

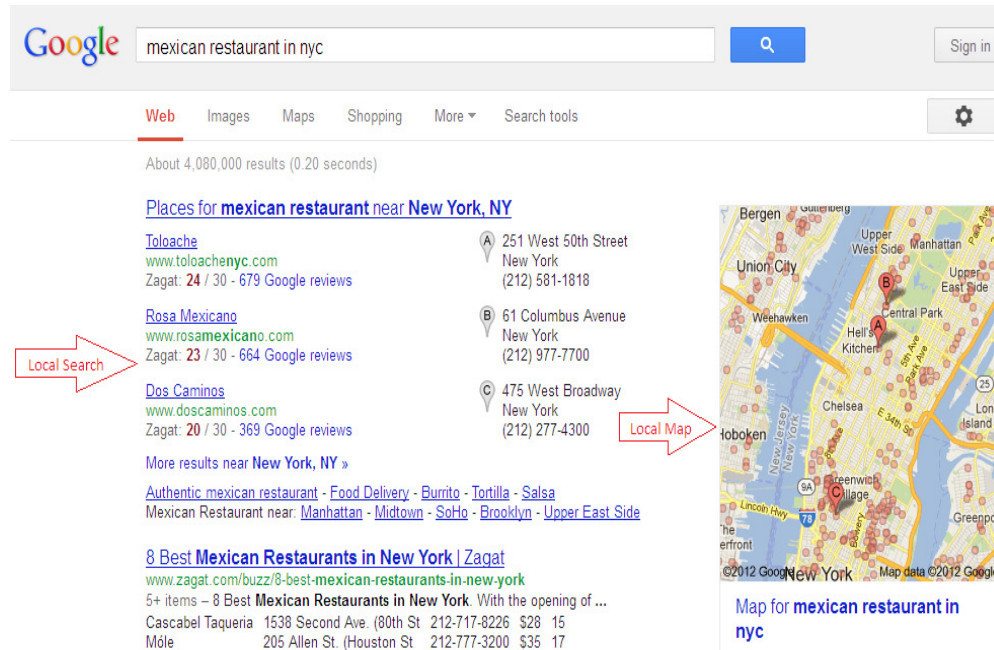
# Google places OPTIMIZATION



# Google Places Optimization (FAQ)

## 1. What is local Search?

Local search is any search aimed at finding something within a specific geographic area like "hotel in Los Angeles". Most of the time Google delivers local search results through Google map.



The screenshot shows a Google search for "mexican restaurant in nyc". The search bar contains the text "mexican restaurant in nyc" and a search button. Below the search bar, there are tabs for "Web", "Images", "Maps", "Shopping", and "More". The "Web" tab is selected. The search results show "About 4,080,000 results (0.20 seconds)". The first result is "Places for mexican restaurant near New York, NY". Below this, there are three results with their respective addresses and phone numbers:

- A** 251 West 50th Street, New York, (212) 581-1818
- B** 61 Columbus Avenue, New York, (212) 977-7700
- C** 475 West Broadway, New York, (212) 277-4300

There are also links to "Toloache", "Rosa Mexicano", and "Dos Caminos". A red arrow labeled "Local Search" points to the search bar. Another red arrow labeled "Local Map" points to the map on the right side of the results. The map shows a view of New York City with several red pins indicating the locations of the restaurants. Below the map, there is a link to "Map for mexican restaurant in nyc".

## 2. What is Local SEO?

**Search Engine Optimization** is the process of helping a website to rank above its competitors on search engines. **Local SEO** is a specific branch of **Internet Marketing** that seeks to optimize geographically specific **Search Terms** like "car repair in New York" so that it appears on the search result page when any one search for the specific keywords related to specific geographic location.

Local SEO simply is a technique to aim to get your **business name, website, address, contact numbers and business location** in front of the people that are most likely to use it—those that are physically located near it.

E.g: Local SEO means that if a restaurant is located near Manhattan, New York; Potential customers will find the restaurant by searching the keyword (term) with location.

Sometimes customers are not searching for websites; they are **looking for a location** and essentially online referrals.

### 3. Why you should not ignore Local SEO?

In today's digital world, the yellow-pages and classifieds of the past have become obsolete. Today, consumers by and large turn to the internet, particularly search engines, to find everything from nearby restaurants to local attorneys.

With **Local Search** features like Google Maps and Yahoo! Local, the trend toward local search is growing every day. At **Business Pro designs**, our clients (you can check **our portfolio**) have seen **Significant ROI** as our **Local Internet Marketing** initiatives have helped exponentially increase their local client-base.

