

Google Local – Untapped Potential to Drive Traffic to Your Site



The screenshot shows a Google search interface. The search bar contains the text "marketing copywriting gilbert, az". To the right of the search bar are buttons for "Search", "Advanced Search", and "Preferences". Below the search bar, there are tabs for "Web" and "Maps", and a status bar indicating "Results 1 - 10 of about 3,780 English". The main content area displays a Google Local listing for "Copywriting & Marketing - Shines & Associate". On the left is a map showing the location with a red pushpin. To the right of the map is the business name, website URL "www.shinesmarketing.com", address "16421 S. Greenfield Rd. Gilbert, AZ 85295", phone number "(602) 369-8119", a "Get directions" link, a "More information" link with a right-pointing arrow, and operating hours "Open Weekdays 8am-5pm".

Introduction

I would say the most common question that is asked of me is: "How do I get my website on the first page of Google - FAST?" I always response with Google AdSense. Google AdSense are the paid advertisements on the right side of any Google search results page. They are quick and easy to set-up and in minutes you can be on the first page of Google.

Do you know what the second question is... "Well how do I do it for free?"

That is where Google Local comes in. Google Local are the Google Map results that show on the first page of any Google search result page. They are usually presented in a "lettered" list with little red "push pin" icons on a map to show you all the listings.

Did you know that these listings are 100% FREE? Did you know that with these listings you can list many informational items on your business such as: phone number, website, description, hours of operation and even coupons. All you have to do to get listed in Google Local is follow the steps outlined in this "how-to" manual.

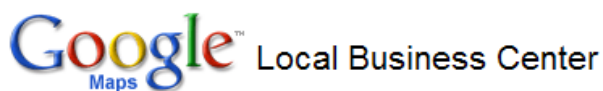
Steps

Step 1: Create a Google Account.

I won't go into this step too deep. Just follow this link: <https://www.google.com/accounts/Login>, and create a Google account.

Step 2: Sign-up for the Google Local Business Center

1. Click: <http://www.google.com/local/add>



English (United States) ▼

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 the Local Business Center to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even coupons to print out and bring to your shop. It's easy, free, and you don't need a website of your own.

Add new business

Upload a data file

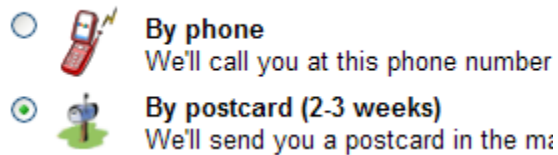
2. Then click the "Add new business" button. **The "upload a data file" button is for more advanced users, but it would allow you to manage multiple listings from a single Excel file.

A screenshot of a business description form. The form has several fields: "Country:" with a dropdown menu showing "United States"; "Company/Organization:" with a text input field; "Street Address:" with two stacked text input fields; "City/Town:" with a text input field; "State:" with a dropdown menu showing "Select state"; and "ZIP: [?]" with a text input field. All input fields are highlighted in yellow.

3. Fill out the business description form, and click Next

TIP: Put a 3 word Unique Niche Phrase in front of your business name. Click to get more information on this tip: <http://thesilvertongue.shinesmarketing.com/tip-google-local-how-can-i-help-my-listing-standout/>

4. Complete the extended business information.
 1. Categories – just start typing and your choices will appear.
 2. Hours of Operation
 3. Payment Options
 4. Photos – this is really important if you have a retail front. Make sure there is a nice store front photo uploaded.
 5. Videos – A video letter from the CEO always adds a personality to your business.
 6. Additional Details – this section is very flexible and will allow you to get other pertinent information to perspective clients.



5. The final step is to confirm that you are the business you say you are. So you have two options for verification.
 1. By Phone – an automated call will be placed to the phone number that was entered.
 2. By Postcard – a postcard will arrive with a pin that will make your listing live.



Enter details of your coupon.
 Coupons must adhere to Google's [Editorial Guidelines](#)

Business Name
 max. 35 characters
 Example: Giuseppe's Pizza

Headline
 max. 25 characters
 Example: 15% off any pizza

6. Everybody loves getting a deal – so don't forget to enter in a coupon from the Google Local Business Center home page. Even if you don't have any “official” coupons – make one up. If Google is going to give you a free link – TAKE IT!

Conclusion

Google Local is a great tool that will allow you to get your business name and service offering out to more people in a very short amount of time. Make sure you keep changing those coupons, and play with your 3 word Unique Niche Phrase – watching your Analytics to develop the one that works the best.