



Local Marketing COACHING



PROFESSIONAL Local Marketing Training

TRAFFIC
TO YOUR
WEBSITE

PRO
SEARCH



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imarketing.courses

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2021

Local Search



Local Search Basics

- Local Search is internet version of the traditional Yellow Pages
- All the major search engines have created algorithms to rank local search results
- With the proliferation of smart phones, users are using a variety of “new media” to locate local businesses
- Users are also using online maps & apps to get directions and search for recommendations



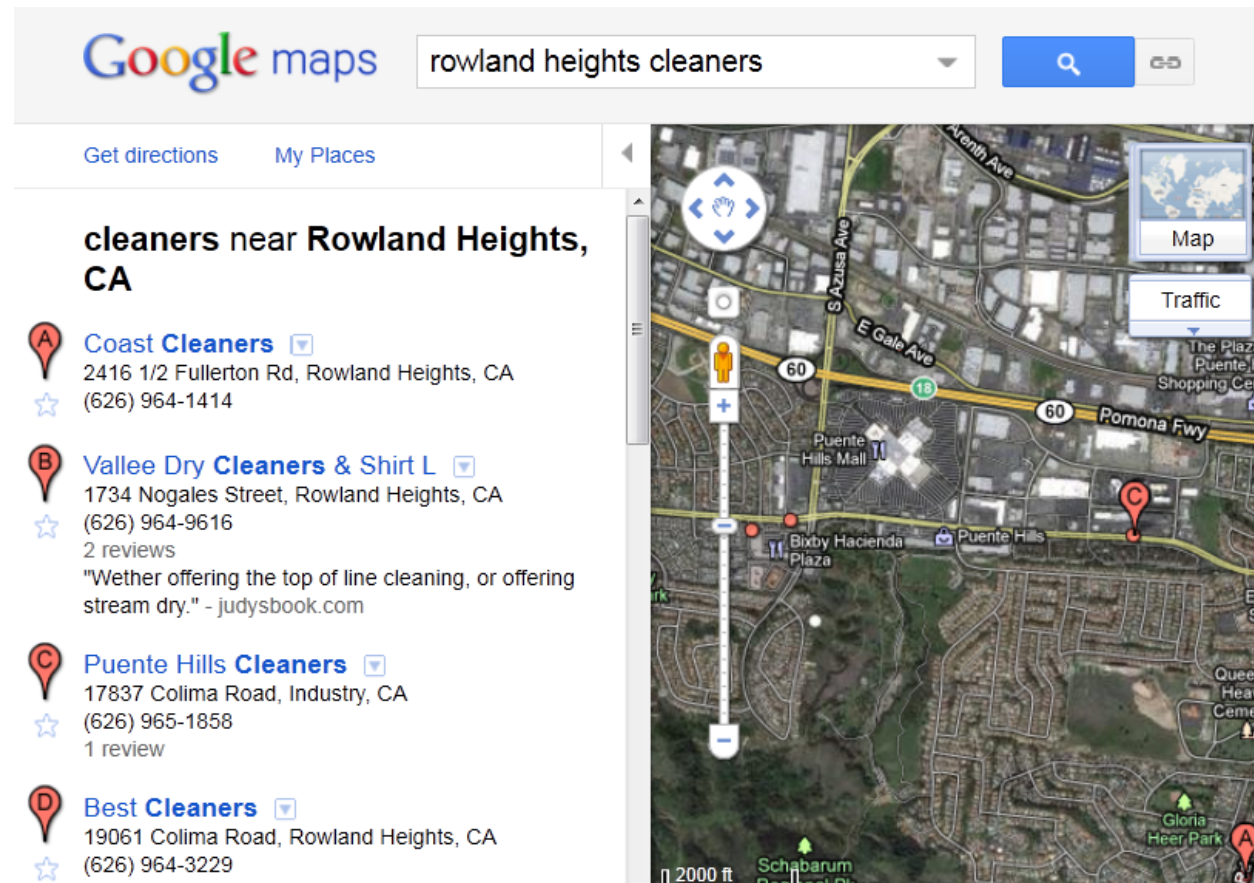
Local Listings in Major Search Engines

- Create a local profile and list your business in local search listings of major search engines
- Claim your business if it's already listed
 - Check to ensure you local business profile DOES NOT exist before creating a new profile
- Always ensure that you provide up-to-date information in your local listings & be sure to correct any errors.