If your business isn't optimized for **local search**, you're missing out on thousands of **potential leads, clients** and **sales**.

### 4. Some Facts to support what we are saying.

- **61%** of local searches result in purchase
- **82%** of local searchers follow-up offline via an in-store visit, phone call or
- **76%** of Internet users first look at Local Search or map area of the 1st page, then Organic and last Paid
- **54%** of Americans have substituted yellow page phone books with the Internet and local search
- **57%** of Internet users shop online, purchase offline
- It gives you a huge potential for your local business.
- It can drive your business to a new height.
- E.g: Say your firm is based in New York City and a client reviews your firm on your Google business page. If someone who is connected to your client on Google+ searches for "financial advisor in New York," your firm has a greater likelihood of being at the top of the personalized results. It will also list your client, as having reviewed your firm. That's huge as it's essentially a Google-assisted referral to that new prospect. Even if the searcher has no connection to those who have reviewed your firm, profiles with many positive reviews usually rank better in search results.

### 5. What is local ranking?

Local Ranking may be defined as the search engine ranking of local businesses/ websites for search queries pertaining to their industry. The local listings are visible whenever there is a search with respect to local data or search in country wise versions of search engines as the case may be. This is to assist the users with a more targeted market and information. A higher page rank means a better position in the search engine results for your web pages/google+ page.

### 6. So what is A Google Places Listing?

Google Places listings are different to organic or pay-per-click listings. They typically only show up when the user types a service oriented business followed by the city for their search. A large map from Google Maps appears alongside up to seven URLs with a phone number alongside each listing.

Try doing a Google search for "restaurants" followed by the name of your suburb and see how this works and what businesses appear in the listings in your area.

## 7. Then what is Google+ Local?

Google+ Local is an excellent and simple to use product which allows users to list a local business so it can be found both on Google Maps and the regular Google search engine via a desktop, laptop or mobile device. There are no additional charges in using the service so most brick and mortar businesses are encouraged to use Google+ Local.

Note: we integrate Google+ local with Google places Local Listing

## 8. Is Google Places Mobile ready?

Google automatically formats your Google Places listing for mobile devices. A recent study showed that 95% of smart phone users search for local information on their phones. 88% of the smart phone users take action within a day. 77% have either called or visited a local business because of the information they gathered during their smart phone search. - (sources: Google, BIA/Kelsey). With a Google Places listing, you'll be able to tap into that "Smartphone search" market.

## 9. How Google Places ranking work?

Rankings start with the letter A and go down from there. You want to be lettering A. Below are the things that effect how Google calculates your Google Places page's ranking.

**Proximity** - The proximity of your business to the local search location – you will rank higher on searches that are completed for addresses or locations that are closer to your address than for those that are further away.

**Completeness** - The completeness of the Google Places page – it is extremely important that you fill out all of the sections of your Google Places page when you create it because sections that are left empty will slightly negatively impact your Google Places page rank.

**Citations** - Citations are references to your business from other sites. You get these "references," or citations, by submitting your business name, address, and telephone number to business directories which Google's search spiders can then further verify your business and location. The more the better.

**Website SEO** – The number one ranking factor is the overall organic SEO ranking of your businesses website in Google's index – the higher your business's website is ranked, the higher your Google Places business listing will be ranked 9 times out of 10.

## 10. How will people find my business?

Millions of people search for businesses on Google. Your listing will also be available through Google Web Search, Google Maps, Mobile search, 1-800-GOOG-411 voice directory search, Google Earth, and Google+. On any of these services, if someone searches directly for your business name and city, your listing will most likely show up. We also may show your listing for searches for your business category or other related terms.

### 11. How can I make the most of my listing on Google?

A rich listing which features a description, several photos, business hours and a link to your website will help encourage potential customers to choose your service. This extra information can also help match your listing to more searches, which might increase the number of views your listing gets. We also recommend that you mention your Google listing to current and potential customers. Remind them that they can use Google Maps to find your phone number and address, get driving directions to your store, find the latest coupons, leave a review, or get recent updates.

### 12. Why does other information show up in my listing?

Google collects data such as reviews, business hours, photos and more from local directories and various websites and combines this information with what you enter in Google Places.

### 13. Why do you have an inaccurate listing for my business? How can I fix it?

Listings on Google are search result pages with information from multiple sources, some of which may be out-dated or incorrect. You can [correct errors](#) that appear in our search results.

