

# GOOGLE PLACES GOLIATH

Get **MASSIVE** Exposure on Google and  
**CRUSH** Your Competition!



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# INTRODUCTION

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Business owners worldwide have always searched for ways to bring more customers through their doors. It's called advertising, and you either pay for it, or you learn how to drive traffic to your business without spending a dime.

Google Places is one of those well-kept secrets that successful business owners never want to share with their competitors. Why? It's a free service. It displays your business listing organically (no paid sponsor).

Your business is listed on the first page of [www.google.com](http://www.google.com), and it drives traffic to your business 24-hours a day.

## ***What this report promises...***

When you follow all the steps, tips, and techniques that are listed within these pages, your business listing will appear on the first page of Google within three to eight weeks.

Depending upon how fast you work, it should take you no more than six hours to create your Google Places listing. It might even take you only three hours if you've already done your research.

## HOW GOOGLE PLACES WORKS

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When someone types the name of a product, service, or company into an Internet search engine, hundreds and thousands of pages of relevant data is displayed to help the consumer find what they're looking for.

If your business is not listed on the first or second page of the search results, your customers may never find you.

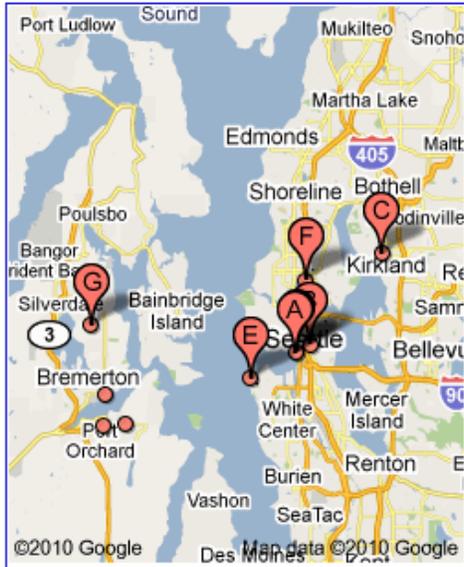
***That's where Google Places makes all the difference.***

Your listing will give your business the online visibility it deserves. When you have a business listing that has been approved by Google Places, and when consumers type specific keyword phrases into their favorite search engine, your listing will appear on page one of Google.

Here's a screenshot of what a Google Places listing looks like when someone searches for "fish and chips."

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Local business results for **fish and chips** near Seattle, WA 98133



- A [Crab Pot Seafood Restaurant](#) ? ☆  
[www.thecrabpotseattle.com](http://www.thecrabpotseattle.com) - (206) 624-1890 - 201 reviews
- B [Pike Street Fish Fry](#) ? ☆  
[www.pikestreetfishfry.net](http://www.pikestreetfishfry.net) - (206) 329-7453 - 69 reviews
- C [Spud Fish & Chips](#) ? ☆  
[spudfishandchips.com](http://spudfishandchips.com) - (425) 823-0607 - 63 reviews
- D [Fishermans Seafood Restaurant](#) ✓ ☆  
[www.fishermansrestaurantseattle.com](http://www.fishermansrestaurantseattle.com) - (206) 623-3500 - 100 reviews
- E [Spud Fish & Chips Alki Restaurant](#) ☆  
[maps.google.com](http://maps.google.com) - (206) 938-0606 - 86 reviews
- F [Spud Fish & Chip](#) ☆  
[maps.google.com](http://maps.google.com) - (206) 524-0565 - 65 reviews
- G [Lin's Teriyaki Fish & Chips](#) ☆  
[maps.google.com](http://maps.google.com) - (360) 698-1094 - 11 reviews
- ? [More results near Seattle, WA 98133 »](#)

This is sometimes known as a 7-Box because there are seven businesses listed in the organic Google Places box.

# 10 ADVANTAGES OF GOOGLE PLACES

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As you become familiar with Google Places and update your listings on a regular basis, you'll discover hundreds of advantages for advertising your business through this free service. Listed below are 10 advantages worth mentioning.

1. Online advertising is the **way of the future**, and it will soon replace paper phone directory listings that cost thousands of dollars per year.
2. Google Places is **free**.
3. Your business listing appears on the **first page of Google**.
4. You can **offer discounts and coupons** for one day, one week, or one month.
5. Your **website, physical mailing address, and your phone number** are displayed in your listing, which allows customers to find you more quickly and to get the information they need.
6. **Mobile phone users** can find your business listing immediately, and they don't need a computer to do it.
7. You will receive **more traffic** and **new customers**.
8. You don't **need a physical retail or warehouse location** to get accepted into Google Places. (This report will show you how to get approved.)

