**Email #3**

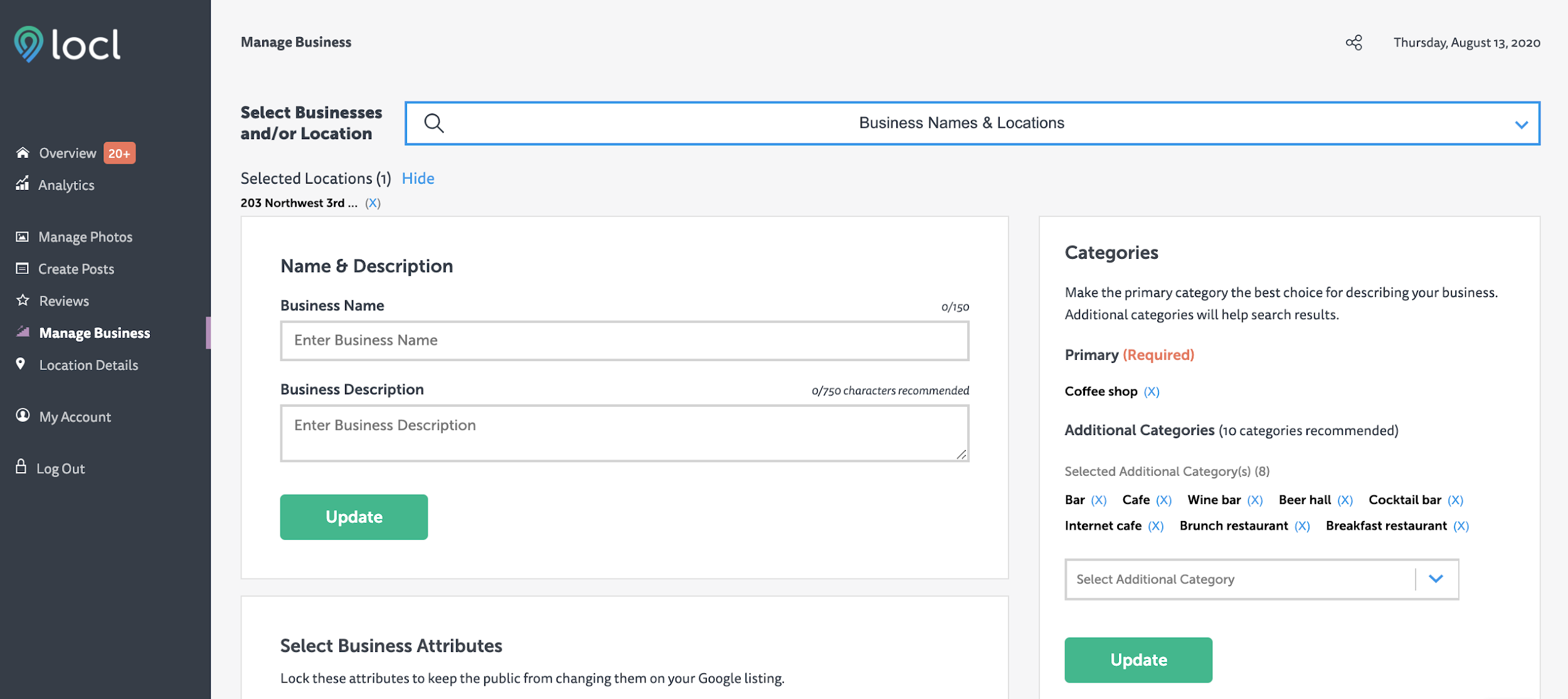
**Updating Your Categories**

Categories help inform both people and search engines about the type of business you are managing.

Google allows you to set both a primary category and nine secondary categories (10 total categories), to help optimize your listing and cast a wider net in search. The primary category you select on a Google My Business listing is important, as this is what people will see on your listing.

Categories can range from "cafe" to "yoga instructor" and many more.

* First, [sign in to your Locl account](https://app.locl.io/sign-in)
* Scroll down to the "Manage Your Business" section on the left side. You will find the "Categories" section on the right.

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**Note:** Choosing your categories is one of the first things you should be doing in your goal towards ongoing optimization.