

SEO SERVICES

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

Microsoft Account

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.

It's easy to start and free to use. Contact [Saco Bay Web Design](#) to get started!