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9. **Within eight weeks**, rather than eight months or eight years, your **free advertising with Google Places** will bring you more targeted customers faster than traditional organic methods.
10. Finally, and the most important to your financial goals, is that because it is so **easy for customers to find your business listing**, you will make more money than you did before your business was listed with Google Places.

**NOTE:** Google Places, like every business, has their rules and policies that they expect everyone to abide by. In that regard, Google does not approve business listings in every country in the world.

Therefore, before you attempt to create a business listing for yourself or your clients, it's important that you find out if Google Places is available in your area.

This mapping tool from Google will show you if your country is on the list for getting into Google Places. Here is the link:

<http://www.google.com/support/places/bin/answer.py?answer=168339>

# REQUIREMENTS FOR CREATING A BASIC LISTING

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In the simplest terms, to create a basic listing, Google requires the following information.

1. Business name
2. URL address
3. Phone number
4. Business description
5. Business hours
6. Business category
7. Keywords

## DO YOUR RESEARCH

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Prior to creating your listing, you should be well armed with three categories of research information. Once you have this written down, the rest of the process will go much faster.

The three research categories are:

- Keywords
- Competing businesses
- Sponsored ad results

### *Keywords*

Keywords and keyword phrases are the words that someone would type into a search engine to find a product, service, or company

**Step One :** There are many free keyword tools available to you online, including the external Google keyword tool. But the fastest way to do your research is to open your favorite browser and type in the words that you would use when searching for a product or service that your business sells.

**Step Two :** Here's the important part, so pay attention. Not every keyword or keyword phrase will generate a Google Places listing. Your job is to **type relevant keywords** into a search engine, and then **see which keywords**

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**generate a Google Places listing.** You may very well have to do this a number of times until a 3- or 7-block listing appears.

**Step Three :** Be sure to write down the keywords and keyword phrases that generated Google Places listings. You will need those keywords when you create your business listing.

### ***Competing Businesses***

Since Google Places helps people find your business through local search results on both Google Search and Google Maps, it's important to know who your competition is so that you can stay ahead of them.

Here are two quick methods for staying ahead of your competition:

1. When viewing the first page results on Google for a specific keyword, it's important that you look at the hyperlinked titles and descriptions of those businesses that were not listed in Google Places. Click the link and look at the home page of their website.

***In the example of fish and chips, that keyword phrase is most likely used in the title, a description, and several times in the content of their home page.***

Compare what you see after viewing the top 10 organic listings with the information contained on your website. Although there are more factors involved in getting to the first page of Google, you will now have an understanding of those businesses that are competing with you.

2. Now what you need to do is to **look at the top five listings in Google Places.** Click on each link and look at the information that is

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provided to someone searching for "fish and chips." You might want to print out each of those pages as a reference for when you're creating your Google Places listing.

The reason this is important is because those companies have achieved top positions in Google Places. You can learn from their listings.

Study them; see what you can add to your listing later on. But whatever you do, do not cut-and-paste the exact words that another business has used to achieve their ranking in Google Places. That's called plagiarism and it's a punishable crime.

### ***Sponsored ads***

If sponsored ads appear on the first page of Google for the keyword that you have selected, read their ads, and see if they're using the same keywords that you use for your business.

Sponsored ads indicate that business owners are spending money to place those ads for that chosen keyword. If you don't see any sponsored ads, it might be a good way for you to advertise your business in the future.

However, that's a more advanced topic than this report will cover. Just keep it in the back of your mind.

***You can find out who your competition is if one company has a sponsored ad, along with a first page organic listing, and they're also included in the Google Places listing on the first page.***

Study their listings. Visit their websites. See what you can learn and apply it to your own website, or your Google Places listing.

## **GOOGLE PLACES GOLIATH**

The research and information that you uncover by performing these three processes will launch your business ahead of many other companies.

It will give you better placement, and doing a little upfront research will mean less work for you in the future to maintain your high ranking with Google Places.

# HOW TO GET ON GOOGLE PLACES

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Let's get started. Follow these steps to add a business to your Places account.

The first thing you'll need to create is a Google account. Be selective about which Google account you want to use. If a friend, co-worker, employee, or outsourcing person will have access to your account to update it, you probably don't want to use a Google account that contains your personal data. If that's the case, then just open up a new Google Gmail account.

