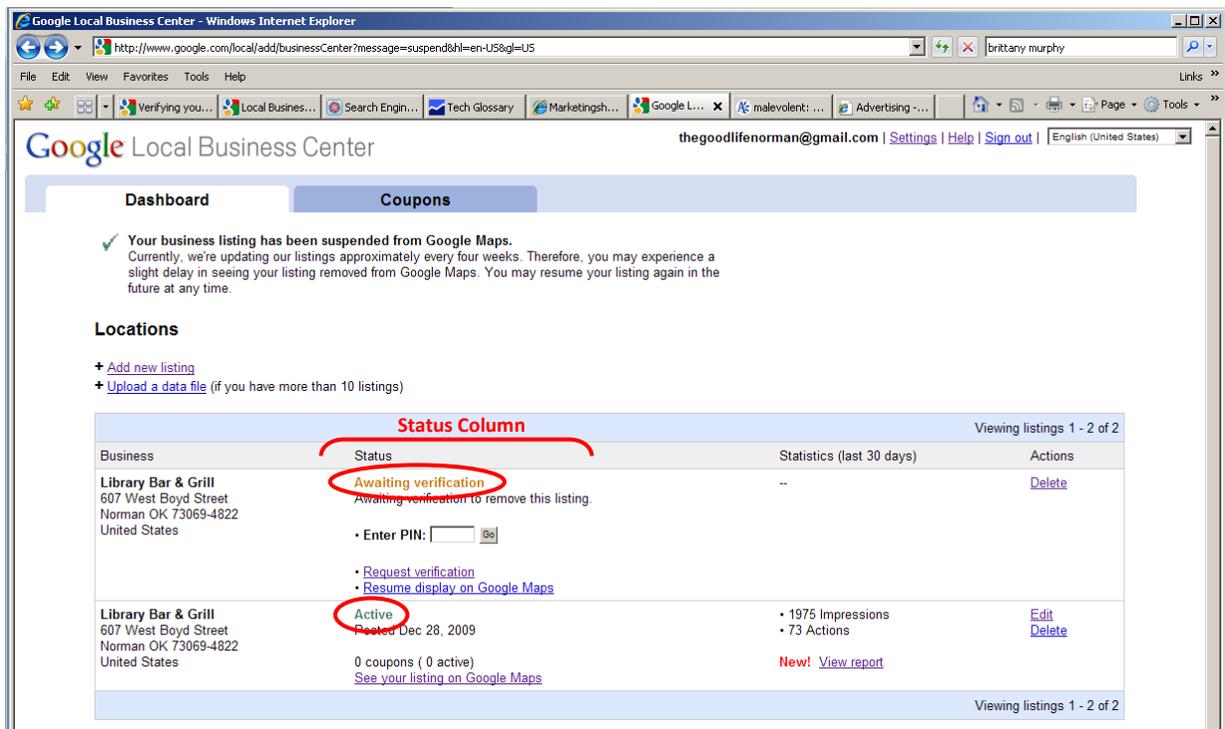
## Final step: Confirming validation

- Once the florist has filled in the PIN and hit the “Go” button, they should see a notification that their listing has been validated successfully.
- The notification will appear under the “Dashboard” tab.



- The best way to confirm that the listing has been validated is to look under the “Status” column for that listing on the dashboard page.
- If the Status is “Active”, the florist has validated the listing and is done with the claiming process. Make sure to go over the notes on the following page before ending the call.

⚠️ If the Status is “Awaiting verification”, there has been a problem and they need to request verification again.



# Sample unclaimed listing

Olympic Town Flowers - Windows Internet Explorer

http://maps.google.com/maps?hl=en&ls=com.microsoft:en-us&q=dave's%20flowers%20la&um=1&ie=UTF-8&sa=N&ab=wl florist in norman, ok

File Edit View Favorites Tools Help

Olympic Town Flowers

Web Images Videos Maps News Shopping Mail more

davesflowers@aol.com | My Profile | Web History | My Account | Help | Sign out

Google maps flowers la Search Maps Show search options

Find businesses, addresses and places of interest.

