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|  | Getting Your Hotel Listed in GPS Systems |

There are three primary ways you can get your business listed on these GPS devices. The process is simple, but it does take a little time and access to a computer with Internet access.

The first thing I encourage you to do is to contact InfoUSA. InfoUSA is a business data aggregation company, and a business list and leads company. They acquire business data from multiple sources and then make that data available to the businesses that want to use that data for marketing purposes.

Just go to InfoUSA and add your business information. If it's already there, check for accuracy and allow them between one and three months to get the information out to the GPS manufacturers and mapping software companies.

You will receive a verification call from InfoUSA after you submit your information. They will usually call you between 2-6 weeks after you fill out the form. Once they verify that your information is correct, they will disseminate it to the GPS services.

It's important to remember that once a GPS device is installed in a car, it's up to the cars owner to update the data file. This does not happen automatically. All future devices will/should include your updated location information.

My next stop would be the NAVTEQ Map Reporter site. Actually, if my only concern was getting on GPS devices, this would be my first stop.

Navteq provides their information to Garmin and other sites. They also make this information available directly to the consumer who is willing to pay for the update for their mapping software.

Go to NAVTEQ and follow their three easy steps. They will even keep you informed of when your POI (Point of Interest) location, your business, has been included in their software update.

My third and final stop would be TeleAtlas. They make it very easy for you to add a new business location or point of interest. Again, go to TeleAtlas and add your information. The process is quick and painless.

If you provide your business location and information to all three sites, there is a very good chance you will start to show up on GPS devices within a few months. And as you know, visibility translates into profitability. Do it today.