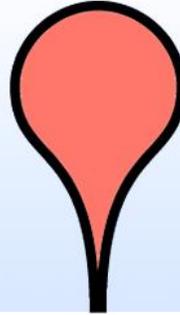
1. To create a new Google Gmail account, type this URL into your browser: <http://www.google.com/gmail> and then click the "Create an account" button.
2. After you have set up the Gmail account, point your browser to this link: <http://www.google.com/local/add/businessCenter> to get started and then sign in with your Google account email address and password.
3. Next, you're presented with two choices as shown in the following screenshot. You can add your business by clicking the link on the left, "Add a new business" or you can click the "List your business" link located on the right side of the page. Both links will take you to the same destination page.

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Claim your business listing on Google. It's free!

Add a new business to your Places account to get your business found on Google today!

To get started, [add a new business »](#)



[List your business »](#)

Do you have more than 10 business listings? Add them quickly using [bulk upload](#)

4. Select your country from the drop-down dialog box, type your phone number using the format as shown, and then press the "Find business information" button. The following screenshot shows you where to enter the information.

**Tip:** Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)

Country  

Phone number

ex: (201) 234-5678

If you read the information on the page, it says that your phone number is used to see if your business is already listed in Google Maps.

If it is, then you will see a business listing for Google Maps. If Google didn't find a business listed under your phone number, then click the button on the right side of the page that says, "Add a new listing."

Proceed to the next page which is where you will type in your basic information to create your business listing.

**Important:** Every line and field in the basic information page MUST be filled in with accurate information to make sure your site gets approved and

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indexed.

Listed below is the information that Google Places requires from you. It's also important to note that whatever address or business name you add to this form can be changed later, however, it will require a second verification by phone or postal mail.

### *The step-by-step application process*

**Country** - United States (or choose a country from the drop-down box).

**Company / Organization** - Type your business name here. Include your primary keyword in your business name, such as, Don's Fish and Chips <where your keyword is fish and chips>.

**Street Address** - Two lines are provided for you to add your address. If you have a retail location, type in a street address along with your suite number. If you have a P.O. Box, do not use it. Your listing will rank higher if you have an actual physical mailing address, and even Google warns against using a PO Box. If your home is your business address, then you might consider using it. Later in this process you can hide your actual street address.

**City / Town** - Type the name of your city or town here.

**State** - Using the drop-down box, select the state where the business is located.

**Zip** - Type your zip code if you are in the United States

**Main Phone** - Type in your main phone number with the area code, and

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use a local number rather than an out-of-state number or a toll-free number. You can add additional phone numbers by clicking the “*add more phone numbers*” link. For now however, just add your main local phone number.

***Local customers will recognize local phone numbers. This is a biggie for Google to deliver relevant information in the search results.***

If you provide conflicting information, such as a business listing for Seattle, Washington, with a phone number that’s located in Miami Beach, Florida, it would look suspicious and your potential customer may click on the next listing rather than yours. Use a local phone number.

**Email address** - Type in your email address here.

**Website** - Type in the URL to your business. This is the URL that will appear in your business listing. Verify that you have entered the link correctly.

You'll notice that there is a check box that says, “*I don't have a website.*” If you or your client owns a retail business and does not have a website, it's okay to continue the application process for a Google Places listing. You can always add the website information later.

However, to get the best results, and to be able to target where your traffic is coming from and who has clicked your special offers, it's recommended that you have a website even if it's only five pages. Just something to get you started.

**Description** - This field is critical to your listing. Using your targeted keywords, write a clear and focused description that even you would click to get the information. Remember to include the keywords in your description.

Again, if you're having trouble writing a description that could lure people to your website, or to your retail business, go back to your research page and review what the other Google Places listings wrote about their

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businesses, using targeted keywords. This should give you many ideas for how you will write the description that gets listed here.

**Category** - The category, combined with the keyword phrase, will make or break the impact of your listing for driving traffic to your website business.

**Note:** The services category has about 100 subcategories.

Choose a specific category that would be most appropriate for your business.

***Google suggests that you choose a specific category rather than a broad category. For example, instead of entering "restaurant," you would specify seafood restaurant or fish and chips restaurant, or French gourmet restaurant if that describes your business.***

If you're having trouble defining the specific category that you think most people would search for, then do a search on Google for specific categories. This is most important now and could be very important in the future since Google right now is testing out a program that will categorize Google Places listings in addition to businesses listed by keyword.

