

## How to Rank No. 1 in Google Search with Google Business

With a few simple cost effective steps, it is becoming easier for the average Business to rank on the front page of Google.

Google is wanting good relevant content for their user who is searching for a local business and what most business owners are completely unaware that

## Google Local Business is a Sleeping Giant.

It is FREE and in most cases it has already been partially set up by Google waiting for the Business Owner to claim and verify their free listing

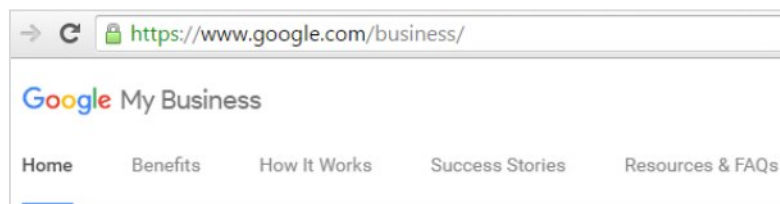
And this is what it can look like once you have set up

Note: Google will show different results depending on your country so if you aren't using google.com.au (Australia) you might get different results.

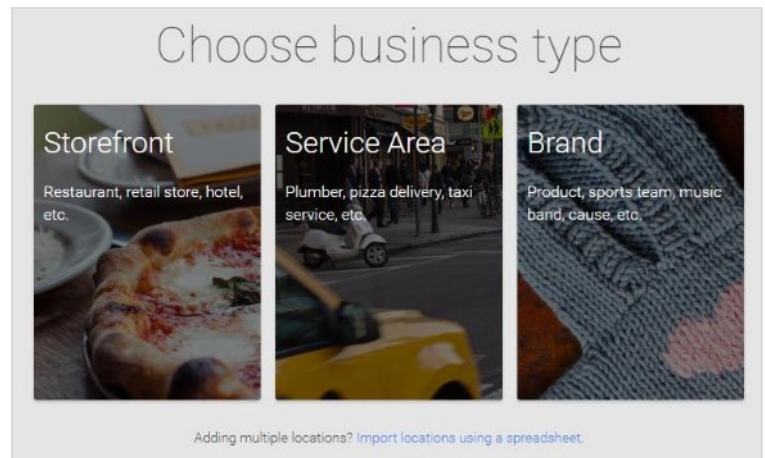


## How to Add Your Business to Google Local Business

Step 1: Go to <https://www.google.com/business/>

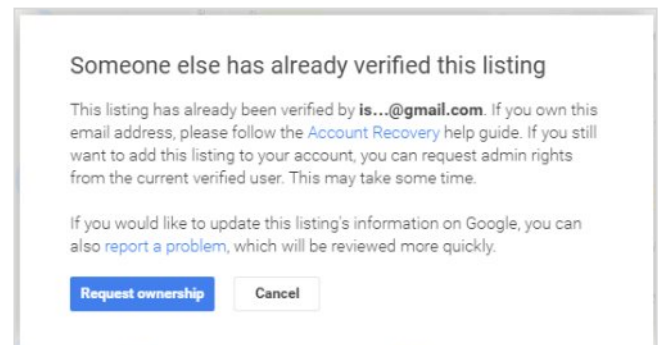


Step 2: Once logged in, click on choose your business type: Storefront, Service Area or Brand.

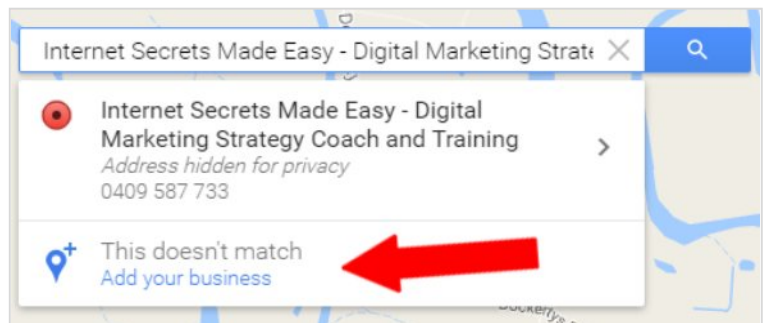


Step3: Search your business by name or address.

Step 4: If it already exists, click your business name and click 'Request ownership'.



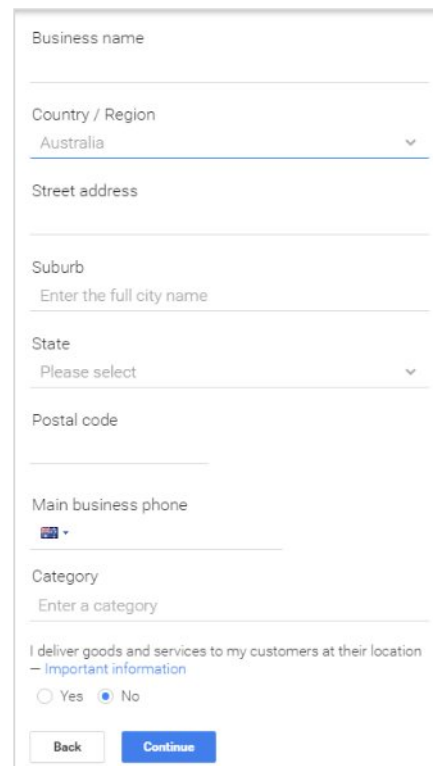
If it's not listed yet, click 'Add your business'.



