

Setting Yourself Up For Success With Google's Local Listings

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Step 1

I recommend you setup a new Gmail account for each business you intend to list on Google.

Once logged into a Gmail account head over to <http://www.google.com/business>

Click the button "get on google."

Get your business on Google for free

New – Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

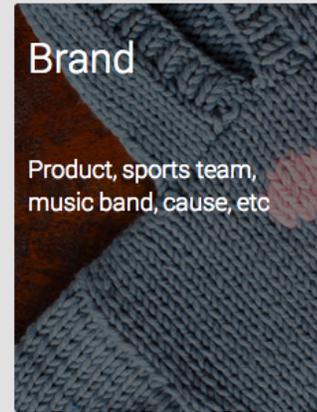
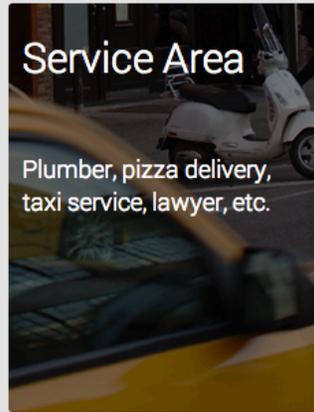
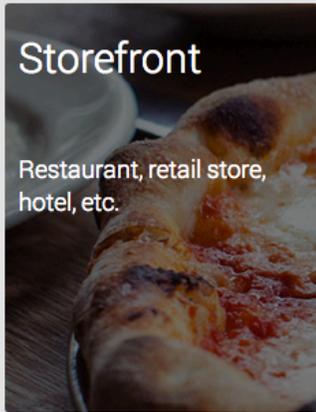


Depending on Google's layout at the time they'll either ask you to type in your business information or they may first ask what type of business you are.

Pick what type if that's what you see first.

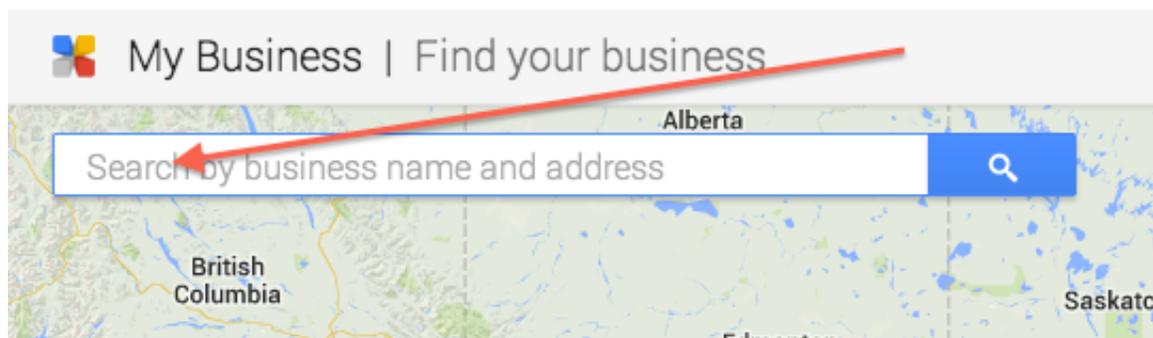
Most businesses will fall under "service" or "store."

Choose business type



Now is the time you want to search for your business on Google.

Type in your phone number, address or business name.

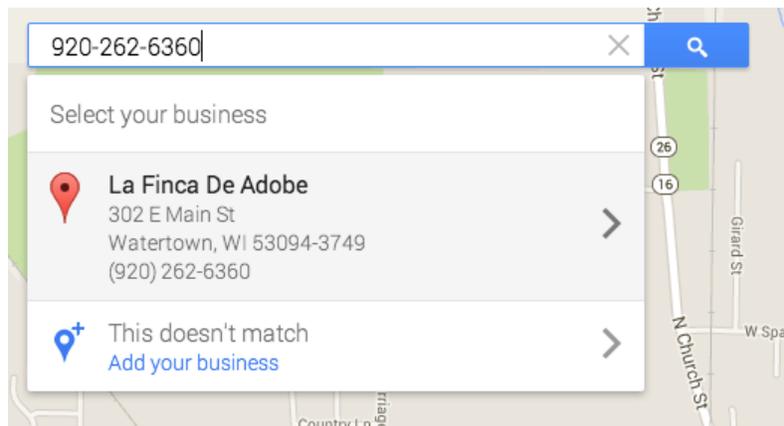


If you see your business information pop-up, that's great!