After you've added your first category, then click "*add another category.*"

This is where you'll enter your main keywords that you want to target. There are six fields that you can use as possibilities to enter your category. It's important to use all six fields. When you've completed that task, then click "*Next*" to be taken to the next step in the sign-up process.

**Service areas and location settings** - In this section, choose either yes or no to answer the question, "Does your business provide services such as delivery or home repair to locations in a certain area?"

**Hours of operation** - In this section, you have a choice of specifying hours that your business is open, or you can choose not to list your operating hours. This is another **important** area for you to fill in. **Always specify the days and hours that your business is open.** It's not

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necessary to choose the option for two sets of hours for a single day at this point.

**Payment options** - This is where you will put a check mark in all of the boxes for appropriate payment methods that you accept in your business. (This will vary depending if you're inside or outside of the United States.)

**Photos** - The guidelines in this category suggest that you can upload a maximum of 10 photos. Just make sure that you have permission to use the photos that you upload. For more detailed instructions on Google's photo submission guidelines, click the link that says, "*photo submission guidelines*" in the form.

The photos must be representative of your services, products, your store, or photos of you interacting with your customers. It's also preferred to include a good photo of yourself, and possibly your local or other identifying brands that people might recognize your business with.

***Don't skip this section. Google loves photos especially for local listings.***

One final note about naming your image files. Before you upload the photos, rename the images so that each image contains one of your keywords as it relates to the photo. This will also attract the search engines that search through text, images, and videos for keywords.

**Videos** - In this category, you are allowed to upload a maximum of five videos. Make sure you do it. If you have not created any videos of your own for your business, you can search for a video on YouTube that features something that your customers would be interested in seeing. However, it's best not to choose one of your competitor's videos.

Using someone else's videos should be a temporary solution for you until you can make your own videos. You can even make a video out of a PowerPoint presentation and just add a voiceover, or music, and type the URL to your website onto each screen display.

If you search for free video makers, you can create a short video for

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yourself quite easily and it won't cost you anything. Alternatively check out <http://www.techsmith.com/download/jing/>

**Additional details tab** - In this section, the most successful listings in Google Places include additional content that would interest a new customer.

For example, with our fish and chips idea, this is where you might say that you offer outside dining with the view of the lake, or every fish and chips dinner includes a free salad on Saturday, and so forth. Basically, this is your ***bonus section*** where you can add benefits and features that make your business special. **That's how new customers will find you.**

After you have completed each one of the basic information items, you will click the "Next" button. This will take you to the next step which is to validate your listing.

### ***Business Listing Validation***

Google Places has made it easy for you to validate your business with a phone call, which is the fastest method, or they can send you a postcard but this can take several weeks until it arrives.

If you're creating a listing for your own business, then most definitely the phone option is the quickest way to get your listing validated. If, on the other hand, you're working for a client, it might be easier to choose the postcard option.

***The reason for that is Google's system will call the phone number and the owner of the business must answer the phone for the validation to occur.***

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Sometimes that can be difficult for your unsuspecting client who might not be ready to accept the phone call.

Regardless, when you're creating this listing for a client, please make sure that you let the client know about the verification process and what is required from them.

When Google sends your validation code, enter it into the "*Enter Code*" field, and then press go. Once that process is complete, then your listing has been validated and is online. No one else can claim the listing for your business.

### ***Time Commitment***

If you have written and collected all of your typed notes, descriptions, taken your photos and labelled them, and you have your videos ready to go, it will take you about one hour to fill in all the information on the form.

You should comfortably allow an additional two hours to write out your descriptions, and have them handy in a text editor so you can just cut-and-paste your information into each field.

Getting your photos and videos ready is the time factor that cannot be easily calculated, since everyone works at their own speed. If you can get all this information together quickly, then it should not take you more than two hours.

If you have to start from scratch and hire someone to do this work or figure out how to use certain types of software for creating your photos or videos, then it could take you between four and six hours to complete these tasks.

## **GOOGLE PLACES GOLIATH**

These time estimates are not mentioned to scare you. They are realistic.

It's not just about typing in your business name, phone number, address, and getting your listing verified.

Google understands just like the other businesses that have ranked in positions 1 to 7 that when you do the work, your business listing will indeed appear on the first page of Google.

# GOOGLE PLACES CONTENT POLICIES

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Google, like many companies, is quite strict about the types of content they will allow that is associated with your business listing. To make sure that your site and listing do not break Google's rules, make sure that you're up-to-date with their policies. **Break one of their rules, and your listing will disappear.** Yes, it's that important!

