



Put Your Business On The Map!

Increase Your Traffic and Profits Today

Google places

Registering your business with Google is a smart thing to do and it's FREE!

Google can determine the location of the searcher and automatically display local search results. So you **need** to be there.

Here are the basic steps

Go to Google Places

If you don't have a Google account set one up here.

<http://www.google.com/accounts/NewAccount>

- 1 Search for your company, if it's listed, Select "Claim Listing"
- 2 If not, Select "Add Listing. Fill in your Business details"
- 3 You need a physical address (you can hide it from public view later)
- 4 Select Category – use keywords that fit your business
- 5 Add photos, videos, logo, hours etc.
- 6 Check details and Submit. You can go back and edit further later on.
- ✓ 7 To Verify Select "By Phone" it's instant.

Be ready to receive a phone call from Google in a few minutes....

Tips....

1

When you click "Finish" Google will phone you within minutes with a pin number. Keep your phone handy because if you miss it they WON'T call again. Enter your pin and you're done!

2

Now What? Google allows unlimited space to talk about what makes you so special. You can list brands, policies, specialties, landmarks, benefits, anything to help your customers.

3

In your business description state a benefit and clearly give a reason for people to decide to use your services. Optimise keywords but don't spam. Use a Punchy Compelling Headline..

4

Respond to Reviews and mention any upcoming information about your business. Do not use it as a means to be pushy, and don't review yourself!

5

Use **Coupons** if you have any Special Offers. There is anecdotal evidence that adding coupons (*using the coupon tab*) can help in your rank in Places.

6

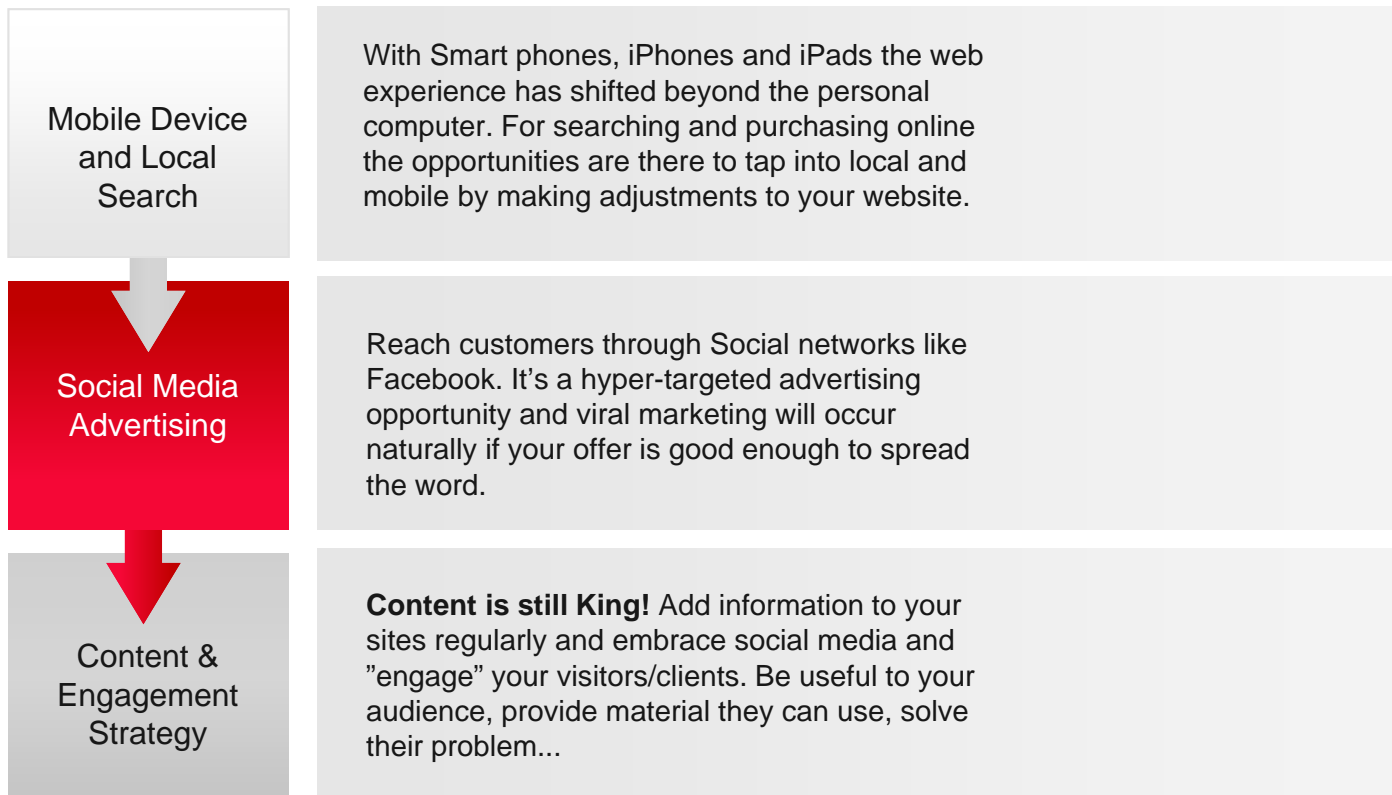
Reviews are gold. The more you have may help your ranking position. Ask friends, clients and suppliers if they wouldn't mind writing a review.

7

Obey Google Places Guidelines!

Trends for 2011

Small Business Search Marketing Trends



Need help?
Phone Ros at Bonza
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