### 14. Can we rank in First Page by doing Local SEO?

Google displays Google Places listings with their organic (natural) search results when local searches are conducted. In addition, Google gives preference to the business listings that have an optimized website already in the organic search results so they are now even more likely to be found (more on this later). With a well-optimized and detailed Google Places listing, you can easily get found on the first page of the number one source of new customers...

# Google!

**We are known for our success rate which is over 95%. You can see our portfolio of projects for which we have worked extensively and every client of ours are ranking in first page.**

### 15. Can I do Local SEO for Yahoo! and Bing (US only) also?

Yes we can but we always prefer Google because of the market share. Market share of Google is 66% compared to 14% and 16% of Bing and Yahoo respectively. What's amazing is that Google gets more than double the traffic that Yahoo! and Bing get combined! With Google accounting for well over half of the searches conducted online, it is clear what makes their Google Places business directory so dominate.

### 16. What is Google Places Verification?

You must **verify ownership** of the business before we can start optimizing your listing. As part of the **verification process**, Google Places will send you a **pin number** via your **mobile or post** so you can authenticate your listing. When you receive your pin, enter it in your Local Business Centre under your new account details or can send the same pin to us, and we will validate your listing on your behalf.

After the account has been verified, your Local Business Centre listing will go live and begin to show up in search results and you will be able to modify and update your listing.

### 17. What information is required to start optimization work?

If you are interested in reaching your local community and marketing your services/products to them in the best possible way, you should definitely list your company on Google Places.

**We have a questionnaire ready for you.....you fill it up.....and we are ready to optimize your listing....Simple!!!**

### 18. What is the need to fill up the full questionnaire?

We understand that you are very busy but if you can take some time to fill the questionnaire ,we can achieve the "**100% completion rate**"

Google gives a preference to businesses that have completed the full form and ticked all the boxes including opening times, what payment types you accept and inclusions of images and video and have a **100% completion rate**. You can check your actual completion rate by looking at the top right of your screen, when logged in.

### 19. What is the difference between keywords and categories?

**Categories** are words which are meant to specify what a particular business is. For example suppose We have a client who has a hospital. So in the category of the on-page we will have to specify "what the business is" i.e. "Hospital", "Nursing Home", or say "Diagnostic centre". So these categories help Google understand what it is.

But in **keywords** we mainly focus on service keywords i.e "**what it does**". Like as keywords we can select "Vaccination" , " ultrasonography", " physiotherapy" and so on .In some cases we can also focus on "**what the business is**".We can place keywords in different business directories. These keywords help to bring traffic to the Google Business Local Listing.

So categories can be keywords, but keywords cannot be categories.

### 20. How long does it take for listings to go live after creating one?

Should take about two (2) weeks to see on Google maps if you search your listing by name. Might take a little bit longer than that, for the link to work from the Google places business dashboard.

### 21. Is it possible to create Multiple Listings on Google Places?

You can create multiple Google Local Business listings as long as you have **multiple physical business locations for your business**. However, if you are a business who **services several different areas but has only one physical address or if you provide several services per one location, you should only have one listing**.

## 22. Is it important to keep updating the listing?

We make it a point to update your listing regularly as Google always gives a preference to listings which have fresh and new content. This can include the following:

- new photos
- new videos
- new testimonials
- revised menus
- sales and specials
- price lists and brochures
- seasonal rates and
- coupon codes.

## 23. What is Adwords Express (ADD ON package)?

**Google Adwords Express** is an advertising solution for local business on Google Search and Google map. It is the simplest way to advertise your local business on both Google Search and Google Maps. Google Adwords Express has been designed by Google to be quick and easy to set-up, easy to operate and run at a lower monthly budget.

The image displays a Google search interface for 'Atlanta Area Chiropractor'. The search results are divided into three sections:

- Adwords:** The top result is an ad for 'Atlanta Area Chiropractor | Atlanta-Area-Chiropractors.com'. It includes the website URL, a search icon, and the text 'Top Atlanta Area Chiropractors on One Map. 100% Free Consultation.' A red arrow points from this ad to a location on the map.
- Adwords Express:** The middle result is an ad for 'Atlanta Chiropractors - Georgia Spinal Health & Wellness'. It features the website URL, a search icon, and the text 'Appointments Available-Call Today'. Below this, it lists '2021 North Druid Hills Road, Atlanta' with a phone number '(404) 365-3311' and a 'Directions' link. A red arrow points from this ad to a location on the map.
- Places:** The bottom result is a 'Places' section titled 'Places for chiropractor near Atlanta, GA'. It lists two locations: 'Balance Atlanta Family Chiropractic' (360 Pharr Rd NE # C, Atlanta - (404) 261-4848) and 'Virginia Hill Chiropractic' (587 Virginia Ave NE # 4, Atlanta - (404) 477-7911). A red arrow points from this section to a location on the map.