## *Google Places Policies*

The policies listed below play an important role in maintaining a positive experience for users and business owners on Google. These policies also help to curb abuses that threaten Google's ability to provide this service.

If you're a business owner, violations could result in the denial of access, removal of one or all of your listings, being blacklisted from adding future listings, or deletion of your Google Account. These policies may change at any time, so make sure you understand what's allowed and what's not allowed.

- Here's a brief list of what's not allowed.
- Nudity, Obscenity, and Sexually Explicit Material
- Violent or Bullying Behavior
- Hate Speech or Incitement to Violence
- Impersonation

## **GOOGLE PLACES GOLIATH**

- Private and Confidential Information
- Intellectual Property
- Illegal Activities or Content
- Spam or Malicious Content
- Reporting Abuse
- Posting Reviews

# COUPONS

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As the business owner of a Google Places listing, you can offer coupons inside your listing. Users can either print the coupons or use a mobile coupon.

When you add more than just the basic elements to your listing, you're inviting customers to interact with your listing. This will bring you more customers and they will be compelled to write a review or share the listing with one of their friends.

## *Instructions for Creating a Coupon and Adding It to Your Listing*

To create a coupon, follows these steps:

1. Log in to Google Places.
2. Click on the **Coupons** tab in the top left corner of your screen, and then click **Add new coupon**.
3. You'll be taken to a page where you can add information that you want to appear on your coupon. On the right side of the page, a preview of your coupon will update itself as you enter new information.
4. When the preview of your coupon looks the way you want it to look, just click **Continue** at the bottom of the page.

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Your coupon will appear in your business listing within 24 hours. You can find your listing in Google Maps by clicking **more info** in your listing's info bubble. Then click the **Coupons** tab.

### ***How to Use a Mobile Coupon***

When users search for businesses from their mobile phones, they see your Google Places coupon on their phone. When they visit your business in person, they can show you the coupon on the screen of their mobile device, without having to print it out. Mobile coupons are a great way to save paper and natural resources.

### ***How to Create a Mobile Coupon***

We've talked about using a mobile coupon, but you might be wondering how to create one. Once you've created a coupon for your regular business listing, there's nothing special you need to do to create a mobile coupon. They're the same, and the process of creating them is the same.

This is what a mobile coupon looks like as shown in the screenshot below:

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### **Citations**

The citation, in Google's eyes, is an online resource and validation that other businesses trust you. When you submit your website to various places online, especially to sites in your niche market area, they carry a lot of weight with getting your Google Places listing ranked higher and being guaranteed that your business will appear on the first page of Google.

***If you submit your site to between 50 and 100 good authority sources or places on the Internet such as yelp, Yellow Pages, or other sites that allow free submissions, your site will rank a lot higher.***

Specifically, the more places that you submit to, including directories, that

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are related to your category or niche market, the higher your ranking will go in the fastest amount of time.

***If you submit to sites haphazardly that are not directly related to your business, it's going to take a lot longer.***

The purpose of citations is that when people start talking about you and your business, and the responses are favorable, Google uses those citations to validate your business so that they can send more people to your listing.

Since Google Places is all about attracting people from a local area to come into or contact your business, your business name, address, and phone number are very important.

Therefore, whenever you can mention or have another site mention this information, it brings you more business, higher rankings, and higher positions for your Google Places listing.

# WHAT IS A GOOGLE PLACES 'PLACE' PAGE

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The business listing that you create at Google Places is also known as a Place page. It's where, according to Google, the entire world's information about your business is organized and listed on a Place page.

For example, you can find 'Place Pages' for businesses, landmarks, cities, transit stations, points of interest, and anything that you could imagine.

Since you have claimed your business listing, and you are the business owner, you can verify your business and the content that is contained in your listing.

To learn more about Place pages, Google offers a free tour. Access it here:

<http://www.google.com/support/places/bin/answer.py?hl=en&answer=180120#>

# HOW TO PUBLICALLY RESPOND TO REVIEWS

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Before you respond to any customer reviews, it's helpful to read and understand Google's suggestions for responding to reviewers. Here is a link to the guidelines for responding:

<http://www.google.com/support/places/bin/answer.py?answer=184271>

After you've become a verified Google Places business owner, you can publicly respond to Google Maps reviews on your Place Page.

