

The Complete Google Local Business Guide/Secrets

Now that your business is submitted to all the local business directories online, it is imperative that you understand that your business is just another business according to these directories. But that is not true, right? Your business is unique and offers something better than the other businesses in your area. But how do you prove to these local business directories that your listing deserves top placement over all the other businesses in your city? Besides being the most relevant term to the keyword typed in, you're going to have to prove to them that you are the 'best'.

Local Business Suggestions

Below are a few things you can do to increase your local business presence online.

1.1 Google Local Business (Google Maps) Suggestions

Upload as many photos possible. i.e. logos, workers, building, snapshots of website, clipart, etc.

Get as many people that you know to review your local business listing & to give you 5 stars (4 Minimum)

Include Hours, even if it's 24 hours

Include a year established - match either public record or copyright on website.

Create a Coupon, even if it's just a free over the phone consultation

Ensure that your #1 phrase is in your Title (co. name), Description, Additional Service & Category (Even if Creating a New One) (Already Completed)

Country:	<input type="text" value="United States"/>
Company/Organization:	<input type="text"/>
Street Address:	<input type="text"/>
City/Town:	<input type="text"/>
State:	<input type="text" value="Select state"/>
ZIP: [?]	<input type="text"/>
Main phone:	<input type="text"/>
	Example: (650) 555-4000 Add more phone numbers
Email address:	<input type="text"/>
	Example: myname@example.com
Website:	<input type="text"/>
	Example: http://www.example.com
Description:	<input type="text"/>
	200 characters max, 200 characters left.
Category:	<input type="text"/>
	Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant Add another category



[INTERNAL] Create a KML file for Google Maps

[ONPAGE] Try to get targeted keyword phrase bolded right above, next to or as the title of company above address and/or phone number on website matching Google Maps. (Ideally, copy Company title & address listed on Google Maps and paste onto website). In footer of every page is idea, but contact page is sufficient.

Get listed in local city specific directories. Ex. Sandiegowebdesigndirectory.com for a S.D. web designer

[INTERNAL] Domain registrant should match address in Google Maps. Matching address should be seen here: <http://whois.domaintools.com>

Whenever you do a press release, make sure matching address is listed

The image shows a business listing form. On the left, under 'Additional Details', there are two input fields: 'Cleaning Services' with the value 'Stone Cleaning, Emergency Cleaning' and 'Carpet Cleaning San Diego' with the value 'pet cleaners in San Diego, California.'. A green box highlights these fields. Below them is a blue link 'Add another'. On the right, there are sections for 'Categories', 'Photos', and 'Other'. The 'Categories' section lists: 'Upholstery Cleaning Service', 'Air Duct Cleaning Service', 'Carpet Cleaning San Diego', 'Floor Cleaning San Diego', and 'Carpet Care San Diego'. The 'Photos' section shows two small images and a '(More)' link. The 'Other' section contains the text: 'Cleaning Services : Carpet Cleaning, Tile & Grout Cleaning, Upholstery Cleaning, Stone Cleaning, Emergency Cleaning' and 'Carpet Cleaning San Diego : Specialized carpet cleaners in San Diego, California.'. A green callout box points from the 'Add another' link to the 'Other' section.

1.2 Other Local Business Directories

Here are more suggestions not applying to Google Maps but could have an indirect influence on your Google Maps and Google Organic rankings.

Make sure listings in Yellowbot, CitySearch, InsiderPages, Yahoo, Google & Merchant Circle all have matching listings. (Already completed)

Try to get 5 star positive reviews in the 6 local business directories above.

Utilize Merchant Circle's free tools; create a coupon and write a blog post in your merchant Circle business profile about your coupon.

MERCHANT CIRCLE - Embed a Google Map in your Merchant Circle blog and blog about it and its location. Make connections/friends, write reviews, get reviewed and add pictures to your Merchant Circle Profile.

Embed a map from one of the top 7 directories (listed above) onto your website.

2.1 In Conclusion

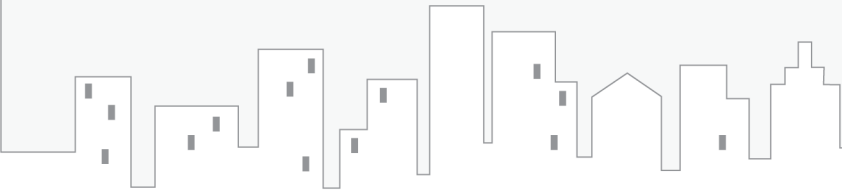
The concept is easy to understand;

Help Google Maps verify your listing by finding other reputable websites online mentioning the business.

The more positive reviews (votes) you obtain, the better it is for your rankings and listing reputation.

The more backlinks & citations from websites with your target city in the domain/URL tends to help improve Google Maps rankings.

Never stop seeking positive reviews and always aim to mention your address and/or phone number when mentioning your company name (if possible & if relevant to the situation).



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