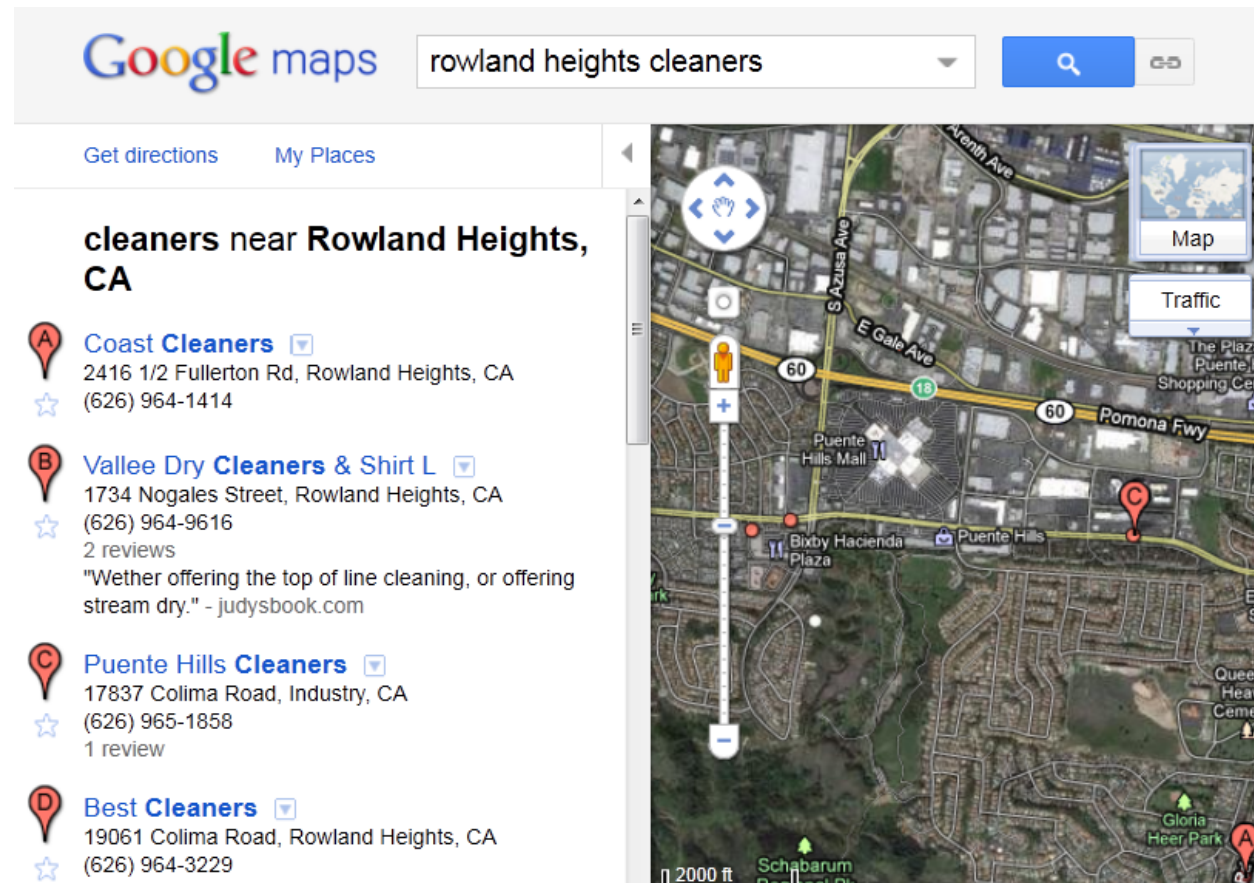
How Google Map Works

- Google uses the IP address of your computer or mobile device to find results for your local area





How Google Map Works

- Google uses a combination of category keywords and location to determine which local businesses to display in the local search results






Local Business Listings on Search Results Pages


- Google also displays local business listings on the search engine results pages (SERPs) either as a 7-pack or as a “blended result”



rowland heights cleaners  
About 315,000 results (0.22 seconds) [Advanced search](#)


► [Places for cleaners near Rowland Heights, CA](#)