Here are the instructions for accessing your account to respond to reviews:

1. Log into your Google account that you have claimed as your business listing.
2. Visit your listing's Place Page, and scroll to the reviews section.
3. Click Respond publicly as the owner.
4. Write a response, and then click Publish.

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***The review will show publicly as a Response from the owner.***

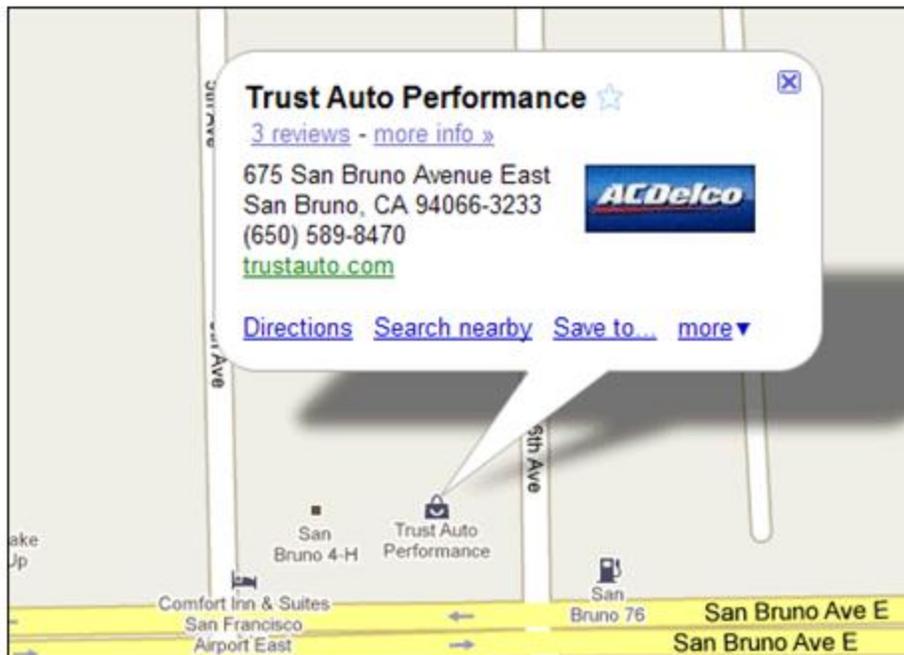
## GET YOUR PLACE PAGE FOUND

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One way to help users find your business is to get listed on Google Maps with a Place label. Place labels that are shown on Google Maps are based on a number of factors.

One way to increase the likelihood of your business listing appearing on Google Maps, once you have claimed your Google Places listing, is to have your business listing accurately stated. It should contain rich content that is associated with your listing. That's what will improve your chances of your business receiving a Place label.

Following is an example of a Place label:



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If you've ever used Google Maps, then you'll recognize how these ads seem to magically appear. But guess what? They're free. You just need to know how to rank to get one. To begin, create a Google Map for your business.

### ***Tips to Help Users Find Your Business***

We've defined four ways that you can help users find your business. They are:

1. Establish a strong and accurate presence on the web.
2. Choose the most appropriate and specific categories for your business.
3. Check and double-check to make sure that your listing is complete and accurate.
4. The Google Places policies and quality guidelines in the next topic segment are important. Forget to do one thing, and your listing could get banned, deleted, or ranked so low that you would never be in the 7-Box listing in Google Places. However, get it right, and new users and customers will find your business every day.

### ***Google Places Policies and Quality Guidelines***

Another way to help your customers find your business is to make sure that your Google pages Place listing is in 100% compliance with Google's established and published guidelines.

## **GOOGLE PLACES GOLIATH**

The following information is taken directly from Google's site, which you can cross-reference yourself. It is located at the following URL, however we are putting it here to save you time and so that you will have this information at your fingertips before you create your listing.

<http://www.google.com/support/places/bin/answer.py?answer=107528>

## PERFORMANCE MONITORING

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Inside of every Google Places account, you have a Dashboard which displays important statistics about your site. It can show you the number of "Impressions" you've had.

This just indicates the number of times your listing has been displayed during a search on Google or in a OneBox result after a regular search from Google.

Statistics are not recorded in real time, however. They're compiled from the previous 30-day period, and are shown with a 48-hour delay.

# YOUR BUSINESS LISTING

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Business listings in Google Places must have correct information about physical, local businesses, as they appear in the real world. Google reserves the right to suspend access to Google Places or to other Google Services to individuals or businesses violating these guidelines.

## ***Ownership***

Only business owners or authorized representatives may verify their business listings on Google.

