Get Found on Google Search and Maps



Google

Let's Make This a Collaborative Discussion ...

How many have

- Looked for a restaurant, coffee shop or store while out and about on your phone?
- How many used search engines?
- Used other apps or online directories?
- How many have claimed their business on search engines?

Let's Make This a Collaborative Discussion ...

- 97% of consumers look online for local goods and services
- 4 out of 5 consumers use search engines to find nearby local info
- 37% of businesses have claimed a local business listing on a search engine



The Local Search Ecosystem (United States)



The Local Search Ecosystem (United States)



Who Provides Your Business Information?

Localeze:

Yahoo Local **Bing Local** Twitter Apple / Siri Foursquare Facebook Yellowpages.com TripAdvisor Groupon Yellowbook Local.com DexKnows Kudzu GetFave.com Best of the Web Local **YellowBot MojoPages** Amazon Comcast Hotfrog

Infogroup:

Google Maps Mapquest Bing Local Yahoo Local Citysearch / CityGrid Twitter Ask AOL Local Superpages.com Yellowpages.com DexKnows Yellowbook Whitepages.com TomTom

Acxiom:

Yelp Yellowpages.com Superpages.com Local.com Yellowbook.com Apple / Siri

Factual:

Yelp Bing TripAdvisor Apple/Siri

Significant Data Integrity Issues

Why Bother, You Ask

- 1. Citations and links from directories can dramatically improve local search engine rankings
- Validate that a business is part of a community (can't fake membership in a chamber of commerce ...)
- 3. Citations confirm that businesses are who we thought they were
- 4. Key component of the ranking algorithms in Google and Bing

Let's Make This a Collaborative Discussion ...

How many have

- Google Places listings
- Google MyBusiness listings
- Google Local listings

How many have had their business verified by

- InfoGroup
- Neustar Localeze
- Axciom
- Factual
- Google

Priorities

1. Google Local Listing

2. Moz Local

\$84/year/location Infogroup, Acxiom, Neustar/Localeze, Factual Foursquare, Superpages.com, Best of the Web Finds duplicate listings

- 3. Neustar / Localeze \$297/year/location
- 4. InfoGroup
- 5. Acxiom
- 6. Factual

Connect with customers when they search on Google



Call (732) 625-9494 to speak with an experienced personal injury lawyer. We have locations in Ercebold. Old Bridge, Matawan and Cliffon, New Jareau serving

Connect with customers when they search on Google Maps



Google is Helping ...



In Addition to Google Search Rankings, You Get ...



- Verification mark
- Full business address
- Phone Number & Call button
- Driving directions
- Hours of operation

- Call button
- Ability to save the business info
- Share button
- Reviews

Google MyBusiness works across devices



Get your business on Google for free



Step 1: Search for your business



Click "Find Out" to see if your business appears on Google Search and Maps.

www.gybo.com/business

Is your business info complete?



Sign in to your Google account



Step 2: Select your business or add it



Step 3: Enter your business details



Can't find the perfect category? Pick something close.

Do you work from home?

Keep your residential address private.

Check this box if your business serves customers at their locations. Then, set up a service area.



Step 4: Confirm your business



Step 5: Verify your business



Request a PIN

Your PIN should arrive in about a week.



Take a tour of Google My Business



Complete your business profile



Edit business information



Manage business photos



Click to manage photos.

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Google has sent your verification code to you. Request another code Enter code			
Identity photos	What are these?		
r c Profile Logo			
Interior photos Add at least 3 great interior photos to show customers what your business feels like inside. See examples. Add one now			
Exterior photos Add at least 3 great exterior recognize your busin	photos to help customers less. See examples.		
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Access more tools from the DASHBOARD



To return to Google My Business



Sign in at: www.google.com/mybusiness

Make updates on the go with the mobile app



Download the free app for Android or IOS.

Verify your business



When your PIN arrives



Sign in at: www.google.com/mybusiness

Enter your PIN



Complete verification



Enter your PIN, then click "Submit."



Demo

Bonus: Expedited Verification

Jean Steckler Steckler eMarketing jean@steckler-emarketing.com www.steckler-emarketing.com/gybo