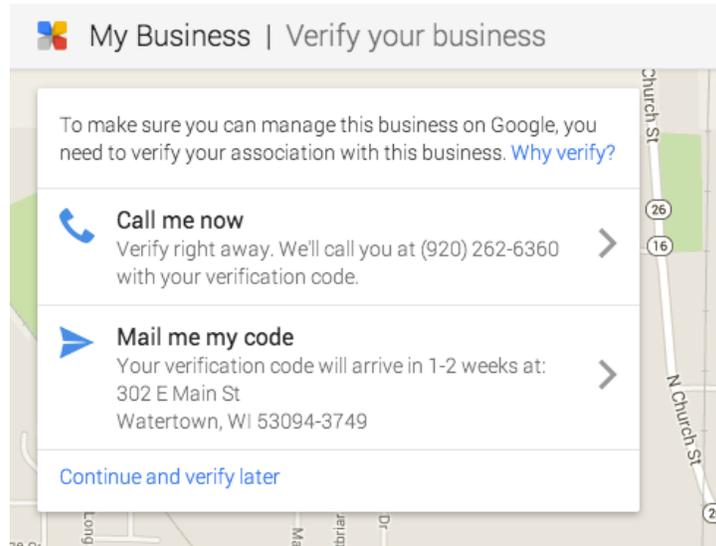
This means Google already has your business listed, but you just need to claim it so that they understand you're still in business.

Without claiming it, they have no idea of knowing if you're still accepting customers or not.

Just click your business and then select your verification method.



Depending on the method you choose, they'll either mail or call you with a pin code to verify you're the designated manager of this businesses listing.

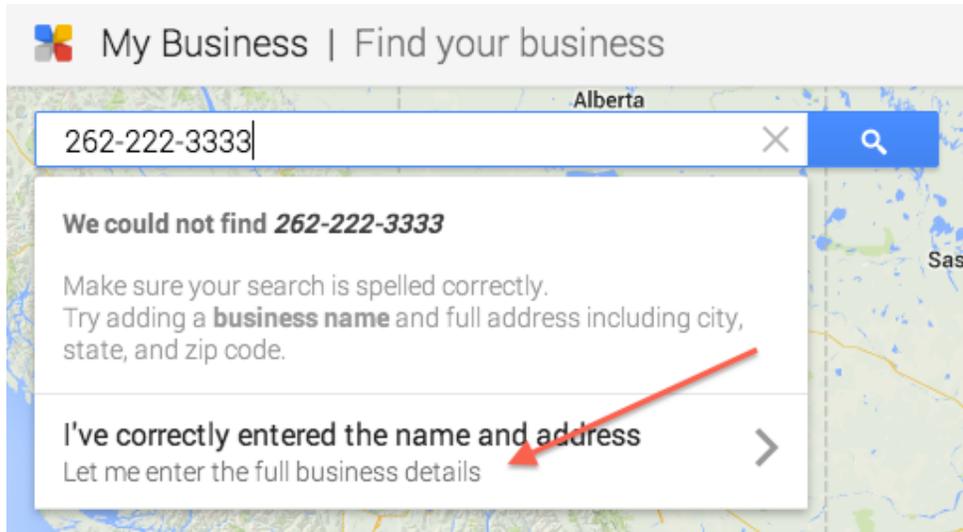


That's it, now you can always head over to the same link from the account you verified your listing at to manage your listing. <http://www.google.com/business>

Didn't find your business when you searched for it?

That's okay! It just means Google doesn't have a listing for you.

Just click the option that says, "Let me enter the full business details."



Now just fill out the form and hit continue.

A screenshot of the Google My Business "Add your business" form. The form is overlaid on a map of Alberta, Canada. The form fields are: "Business name" (text input), "Country / Region" (dropdown menu showing "United States"), "Street address" (text input), "City" (text input), "State" (dropdown menu showing "Please select") and "ZIP code" (text input), "Main business phone" (text input with a country code dropdown showing "US"), and "Category" (text input showing "Find a category..."). At the bottom, there is a checkbox labeled "I deliver goods and services to my customers at their location" with a link to "Important information". Below the checkbox are two buttons: "Back" and "Continue".

After that you'll be presented with verification options just like I explained earlier.

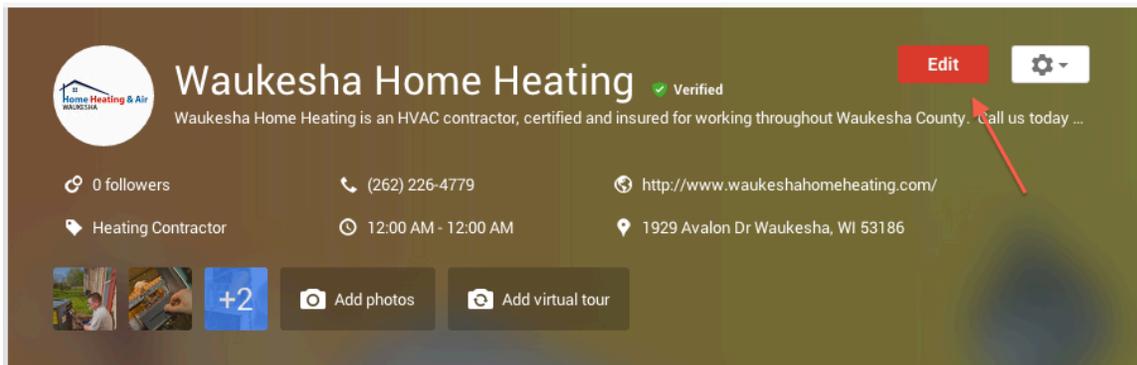
Step 2

So now you've got your listing up on Google, what's next?

