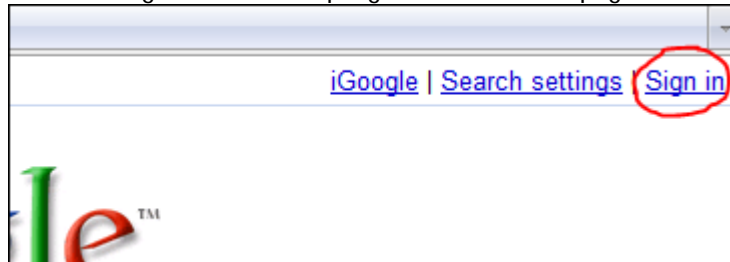


## Accessing Google Services

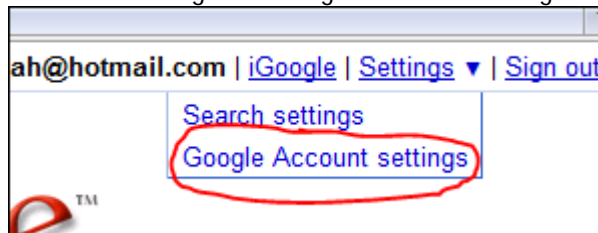
### Logging into your Google account

There are two ways to log into your Google account and reach the account management page:

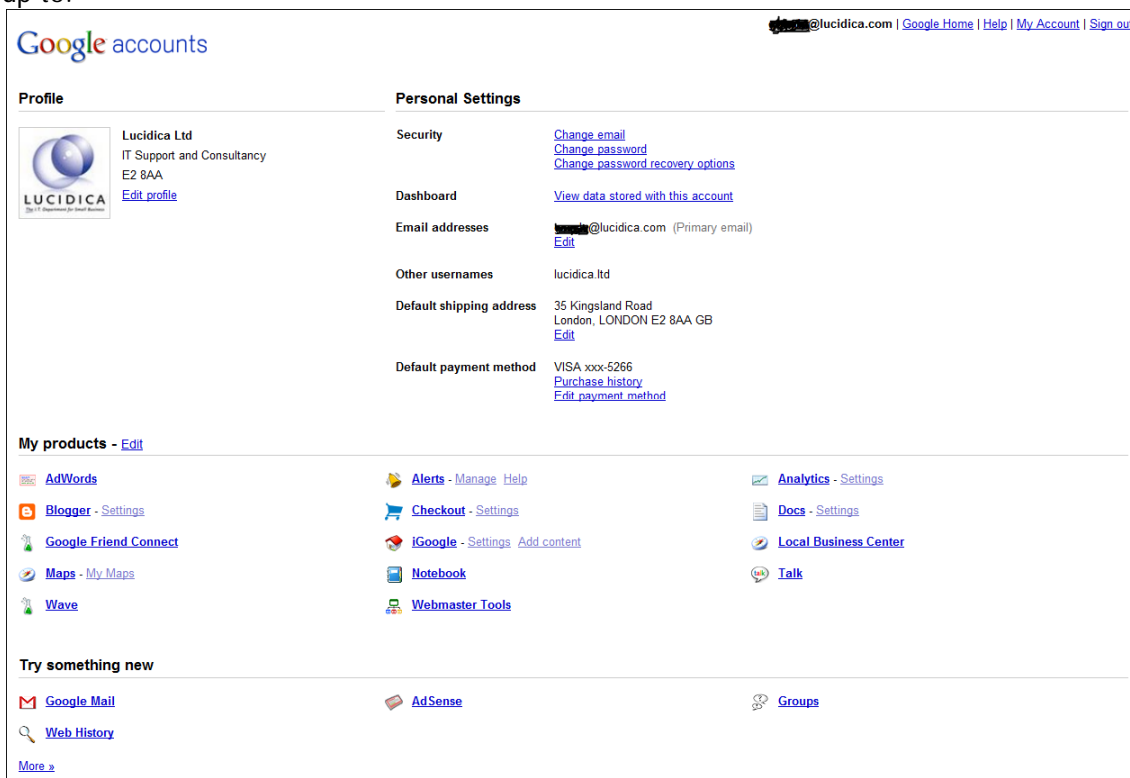
1. Visit <https://www.google.com/accounts/Login> and enter your username and password.
2. Go to the Google homepage <http://www.google.co.uk/>
  - a. Click on "Sign In" at the top right corner of the page



- b. Enter your username and password
- c. Click on "Settings" > "Google Account Settings" at the top right corner of the page



You'll reach the account management page, which will show you any Google services you've signed up to.

