

Visit Nebraska

Using GPS to Build Business

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One of the most fun and user-friendly features about today's GPS devices is the ability to look up restaurants, hotels, attractions, and more that are near your location. It makes life easier for the GPS user and more profitable for listed destinations.

But not every destination is listed.

That means while listed destinations can expect a stream of GPS-driven traffic, those who don't show up on the increasingly ubiquitous devices are missing out. So what can you do to increase your odds of showing up on GPS devices? It's easy . . . get a D-U-N-S number. It's a *free*, simple way you can help ensure maximum traffic.

What's a D-U-N-S number?

It's a unique nine-digit identification number assigned to businesses that register with Dun & Bradstreet. Created in 1962, the Data Universal Numbering System (D-U-N-S®) number allows D&B to identify businesses based on location. More than 100 million businesses worldwide have D-U-N-S numbers.

How do GPS devices get a D-U-N-S Numbers?

A lot of GPS device manufacturers (such as Garmin) obtain their mapping information from NavTeq, an international company that physically scouts locations. The information that you supply about your business while applying for a D-U-N-S number is passed on to NavTeq and determines whether and under which category your business shows up on GPS searches.

Here's how to register for D-U-N-S number:

- Go to www.dnb.com.
- Click the "D&B D-U-N-S Number" tab.
- Follow prompts to submit your registration.
- While you're going through the process, you'll be able to choose categories for your business (restaurant, tourist attraction, etc.). Be sure to choose as many accurate categories as possible. This will help your business show up under a number of different GPS searches.

You can also call 866-785-0428 to register your destination.

Anything else? Yes. You'll also want to make sure your business is listed with InfoUSA. They provide information to Tele Atlas, another scouting and mapping company (like NavTeq) that provides mapping data to GPS manufacturer Tom Tom. Registering with InfoUSA is *free*, so there's no reason not to do it. Here's how to register with InfoUSA.

Go to www.InfoUSA.com

Click the "FAQ" link at the bottom of the page

Click "How can I add my business to your database?" to find out how InfoUSA adds businesses to its database.