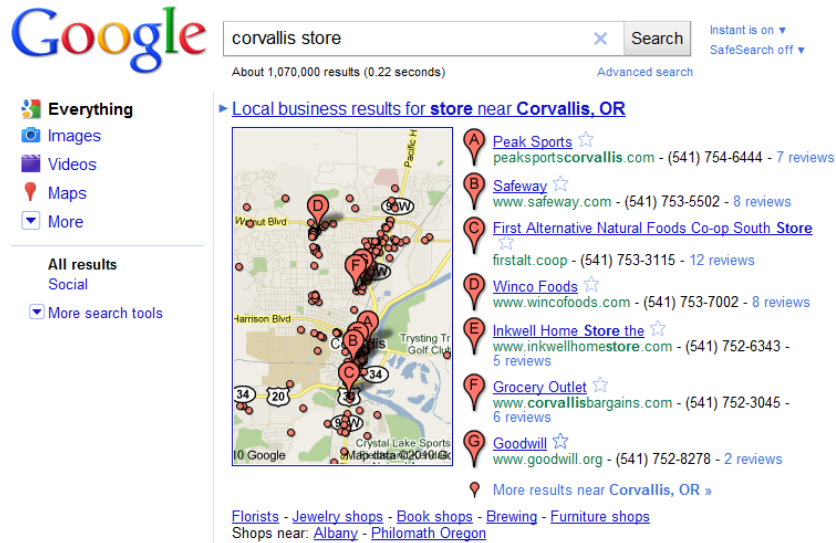


Google Places and Optimizing Local Search

What is the “7-Pack” of Google Search?



The Bare Bones To-do List

1. Verify your business with Google Places (www.google.com/places)
2. Submit or correct your business name and information. **Be sure to include your area code and zip code.**
3. Select categories appropriate to your business. Use all five.
4. Add photos and videos. **I recommend adding media from a web album related to your business.**
5. Add additional information as “Additional Details”

7 Tips...That Your Competitors Probably Don't Know

1. Geotag photos with your address (Google loves www.Panoramio.com)
2. Geotag videos with your address (Google loves and owns www.youtube.com)
3. Increase your “citations”
4. Add and manage coupons
5. Post updates to your business’ Google Place page
6. Use your business’ QR code provided by Google
7. Include your business name, address, and phone number in the footer of your own website

What are “Citations”

- Content that Google displays under “More about this place” and “User Content”
- Citations are not the same thing as an inbound link (to Google)
- **Increase your citations to increase your local search ranking with Google (the 7-Pack)**

Helpful Links for Google Places

- Help and users guide for Google Place: www.google.com/support/places/
- Your own dashboard with analytics: www.google.com/local/add/businessCenter
- Create and manage coupons: www.google.com/local/add/coupons

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