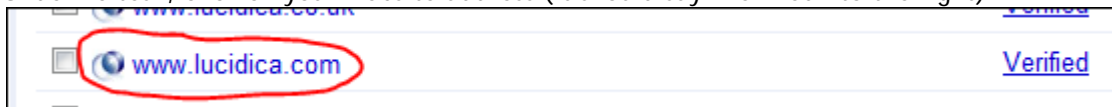
A screenshot of the Google accounts management page. The page title is "Google accounts". At the top right, it says "ah@hotmail.com | Lucidica.com | Google Home | Help | My Account | Sign out". The page is divided into several sections: "Profile" (Lucidica Ltd, IT Support and Consultancy, E2 8AA, Edit profile), "Personal Settings" (Security: Change email, Change password, Change password recovery options; Dashboard: View data stored with this account; Email addresses: ah@hotmail.com (Primary email), Edit; Other usernames: lucidica ltd; Default shipping address: 35 Kingsland Road, London, LONDON E2 8AA GB, Edit; Default payment method: VISA xxx-5266, Purchase history, Edit payment method), "My products - Edit" (AdWords, Alerts - Manage Help, Analytics - Settings, Blogger - Settings, Checkout - Settings, Docs - Settings, Google Friend Connect, iGoogle - Settings Add content, Local Business Center, Maps - My Maps, Notebook, Talk, Wave, Webmaster Tools), and "Try something new" (Google Mail, AdSense, Groups, Web History, More »).

## Accessing Google Webmaster

- Under "My Products", click on "Webmaster Tools"

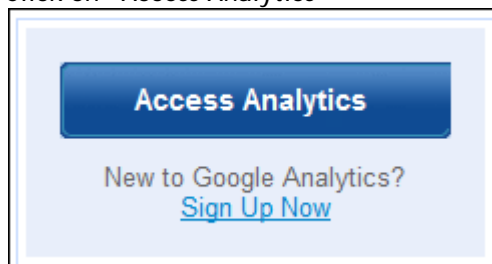


- Under "Sites", click on your website address (it should say "verified" to the right)



## Accessing Google Analytics

- Under "My Products", click "Analytics" - occasionally this icon takes a while to show up in your account after installing it, so to access it, do the following:
  - Visit <http://www.google.com/analytics/>
  - Click on "Access Analytics"

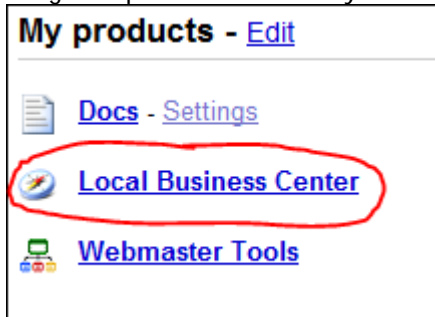


- (You may need to log in again)
- Click on "View report" by the website you're interested in

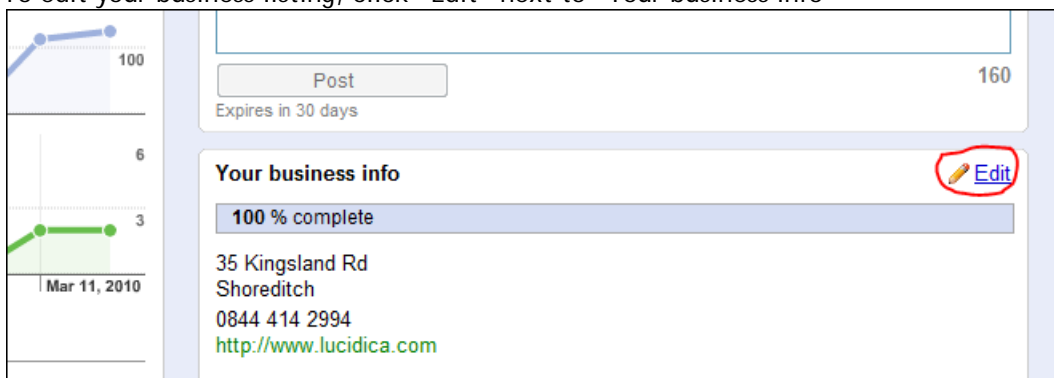
Website Profiles								+ Add new profile	
Name↑	Reports	Status	Visits	Avg. Time on Site	Bounce Rate	Completed Goals	Visits % Change	Actions	
http://www.lucidica.com UA-3941204-1								+ Add new profile	
★ www.lucidica.com		<a href="#">View report</a>	✓	1,225	00:02:28	51.76%	0	↑ 10.86%	<a href="#">Edit</a>   <a href="#">Delete</a>
Find profile: <input type="text"/>							Show rows: 10	1 of 1	

## Accessing and Editing Your Google Local Business Centre / Maps Listing

1. Under "My Products", click "Local Business Centre" (not "Maps", as that will take you to Google Map site rather than your own Google Map listing)