## ***Business Name***

Represent your business exactly as it appears in the offline world. The name on Google should match the business name, as should the address, phone number and website.

Do not attempt to manipulate search results by adding extraneous keywords or a description of your business into the business name.

Do not include phone numbers or URLs in the business name.

### *Physical Location*

Do not create listings at locations where the business does not physically exist.

- PO Boxes do not count as physical locations.
- Do not create more than one listing for each business location, either in a single account or multiple accounts.
- Businesses that operate in a service area as opposed to a single location should not create a listing for every city they service. Service area businesses should create one listing for the central office of the business only.
- Businesses with special services, such as law firms and doctors, should not create multiple listings to cover all of their specialities.
- The precise address for the business must be provided in place of broad city names or cross-streets.
- A property for rent is not considered a place of business. Please create one listing for the central office that processes the rentals. If you'd like, you can add your **real estate properties** to Google Maps so that they are available on our Real Estate layer.

### *URL and Phone Number*

- Provide a phone number that connects to your individual business location as directly as possible. For example, you should provide an

## GOOGLE PLACES GOLIATH

individual location phone number in place of a call center.

- Provide one URL that best identifies your individual business location.
- Do not provide phone numbers or URLs that redirect or 'refer' users to other landing pages or phone numbers other than those of the actual business.

### ***Custom Attributes & Description***

Use the description and custom attribute fields to include additional information about your listing. This type of content should never appear in your business's title, address or category fields.

Please see this page of Google Places User Guide for examples of acceptable [custom attributes](#).

### ***Best Practices***

- Use standard capitalization and punctuation, unless your business name or address in the real world contains unusual capitalization and punctuation.
- Use a shared, business email account, if multiple users will be updating your business listing.

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- If possible, use an email account with a domain that matches your business URL. For example, if your business website is [www.fishandchips.com](http://www.fishandchips.com), a matching email address would be [you@fishandchips.com](mailto:you@fishandchips.com).

# IMPROVING YOUR SEARCH ENGINE RANKINGS

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Is your business listing ranked as a favorite place on Google?

## ***Become a Favorite Place on Google***

The most popular local businesses on Google Places are referred to as Favorite Places. The classification is based on how many Google users looked for additional information about the business.

You might find a Favorite Places sticker from Google displayed at various businesses. Maybe one of them might be your business.

## ***How will people find your 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, and Google Earth. On any of those services, if someone searches directly for your business name and city, your listing will most likely show up.

Google also displays your listing for searches based on your business category or other related terms.

### ***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 Google match your listing to more searches, which might increase the number of views your listing gets.

Google also recommends 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. They can get driving directions to your retail store. They can find the latest coupons; leave a review; and get recent updates.

### ***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.

Ranking on Google is completely automated. They cannot manually change the order of individual reviews, even if requested by users.

### ***Google accepts reviews directly from users on Google Maps.***

If you're concerned about a review that was submitted through Google

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Maps, click the **Flag as inappropriate** link found under the review and submit a report. If it's found that the review is in violation of Google Maps policies, they'll remove it.

Some reviews found on Maps listings are created on third-party websites. If you feel that a review from a third-party site is inaccurate, you would have to express your concerns to the webmaster of the site where the review was posted.

If the review is removed from the third-party website, the change will also be reflected on Google.

# SUPER-SECRET ADVANCED TECHNIQUES

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This section of Google Places Goliath is devoted to bringing you advanced techniques and resources that you might not easily uncover by yourself. These techniques come as a result of more than 14 months of actually working within the system.

***To save you time and to help you eliminate frustrations, here is a list that you can refer to after your Google Places listing has been functional for about two months.***

You might have increased success by utilizing and applying some of these techniques prior to the two-month time frame. However, if you want to increase your ranking, get more new business customers, and make more sales, this is where you will find that information.

In no particular order, here are the insider tips and tricks.

- Often overlooked when creating a new business listing, is the importance of recording your business data into an electronic document. Although this is so simple, most business owners don't do it, and their listings fail miserably.

The secret technique is that every time you list, submit, talk about or mention your business that all your contact information must be presented in the same way.