Chances are you're probably not on the first page.

This is because your business is probably not properly optimized.

The first thing you should think about doing is heading over to your page and adding in all of your company's information.



Your goal should be to get this page to say 100% complete.

Make sure you add in an introduction, hours, categories and link up your website in the contact details section.

You're all done! Be sure to keep your business information up to date. 100% completed

Business name Waukesha Home Heating ✎

Address Serving customers within 40 miles of 1929 Avalon Dr Waukesha, WI 53186 ✎ EDIT

Contact info

Phone number (262) 226-4779 ✎

Website URL <http://www.waukeshahomeheating.com/>

Category Heating Contractor, Air Conditioning Repair Service, Air Conditioning Contractor, HVAC Contractor, Furnace Repair Service, Furnace Parts Supplier ✎

Hours

Sunday	12:00 am–12:00 am	✎
Monday	12:00 am–12:00 am	
Tuesday	12:00 am–12:00 am	
Wednesday	12:00 am–12:00 am	
Thursday	12:00 am–12:00 am	
Friday	12:00 am–12:00 am	
Saturday	12:00 am–12:00 am	

Maps & Search photos

✎

Introduction

Waukesha Home Heating is an HVAC contractor, certified and insured for working throughout Waukesha County.

Call us today for your heating and air conditioning needs.

Be sure to also add in at least as many photographs as your competitors have.

If they have none a good starting point is 5-10.

These can be pictures of your store, past work or staff.

Step 3

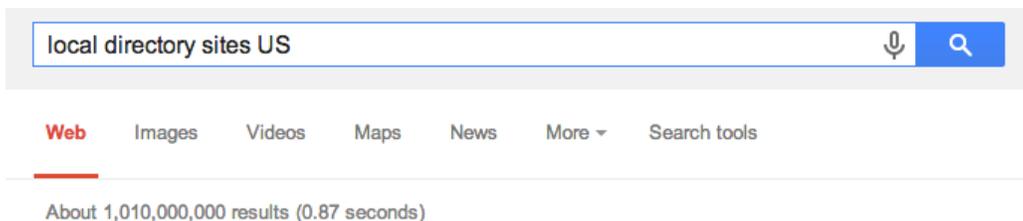
Time to get your business listed with other directories.

Every time Google sees your business name, address and phone number on another site, (IE. Angie's List or Yellow Pages) they consider this a "vote" towards your company and will consider ranking you higher in searches related to your industry.

The technical term for this is called a citation.

You want to go out and find as many local directory sites as you can and get your business listed on them.

Doing a quick Google search will give you a list of these sites.



Creating accounts and listing your business on other directory sites is usually free and a pretty straightforward process.

Make a goal of doing a few per day until you have several built up.

Step 4

Make sure your website is full of rich content.

Tie in quality content and dedicate a page on your site to talk about each Google category you selected when you created or edited your listing.

I like to stay around 500 words and it's also important to include your category in the article a couple of times.

Bold on instance of it and italicize or underline another instance of it.

This is what's called simple on-page optimization and every little bit helps.

Content is king when it comes to Google so don't skimp out.

Write something customers are going to want to read that will captivate their interest.

It's also recommended that on your homepage you have links going to each of these pages related to your Google categories.

Step 5

This is the final step!

Get your customers, friends or even family to leave you some reviews.

Google's local listings show a star rating and it's important to get that to show.

It usually takes 5-10 reviews to trigger the star rating, plus getting social proof will boost the conversion rate of the number of people who will actually pick up the phone and call you.

What's Next?

Now that you've made it through this guide I'd like to make sure you understand that any changes you make can take Google up to 2 weeks to recognize.

So although you may do all of this work it could take 2-3 weeks before you see a change in ranking.

I'd also like to invite you to some advanced free training.

I know reading this all on a PDF can be a little hard to grasp, so I'm giving you an opportunity to attend a

webinar training event where I'll walk you through step-by-step.

Don't miss this awesome opportunity.

Pick the time that works out best for you here:

<http://www.onlinemeetingnow.com/register/?id=rs80dcx2rb>

To your success,

Paul James

