

## **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

- Search for your company, if it's listed, Select "Claim Listing"
- If not, Select "Add Listing. Fill in your Business details
- 3 You need a physical address (you can hide it from public view later)
- 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....

- 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!
  - 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.
  - 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..
  - 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!
- 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.
- 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.
  - Obey Google Places Guidelines!

### **Trends for 2011**

#### Small Business Search Marketing Trends

Mobile Device and Local Search With Smart phones, iPhones and iPads the web experience has shifted beyond the personal computer. For searching and purchasing online the opportunities are there to tap into local and mobile by making adjustments to your website.



Reach customers through Social networks like Facebook. It's a hyper-targeted advertising opportunity and viral marketing will occur naturally if your offer is good enough to spread the word.



**Content is still King!** Add information to your sites regularly and embrace social media and "engage" your visitors/clients. Be useful to your audience, provide material they can use, solve their problem...

# Need help? Phone Ros at Bonza 1800 280 440