



Google+ Local Listings – our approach, step by step.

1. Get a Google+ Account

If you don't already have a personal Google+ Account, we will help you set one up. You need one to be able to leverage Google+ Places.

2. Create a Google+ Local listing and get it verified.

If your Google+ Local listing already exists (e.g. it has been transferred from Google Places), we get it verified. (Typically verification is via a postcard from Google which may take 2-3 weeks to arrive.)

Initial listing information (subject to changes from Google) is as follows:

- Country Location:
- Company Name:
- Street Address:
- City/Town:
- Postcode:
- Main Phone Number (Can add more than one)
- Email Address:
- Website URL:
- Description: (200 characters about what the business is about)
- Category : (Various to choose from – can be edited)
- Does customer come to you, or do you go to customer?
- Hours of operation (by day)
- Payment Options: Cash / Cheque / Credit Card / Invoice / Travellers' Cheque / Amex / Diners / Discover / Financing / Paypal / EFTPOS
- Photos: (Up to 10)
- Videos: (Up to 5)
- Additional Details: e.g. Parking / Brands Carried
- Other: You can add additional customised description fields. Note: Coupons and Special Offers are entered once your listing is verified.

3. Research keywords

We determine the best keywords for your business. These are used in Google+ Local Categories, for videos and photos, as well as reflecting your website content. Using the right keywords is vital if you want results and want to get (and keep) your Google+ Local Listing (and your website) to the top of the Google search results.

4. Competition research

We analyse your competition's use of Citations, Reviews, Photos and Videos for your G+ Local Listing. . ("Citations" is the term used by Google to describe your contact details (e.g. Name / Address / Phone Number etc.)

5. Fill out Profile Page

We enter “keyword optimised” information (see Steps 1-3) into your Google+ Local listing.

6. Reviews

We help you determine the best way to get Google+ Local Reviews. It is likely we will need to ask clients/customers to leave new reviews. (Note: Reviewers need to have an active Google+ account).

7. Images

As above, you can add up to 10 images to your listing. Royalty free images are available via the Internet, but these are unlikely to be as effective as quality photographs of your actual business. (Our photography / image creation services are available separately as required, including 360-degree “virtual tours”).

8. Videos

As above, your Google+ Local listing can contain up to 5 videos. Ideally these should be related to your best keywords. (MegaCam’s video creation services are available separately as required. We can provide you with a range of options to suit – from simple video “slide shows” through to TV-quality presentations.)

9. Citations

We add your Citations to a carefully selected range of online business directories.

10. KML File

KML (Keyhole Markup Language) information is used by mapping software like Google Earth, Google Maps, and Google Maps for mobile. We create the required information for your business. This information needs to be uploaded to your website and where possible, your website pages need to link to it. (Obviously if MegaCam is not developing your website, we provide the KML information and how to use it to your website developer.)

11. Promotion

We promote your Citations so they are indexed by the search engines (e.g. Google).

12. Offers/Coupons (Optional)

Google+ Local offers are independent of any coupons/offers that might appear on your website. The deals on your Google+ Local pages must be unique. (Our coupon-related services operate in the same way as our image/video origination services. They are additional to your basic Google+ Local listing setup.)

13. Website Consulting Services (Optional)

While we would obviously like to promote your Google+ Local listing and your website to page 1 of Google, if you have an existing website designer, this is not always practical. Where this is the case, we are more than happy to act as your independent consultant/advisor and let your existing website developer implement our recommended website changes, including the use of Authorship tags.