Get Directions My Maps Edit this place - Business owner? Print Email Link

### Olympic Town Flowers

2800 West Olympic Boulevard, Los Angeles, CA  
(213) 480-3102  
[Directions](#) [Search nearby](#) [Save to...](#) [more](#)

Category: Florist  
Transit: [Olympic / Catalina](#) (89 ft) 28

#### Details

Products And Services: Flowers, Plants  
[SuperPages.com](#)

#### Reviews

[Write a review](#)  
[Be the first to write a review](#)

#### More about this place

[Rowland Heights Florists - Flowers Rowland Heights CA - Charming Flowers](#)  
... Rowland Heights Florists - Flowers Rowland Heights CA - Charming Flowers ...  
[www.charmingflowers.com/](#)

[About Charming Flowers - Rowland Heights, CA Florist - Same Day Flowers Delivery](#)  
... About Charming Flowers - Rowland Heights, CA Florist - Same Day Flowers Delivery ...  
[www.charmingflowers.com/aboutus.asp](#)  
[More results from www.charmingflowers.com](#)

Products And Services: [Flowers](#), [Plants](#)  
Products And Services: [Flowers](#), [Plants](#) ...  
[www.superpages.com/.../Olympic-Town-Flowers-Nursery-L00...](#)

[Charming Flowers & Gifts in Rowland Heights, CA 91748 - \(909\) 598-1618](#)  
... Charming Flowers & Gifts in Rowland Heights, CA 91748 - (909) 598-1618 ...  
[yp.ocregister.com/charming+flowers+gifts.9.50583746p.home...](#)

[Florists in Los Angeles CA - Lycos Yellow Pages](#)



#### Sponsored Links

[\\$10 Off Sympathy Flowers](#)  
Fresh Funeral and Sympathy Flowers  
Hand Delivered By Local Florists  
[www.Teleflora.com](#)

[50% Off Flowers Today](#)  
Join Others Who Have Saved 50%  
Plus Get Same Day Delivery!  
[www.BloomsToday.com](#)

[Local Florists Delivery](#)  
Local Florists - Same Day Delivery,  
Order Now and Save \$10 - code SUNNY  
[JustFlowers.com/Local\\_Florists](#)

[FTD® Official Site](#)  
For Fresh Flowers, Delivered Fast.  
Rated A+ by Better Business Bureau.  
[www.FTD.com](#)

Done Internet 100%

# Sample claimed listing

**Dave's Flowers and Gift Baskets**  
4738 Hollywood Blvd, Los Angeles, CA  
(800) 356-9379 – (323) 666-4391 – (323) 663-0565 (Fax)  
[davesflowers.net](http://davesflowers.net)  
★★★★★ 50 reviews  
[Directions](#) [Search nearby](#) [Save to...](#) [more](#)

**Categories:** Florist, Gift Basket Store, Gift Shop, ...  
**Hours:** Today 8am – 8pm  
**Transit:** [Hollywood / New Hampshire](#) (49 ft) [180/181, 217](#)

Dave's Flowers, an all occasion florist, has provided LA with exquisite fresh floral arrangements for over 40 years. Trust us to communicate your message with class and enhance your event with style. - *From the owner*

"We used Dave's Flowers for our office flower arrangements, which we get weekly" - citysearch.com ... "Great customer service & great results" - citysearch.com ... "Their creations are unique and so beautiful" - citysearch.com ... "They are creative and very talented designers" - citysearch.com ... "They provide superb customer service" - citysearch.com

**Details**

**Parking:** Lot  
**Payment Accepted:** Check, Invoice, American Express, Cash, Diner's Club, Discover, MasterCard, Visa  
**Products And Services:** Flowers, Plants  
**Business owner, SuperPages.com, citysearch.com**  
[More details](#)

**Email:** [davesflowers@aol.com](mailto:davesflowers@aol.com)  
**From The Largest Events Or Everyday Floral Request. We Create It All:** Complete Customer Satisfaction a...

**Photos**

From the owner

**Sponsored Links**

**50% Off Flowers Today**  
Join Others Who Have Saved 50% Plus Get Same Day Delivery!  
[www.BloomsToday.com](http://www.BloomsToday.com)

**Save \$10 on Flowers Now**  
Order Online From Teleflora's® Network of Local Florists Today.  
[www.Teleflora.com](http://www.Teleflora.com)

**Send Flowers 15% Off**  
Send Roses, Tulips & other Flowers  
"Best Value" - Wall Street Journal  
[www.ProFlowers.com](http://www.ProFlowers.com)

**Flowers at 1-800-FLOWERS**  
Same Day Delivery Available.  
100% Satisfaction Guaranteed!  
[1800flowers.com](http://1800flowers.com)

To view Google's Local Business Center guidelines and learn more about local listings online, please visit:  
<http://maps.google.com/support/bin/answer.py?hl=en&answer=107528>