[Coast Cleaners](#)   - [Place page](#)
[maps.google.com](#) - 2416 1/2 Fullerton Rd, Rowland Heights - (626) 964-1414






[Vallee Dry Cleaners & Shirt L](#)   - [2 reviews](#) - [Place page](#)
[maps.google.com](#) - 1734 Nogales Street, Rowland Heights - (626) 964-9616






[Puente Hills Cleaners](#)   - [1 review](#) - [Place page](#)
[maps.google.com](#) - 17837 Colima Road, Industry - (626) 965-1858



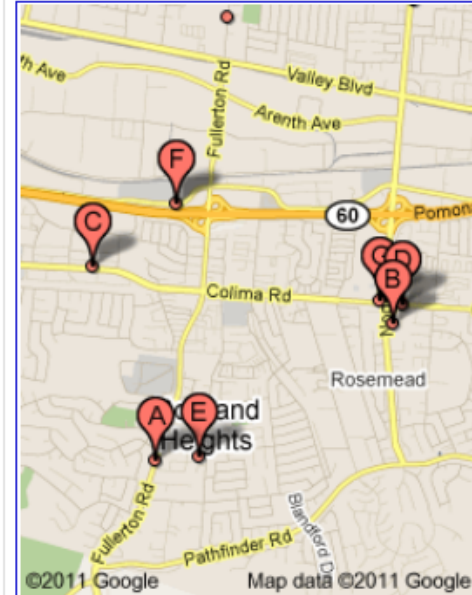
[Best Cleaners](#)   - [Place page](#)
[maps.google.com](#) - 19061 Colima Road, Rowland Heights - (626) 964-3229



[YX Mold Removal-Remediation](#)   - [1 review](#) - [Place page](#)
[www.yxmoldremoval.com](#) - 18344 Mescal Street, Rowland Heights - (626) 249-0271






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Ads


[Homzman](#)    EST. _____



Google Places



Getting Listed On Google Places

 Get your business found on Google



Claim your business listing on Google - for free

Sign up for Google Places, or login to learn insights about your business.

Get started



<http://www.google.com/places/>



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Setting up Google Places

- Use a Gmail account dedicated to this business. If multiple location, make sure to use email address from company website i.e.
local@yourcompanyname.com



Change Language: English ▼

Help customers find you on Google Maps

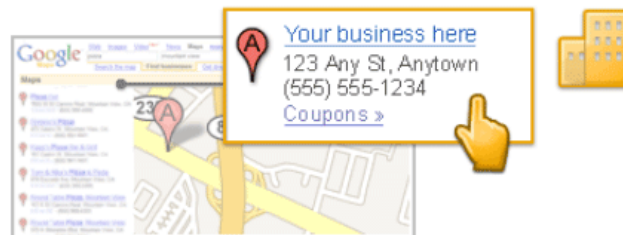
Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use Google Places to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even photos of your storefront or products. It's easy, free, and you don't need a website of your own.

People search for products in your area...

Find your local listing...

...And connect to your business


[Sign up now »](#)

Sign in with your

Google Account

Email:

ex: pat@example.com

Password:

☒ Stay signed in

[Can't access your account?](#)

Doing A Business Search in Google Places

- Often, a local business might already be listed in Google places, to start, simply put in the phone number and search for the business



aimventure@gmail.com | [Settings](#) | [Help](#) | [Sign Out](#) | English (United States)

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business.

Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new details, including photos and videos. [About Google Places](#)



Country

United States ▼

Phone Number

6266387988

Find business information »

ex:  (201) 234-5678 

Tip: Have more than 10 business listings?
Add them quickly by using [bulk upload](#).



Add a New Listing in Google Places

- After locating the business in Google Places, select edit to start adding more information about your local business. Google will ask for verification when everything is completed.

The following business uses this phone number on Google Maps. Edit the listing for your business. You will verify ownership in a later step.



Aimventure Corporation

19745 Colima Road, #1-230 Rowland Heights CA
United States

Edit

Don't see your business?

Add a new listing



Adding Company Profile

- Add detailed description about the business, allowing visitors to identify exactly what you do.
- Select the right category of services that fits what your business offers

Website:
Example: http://www.example.com
☐ I don't have a website.

Description:
200 characters max, 200 characters left.