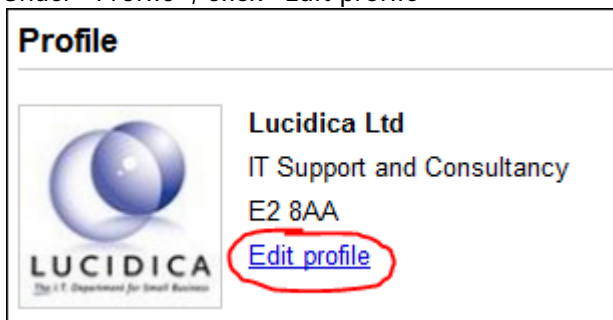


2. To edit your business listing, click "Edit" next to "Your business info"

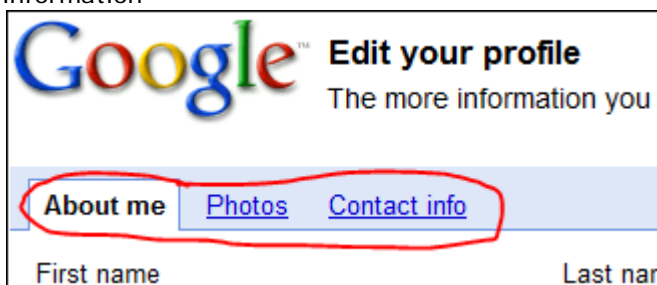


## Accessing and Editing Your Google Public Profile

1. Under "Profile", click "Edit profile"

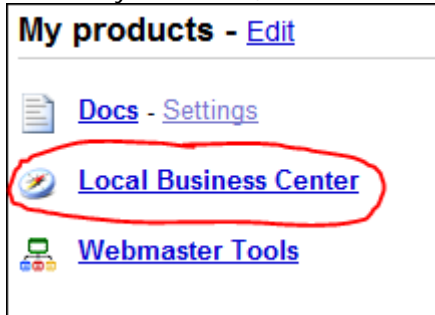


2. Edit the information on this page, or use the tabs along the top to add/edit further information

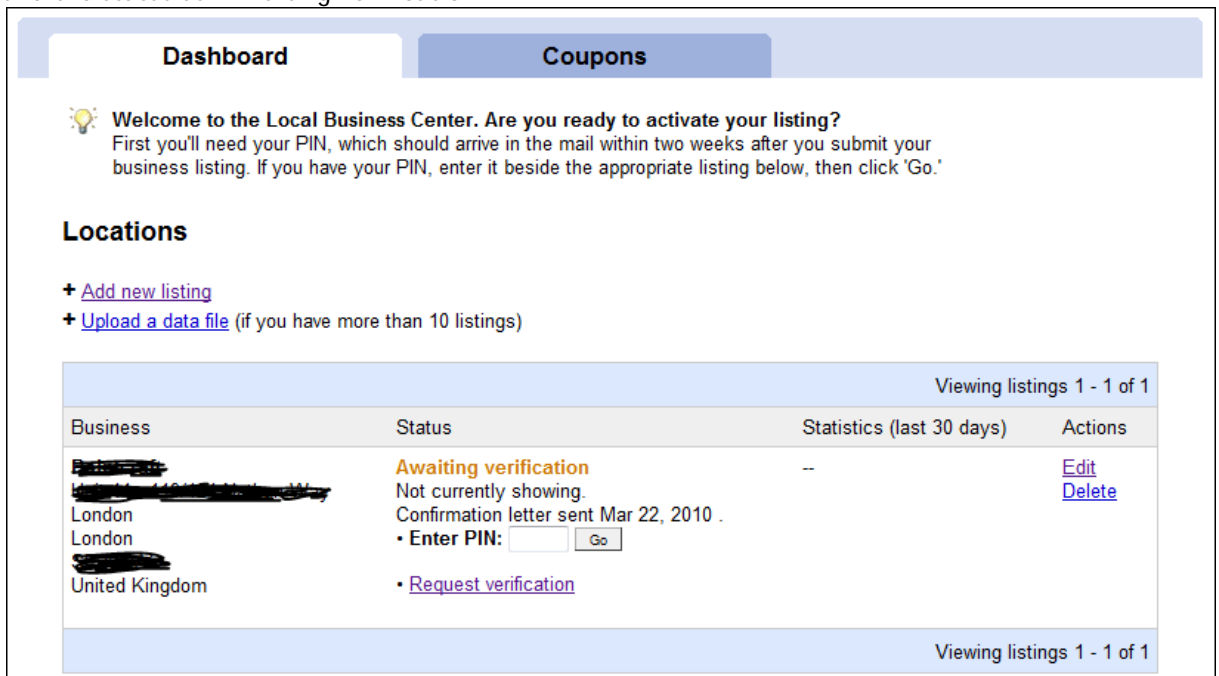


**Verifying Your Google Maps Listing (only applicable if your listing has not yet been verified)**

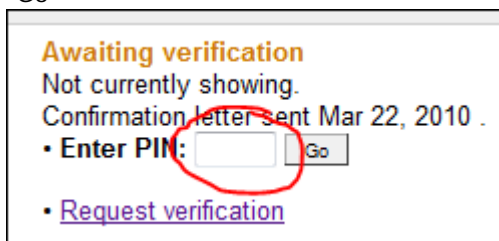
1. Under "My Products", click "Local Business Center"



2. You will be taken to the Dashboard of the Local Business Centre with your business listed and the status as "Awaiting verification"



3. When you receive your postcard from Google with the PIN, enter it into the box and click "Go"



4. With your listing verified you will now be able to access and edit the information as shown on the previous page.