On the right side of the image is a map of Atlanta, GA, showing various neighborhoods and highways. Several locations are marked with colored pins and labeled with letters A through G. A red arrow points from the map to the 'Adwords Express' ad.

## 24. Where will my ad show?

Your ad will show next to Google search results on the web, mobile phones, Google Maps, and possibly on relevant partner websites.

## 25. Where geographically will people see my ad?

Your ad can show when people anywhere include your location in their searches (ex: "pizza san francisco") or when people are already in your geographic area and simply search for your products (ex: "pizza parlor").

## 26. Do I need a website to use Adwords Express?

No. If you don't have a website, your ad will direct potential customers to your free Google+ page (an online business listing on Google).

## 27. Do I need an office or storefront?

No. All you need is a mailing address. If for some reason you'd like to hide your address (if, for instance, you work at home or have a mobile business) you can easily make it private. However, **Adwords Express is specifically designed for local businesses**. If you want to advertise in a larger geographic area, consider using Adwords.

## 28. Whats the difference between Adwords Express and Adwords?

**Adwords Express** is an advertising solution specifically designed for local small businesses and first-time advertisers. You don't need a website and don't have to spend any time on managing your ad campaigns. We do all that for you.

**Adwords** is for businesses that want more features, more reports, more tools and more control over their ad campaign. With Adwords you can advertise not only locally but also regionally or nationwide. If you want to select your own keywords or write multiple ads (for example, if you want to promote multiple products or services) you should sign up for Google Adwords.

## 29. What are Facebook ads?

Facebook ads are a collective term for a number of advertising opportunities available on Facebook.

## 30. Some facts on Facebook Ads:

Ads can appear in the right column of pages throughout Facebook. Ads are eligible to appear on many types of pages, including apps, photos, groups, pages, timelines and your Homepage.

Ad content is sometimes paired with news about social actions (ex: liking a Page) that your friends have taken.

Your friends might see news about the social actions you have taken in Facebook Ads. This news will only be shown to your confirmed friends and will adhere to applicable privacy settings you've set for your account. If a photo is used, it is your profile photo and not from your photo albums.

Facebook doesn't sell your information to advertisers.

## 31. Why am I signing up for Local Listing package?

- ✓ Because our Local Listing Package is a must for every Local Business as it helps you start a great organic channel for your business.
- ✓ It helps you in sales
- ✓ Stronger gets stronger in organic marketing channels – so you have an early advantage, later the competition will make entry very expensive. Start and keep going stronger. It's step by step.
- ✓ You want to beat your Local competition.
- ✓ This will give you the best start in terms of increasing your on-line web presence.
- ✓ Sometimes customers are not searching for websites; they are **looking for a location**
- ✓ We target and dominate search engines in our client's neighborhood and immediate area.



- ✓ We can increase the Presence of the business in **MAPS,PLACES TAB, any 3rd party applications using Google maps, any android map based application**
- ✓ So people will not only know about your business but also can come to your business address using **Google Maps** and it has high potential of **increasing your sales.**
- ✓ It is an ideal technique for companies that are dependent on particular geographic locale.
- ✓ It is constantly recommended that the small businesses concentrate on the nearby Audience first.

### **32. What would I get out of it? (Please look into our Local Listing packages)**

- ✓ We would help you get consistent listing across the leading local websites
- ✓ We would help you get reviews
- ✓ We would help you increase trust for your listing
- ✓ We would help you rank better on these local websites.
- ✓ We help you in choosing the right local keywords for your business.
- ✓ We help you in understanding our work in better way through our education pack.
- ✓ We help you with website improvement report for achieving local ranking.
- ✓ We develop social presence of your business.
- ✓ We keep working on increasing your on-line presence.

### **33. Have I made the right choice?**

The answer is YES.

- ✓ Our success rate is over 95%(You can check our portfolio of successful projects)
- ✓ We can guarantee 2 to 4 keywords (depends on the package) ranking in Top 10 within the first 3 to 5 months of work.
- ✓ Through our improvement pack we help you with improving and maintaining citation consistency and ranking after our work is complete.
- ✓ Also we are there to help you with your queries. We add digital marketing dimension to your marketing. We will suggest you want more you should do for your business and how. You can do it in-house or can use us or any other company to do it. Our goal is help you grow.