Category: *

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: * <input type="text" value="Marketing Agency"/>	<input checked="" type="checkbox"/>
Category: * <input type="text" value="Advertising Agency"/>	<input checked="" type="checkbox"/>
Category: * <input type="text" value="Marketing Consultant"/>	<input checked="" type="checkbox"/>
Category: * <input type="text" value="E-commerce Service"/>	<input checked="" type="checkbox"/>



Service Area Setting

▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- ☒ **No**, all customers come to the business location
- ☐ **Yes**, this business serves customers at their locations

- If the business provides offsite services, select Yes.e.g.plumbing, electricians, roof repairs
- If the business requires the customers to come to the location select No e.g. dentist, lawyer, accountant, designer, restaurants, etc



Setting Business Hours

▼ Hours of operations

Make sure your customers know when you're open!

- ☐ I prefer not to specify operating hours.
- ☒ My operating hours are:

Mon:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	↓ Apply to all
Tue:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Wed:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Thu:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Fri:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Sat:						<input checked="" type="checkbox"/> Closed	
Sun:						<input checked="" type="checkbox"/> Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

- ☐ I'd like to enter two sets of hours for a single day.

- Set hours of business operations.
- Business like restaurants can slip into 2 separate hours such as lunch from 11am~3pm and dinner 6pm~10pm



Payments Options for Local Business

▼ Payment options

Specify how customers can pay at your business.

- | | | |
|---|--|---|
| <input type="checkbox"/> Cash | <input checked="" type="checkbox"/> American Express | <input checked="" type="checkbox"/> Visa |
| <input checked="" type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input checked="" type="checkbox"/> Discover | <input checked="" type="checkbox"/> Google Checkout |
| <input checked="" type="checkbox"/> Invoice | <input checked="" type="checkbox"/> MasterCard | <input checked="" type="checkbox"/> Paypal |

- Google offers a wide variety of payment options to select for local business.
- If your business accepts PayPal or Google Checkout to process payment, you can include the other major credit cards as forms of payment accepted.



Adding Images To Your Listing

▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

☒ Add a photo from your computer

Browse...

Add Photo

Click "Browse..." to choose a file from your computer.

☐ Add a photo from the web

- Google allows you to add up to 10 photos of products or store images.
- Using upload or linking images found with a online URL



Adding Business Listing With Video

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfv1JdXI>

Add Video

You have uploaded **3** of up to **5** videos for this listing.

- Integrate YouTube videos to enhance business listing. Example videos to include: Company presentation, product services offering or testimonials from happy customers.



Verifying Your Listing

- 3 ways to verify listing
 - By Phone
 - By SMS
 - By Postcard

How would you like to validate your listing?

For your protection, we need to verify the information you've just given us.



By postcard (2-3 weeks)

We'll send you a postcard in the mail to this address

Aimventure Corporation
17588 Rowland St #A158
City of Industry CA 91748
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear Google Maps.*

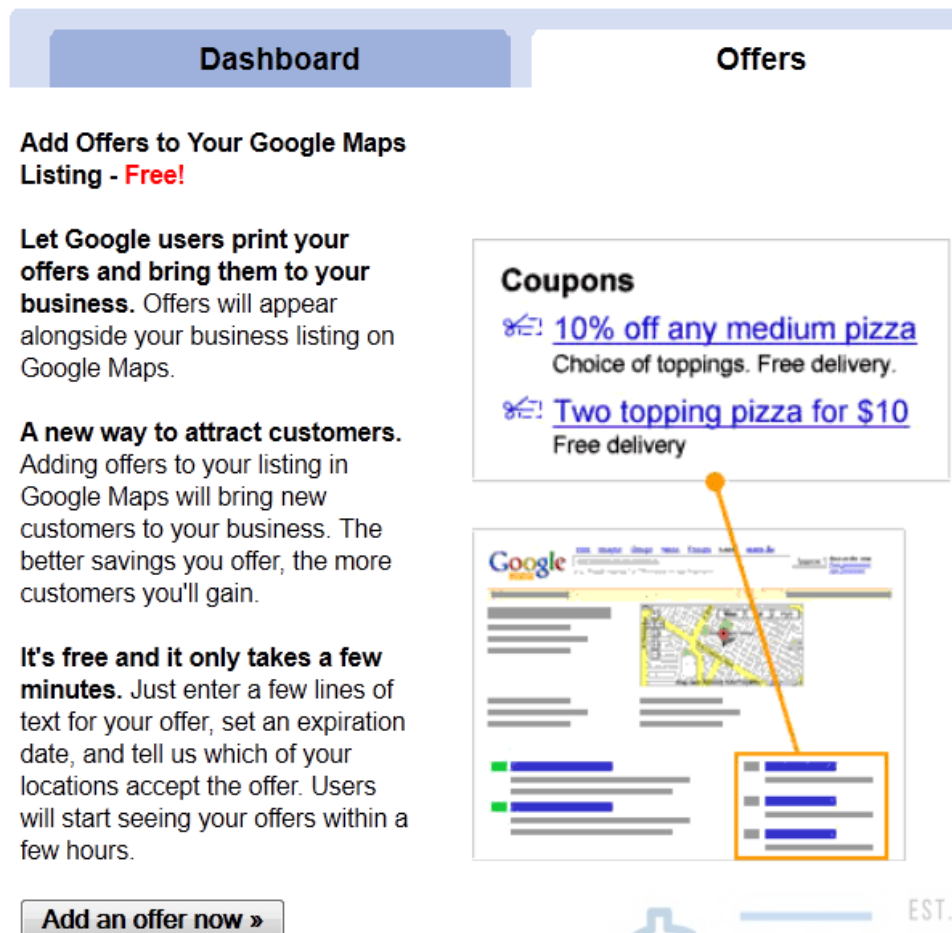
Contact name:

Katie Chen



Creating Local Offers on Google Places

- Once your account is setup, you have the ability to create special offers and coupon for your listing visitors



The screenshot shows the 'Offers' tab in the Google My Business dashboard. It features a 'Dashboard' tab and an 'Offers' tab. The main content area includes a heading 'Add Offers to Your Google Maps Listing - Free!' followed by two paragraphs explaining the benefits of adding offers. To the right, there is a 'Coupons' section with two active coupons: '10% off any medium pizza' and 'Two topping pizza for \$10'. Below this, there is a preview of a Google Maps listing with a map and a list of offers. An orange arrow points from the 'Coupons' section to the offer list in the preview. At the bottom, there is a button that says 'Add an offer now »'.

Dashboard **Offers**


Add Offers to Your Google Maps Listing - Free!


Let Google users print your offers and bring them to your business. Offers will appear alongside your business listing on Google Maps.


A new way to attract customers. Adding offers to your listing in Google Maps will bring new customers to your business. The better savings you offer, the more customers you'll gain.

It's free and it only takes a few minutes. Just enter a few lines of text for your offer, set an expiration date, and tell us which of your locations accept the offer. Users will start seeing your offers within a few hours.

Coupons

 [10% off any medium pizza](#)
Choice of toppings. Free delivery.

 [Two topping pizza for \\$10](#)
Free delivery



Add an offer now »



Creating An Online Offer

- Creating an offer is as simple as creating an ad
- Enter your specific offer detail
- Upload any image you wish to present to your visitor
- Select either Mobile phone or printable coupon

Enter details of your offer.

Offers must adhere to Google's [Editorial Guidelines](#)

Headline

max. 25 characters

\$100 Free Adwords Credit

Example: 15% off any pizza

Sub-heading (optional)

max. 35 characters

Want to advertise online?

Example: Excellent woodfired pizzas

Details

max. 250 characters

Get free advertising credit when you schedule a free 15 minute call with our online marketing

Image (optional)

Edit Image

Remove Image

Good until date

max. Jun 30, 2012

Jul 31, 2011

Offer code (optional)

max. 15 characters

Distribution

☒ Mobile Phones ([learn more](#))

☒ Printable

EST.




Previewing Your Offer

- Review your offer on both printed and mobile versions.
- Hit 'Save' and the offer will be associated with your local listing profile.

Printed




**AimVenture Corporation**
China Operation Office
\$100 Free Adwords Credit

Want to advertise online? . Get free advertising credit when you schedule a free 15 minute call with our online marketing specialist to discuss your online search marketing Goals

Expires - Jul 31, 2011

Mobile

 Show this offer on your phone at the participating business.

\$100 Free Adwords Credit
AimVenture Corporation China Operation Office

Want to advertise online? . Get free advertising credit when you schedule a free 15 minute call with our online marketing specialist to discuss your online search marketing Goals