Step 5: Fill out the details about your business, add working hours, photos, video, payment options, industry, a detailed description, contact information, etc.

You'll then receive a verification code to your email but could take a couple of weeks. Once verified, it will take a few days to go public.

Pro Tip: If you don't want to disclose your exact address, you can use a street intersection or a corner.



The image shows a screenshot of a Google Business Profile creation form. The fields include: Business name, Country / Region (set to Australia), Street address, Suburb (with a note to enter the full city name), State (with a dropdown menu), Postal code, Main business phone (with a country code dropdown), and Category (with a note to enter a category). At the bottom, there is a section for 'I deliver goods and services to my customers at their location' with radio buttons for 'Yes' and 'No' (selected). There are 'Back' and 'Continue' buttons at the bottom.

## Things to Remember:

1. Choose the title to match keywords your clients search for such as:
  - your city
  - your industry
2. Reviews
  - Ask your clients to write "rave" reviews
  - Click on your business listing
  - Log into their Google account
  - And submit a review

## Win More Business with Google Places

- ✓ With the rise of smart phones uses in the US, (Unable to get exact figures for Australia), Google Android and iPhone have 500, 000 activations a day in USA.
- ✓ Google places is a MUST HAVE for your business
- ✓ When people use voice search on Android phones, the first results they see are from Google Local Business.



## USA Facts

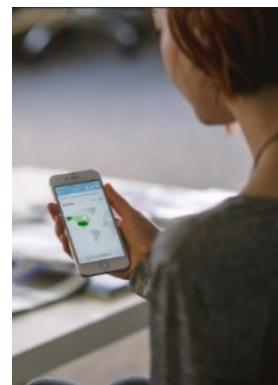
- ✓ 73% of all online activity is related to local content (Google)
- ✓ 82% of local searches follow up with a phone call or show up on your doorstep (TMP/com.Score)
- ✓ 66% of Americans use local search to find local businesses (com.Score)
- ✓ AUSTRALIANS Will Follow This Trend!



Now the following figures are already outdated but you can see that over half of Australia's population has now got a smartphone. So it's a massive growth industry.

## ACMA.gov.au 1 February 2013 Smartphone's Use Doubles in 2012

- ✓ Almost half of Australia's adult population now own a smartphone.
- ✓ 104 % increase to 8.67 million units over the 12 months to May 2012
- ✓ 9.2 million Australians went online via their mobile phone
- ✓ 4.4 million accessed the internet using a tablet in the six months to May 2012.
- ✓ Mobile internet subscribers increased by 22% to 22.1 million subscribers at June 2012.



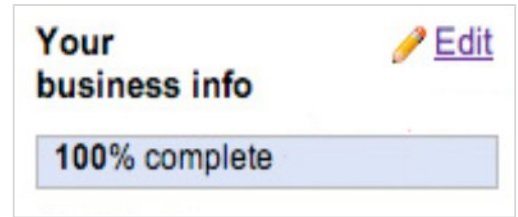
## Compared to Other Mobile Phone Users Smartphone Users Are:

- ✓ Nine times more likely to go online via their handsets
- ✓ Four times more likely to purchase goods online
- ✓ Three times more likely to stream or download audio or video content
- ✓ Three times more likely to pay bills online
- ✓ Twice as likely to access social networking sites.



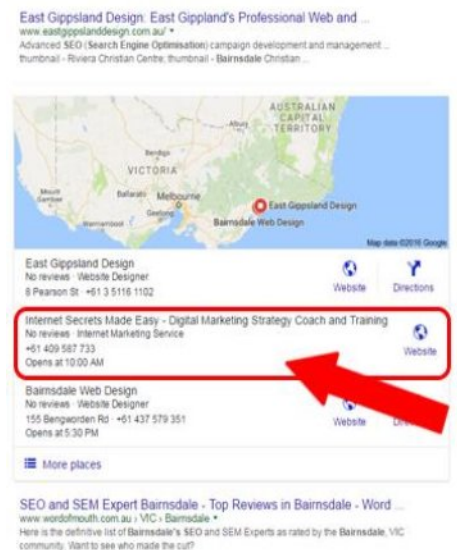
## Make Sure Your Google Listing Has a 100% Score

- ✓ There are more than 20 different fields in your Google Places listing. Most business don't bother to fill them all in.
- ✓ 1<sup>st</sup> place of Google Places could be as simple as leaving a field blank e.g. video.
- ✓ Include production or service keywords in your listing description.
- ✓ List one or two of the cities or suburbs where your target market lives.
- ✓ Your description should be written for SEO (Search Engine Optimization).
- ✗ BUT: Don't over use your keywords.



## Local Listing & SEO

- ✓ Has always been important for small business online marketing, but now they're ESSENTIAL.
- ✓ If you follow the advice above, your business listing will have a better chance of getting on the first page of the search results and in most cases will appear above the organic search results.



## Get Listed in Top Local Directories

While this may not seem relevant, it is one of the ways that Google can verify your validity and authority in the online space

- ✓ True Local - <http://www.truelocal.com.au/>
- ✓ Start Local - <http://www.startlocal.com.au/>
- ✓ Aussie Web - <https://www.aussieweb.com.au/>
- ✓ Yellow Pages - <http://www.yellowpages.com/>
- ✓ Gum Tree - <http://www.gumtree.com.au/>

