

Google Places and Optimizing for Local Search

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What is a Local Search?

- Local searches are related or in context to a location, often a city.
- “[blank] in Corvallis” or “Corvallis [blank]”
- Results for Local Searches display Google Places in results very prominently
- 20% of searches on Google are related to location

What is Google Places

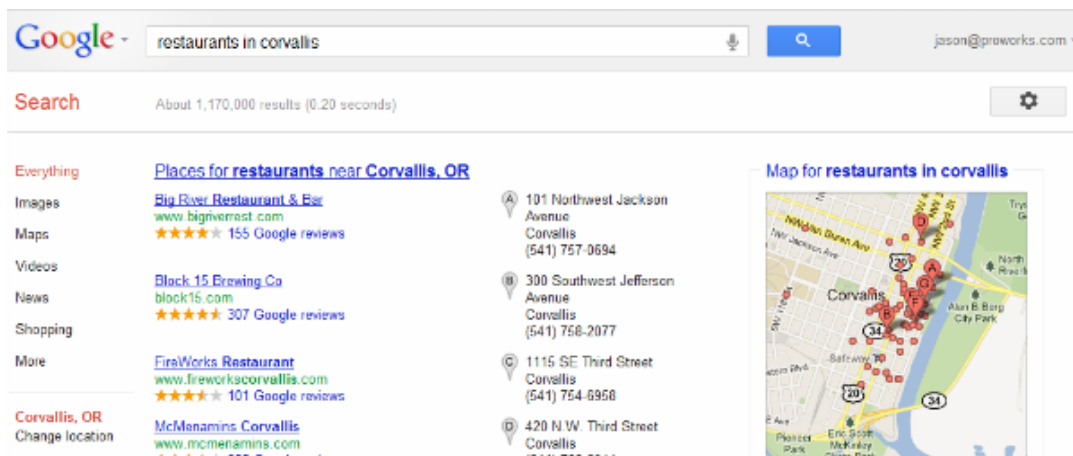
- Google Places is a listing provided by Google to help them service Local Searches
- Google places can greatly contribute to a business’ web visibility
- What types of business? Any business that interacts face to face with customers.
- Google Places is free
- www.google.com/place



Top Searches Related to Corvallis Businesses

corvallis restaurant
homes in corvallis
restaurants in corvallis
real estate in corvallis
apartments in corvallis oregon
hotels in corvallis
corvallis food
corvallis photography
corvallis furniture
corvallis shopping
corvallis churches
yoga corvallis
dance corvallis
corvallis florists
corvallis storage
things to do in corvallis
corvallis hair salons
corvallis rental car

corvallis photographer
corvallis attorneys
corvallis liquor store
corvallis bike shops
corvallis bed and breakfast
corvallis car dealers
corvallis photographers
corvallis cab
corvallis jewelers
corvallis rental equipment
corvallis computer repair
carpet cleaning corvallis
corvallis auto dealers
places to eat in corvallis
corvallis internet providers
day spa corvallis oregon
oil change corvallis or
corvallis restaurants downtown



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Google Place Page Optimization Checklist

1. Verify ownership of your Place Page
2. Use Place categories - Match keywords with categories
3. Leverage the Place page content and media
4. Check and adjust your map marker
5. Connect Place with your website - include your address & phone on the website
6. Use a phone with a local area code (not 800)
7. Be consistent with the address and phone (on Place, website & directories)
8. Create citations from web directories (Yelp, Superpages, Citysearch, Yellowpages, Infogroup, Yahoo Local, Localeze, InsiderPages, Niche Industry Sites like TripAdvisor or Urban Spoon)
9. Cultivate reviews and social media citations
10. Improve your business website SEO

Google Place Pitfalls and Warnings

1. Do not include marketing taglines in your business name.
2. Do not include phone numbers or URLs in the business name.
3. Do not attempt to manipulate search results by adding extraneous keywords or a description of your business in the business name field.
4. Do not create listings at locations where the business does not physically exist. P.O. Boxes are not considered accurate physical locations. Listings submitted with P.O. Box addresses will be removed.
5. Businesses that operate in a service area, as opposed to a single location, should not create a listing for every city they service.
6. Businesses that operate in a service area should create one listing for the central office or location and designate service areas.
7. Businesses with multiple specializations, such as law firms and doctors, should not create multiple listings to cover all of their specialties. You may create one listing per practitioner, and one listing for the hospital or clinic at large.
8. Do not include information in address lines that does not pertain your business's physical location (e.g. URLs, keywords).
9. Use a local phone number instead of a call center number whenever possible.
10. Only one category is permitted per entry field. Do not "stuff" entry fields with multiple categories.

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