

How to use this document: This has basic reference material related to Google Places and Ranking for Google Places

Google Places Basic Info

GeoMods and Location

A **Geo-Mod** is a geographical modifier that dictates a location.

A Geo-Mod can be a Postal Code, area code, city, town, village, country, province, airport code or local jargon. It can be traced by IP Address, GPS location, User Input, Cellular Triangulation, ISP location.

This is important when prospecting and also when helping to rank your clients.

Useful links related to using Google Places

Google Places - Google Places account login page.

Google Places User Guide - Google Places User Guide.

Quality Guidelines - Business listings in Google Places must have correct information about physical, local businesses, as they appear in the real world. Adhere to these guidelines for best results.

Local Listings Content Policy - These are the items you need to comply with to avoid issues with Google such as denial of access, removal of one or all of your listings, being blacklisted from adding future listings, or deletion of your Google Account.

Help for Business Owners / SEO Consultants - Useful resources from Google for business owners and consultants working with Google Places.

Correcting Listings / Problems - Guide to reporting and correcting incorrect listings and/or data within a listing.

Google Places Videos - YouTube channel for Google Places.

Google Places Help Forum - Google Places help form.

Known Google Places Issues - known issues with Google Places

Quick Tips on Guidelines

- Complete all info thoroughly, including clear, long, excellent description (Basic and Enhanced Information)
- Establish NAP format
- Use email matching domain to register account—if you can do this it is good—otherwise a gmail account is OK
- Establish photo shoots with Google when possible
- Use images and video, walk-through, testimonials—DON'T FORGET TO GEO TAG IMAGES.
- Establish Service area
- Utilize QR Codes when possible
- Real Address, No UPS or PO Boxes
- Consider implications of Walk-in versus Service Based

Stay Away from:

- Violating Google's Suggestions
- Using 800 Numbers
- Using Phone Number Tracking—Unless it is consistent on all properties—see tracking hack video
- P.O. / UPS Boxes
- Multiple Place Pages / location
- Duplicate Phone on Multiple Place Pages

White Hat versus Black Hat

3 questions

1. As the marketer, is it good for me?
2. In reference to the business in question, is it good?
3. In reference to the end user / client, is it good?

White Hat is merely great marketing!

Ranking Methodology

- Goal: Provide the Target Audience(s) with a high impact, high value online experience
- Done via: Effective Transparency & Exposure

Local Online Formula: Qualified Traffic + Conversion = Sales

On the Page for Local

In regards to your website, nothing really changes from traditional SEO, except concepts of location pages. Same marketing principals apply.

Verify & Claim Listings

- www.getlisted.org (includes major SE's and major directories)

Citations

Data Providers & Review Sites

- Superpages
- infoUSA
- Theme Sites
- Yelp
- Citysearch
- InsiderPages
- *Google*
- *Yahoo Local*
- *Angie's List*
- *Judy's Book*

Whitespark Tool

UBL

Localeze

Other Public Sources

- Annual Reports, SEC Information
- Federal, State and City Gov'ts
- Business Magazines
- Newspapers
- Postal Service Information

Location Based Pages

- Local newspaper (PR Campaigns)
- Chamber or Networking Groups
- J.V's
- Local Directories / Phonebooks

Theme Related Pages

- Directories / Data Providers
- Social Networking Groups and Sites
- Authoritative Exposure