It should match your business name and data that was entered at Google Places. This is especially true for citation resources, directories, and review sites. **The search engines love discovering businesses online where all location information matches.**

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- Buy a domain name that already has page rank, that contains your keyword phrase, and is priced around \$50. A **seasoned and established domain name** that is more than two years old is **easier to rank** than a brand new domain name that you just bought today.
- **Look at other Google Places listings** and click on their information page, especially if they are marketing to the same target audience that you are. Especially if they are ranking high for a specific keyword, look to see where their citations and reviews are coming from. You might even want to open up a document file or spreadsheet and **record the URLs as places where you can submit your listings to.**
- Take the time to submit your listing to the top 10 directories which are, Yellow Pages, Super Pages, Citysearch, Insider Pages, Yahoo Local, Localize, ODP/Dmoz, Gimpsey, Goguides, and Joeant. Or, hire someone at fiverr.com (for \$5) to submit your site to 100 directories.
- **Search for local directories where you live.** For example, you would combine your keyword with your city, plus the word "directory." Thus, your search phrase would look like this: fish and chips + Seattle + directory. The search results would return a list of directories in your local area that will be golden and targeted for your business.
- To get your site and your listing ranked faster than four months, create simple social networking sites named with your keyword in the title that openly displays your business name and your business information.

Some sites that have been successful are found at [Weebly](#), [HubPages](#), [Squidoo](#), [Facebook](#), [Twitter](#), and [LinkedIn](#). The goal is to get as many places as possible mentioning your business name, your phone number, your address, your location, and what your specialities are.

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- Become a detective to learn more about the businesses who compete with you. How do you do this? Whenever you see a listing on the Internet that's on the first page of Google for Google Places, **click through the links such as reviews**, and even the section that says "more about this place."

The information you'll find will save you months of research. Are they using 10 photos and five videos to promote their listing? Is their content focused on their keywords? **Study listings** and become a copycat. Whatever is working for them could work for you, too.

Do they have lots of reviews? Then that's where you need to spend your time in order to get more reviews and more customers.

- Offer a bonus, a discount, a coupon, a free product, or some other **incentive for your customers** to leave their review of your business on one of your top review sites. This is a new tactic for online businesses to use. However, off-line retail businesses have been doing this for years.

Have you ever looked at a store receipt and seen that if you call a specific number and rate the service, that you get five dollars off your next purchase? Try it. It works.

- Adding **coupons to your listing** will improve the number of people who click through to your website take advantage of your cost-saving offer.
- You would be amazed at the tips, tricks, and techniques that are openly discussed on the **Google Places help forum**. You need to spend about 30 minutes inside the help forum. You will learn so much. In fact, don't make this a one-time experience.

If you truly want to improve your listing and your ranking for your site, do yourself a favor. Put this task on your daily to-do list. There are more secrets and techniques revealed on this forum than you could imagine.

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- The latest trend in the past two years and being copied more and more everyday are the companies who offer a daily deal on a product or a service in your local area. Every morning an email arrives with the latest deal. You have 12 hours to purchase the deal of the day. You can use the coupon usually any time within the next 12 months.

Sites such as [www.groupon.com](http://www.groupon.com), [www.livingsocial.com](http://www.livingsocial.com), [www.localtwist.com](http://www.localtwist.com) and hundreds more are available for you to participate in. Uniqueness of this type of advertising is that you do not have to spend any money to get your business advertised on any of these services.

The company helps you write the ad, helps you take the photos, and helps you with suggestions on promoting what you are selling. They take a percentage of the total sales, and at the end of the day, they mail you a check for the profits that you made.

The bonus is that you can get hundreds and even thousands of new customers in one day who willingly pay to receive your product or service. And you don't even need a list or a website to get this done.

Do you think advertising your business through this type of service would get your business name, address, and phone number out there?

***Again, aren't you glad you purchased this report?***

This technique alone is worth hundreds of dollars. And what if you offered a bonus or special incentive to everyone who left you a review? Do you think your Google Places listing would become popular and rank higher and bring you more traffic and customers than you ever imagined?

I'm so convinced that you can increase your business substantially through Google Places, especially because now you know many of the insider secrets. I'd love for you to write me a review.

## FINAL THOUGHTS

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The purpose of this report was to give you a real insight into how to use google places to gain more exposure for own or your clients business. The information has been presented in a step-by-step process so even if you're completely new to online marketing you can easily follow along.

Hopefully you're now seeing how powerful this information is? What's more you can guarantee most of your competition never heard of Google Places and what it can do to help grow their businesses. Having this information already gives you an advantage.

Simply follow along with the information in this guide to set up your Google Places listing. Consider and act upon some of the advanced little known strategies to get ahead of your competition and really dominate your niche in your local area.

See you on the first page of google! :)