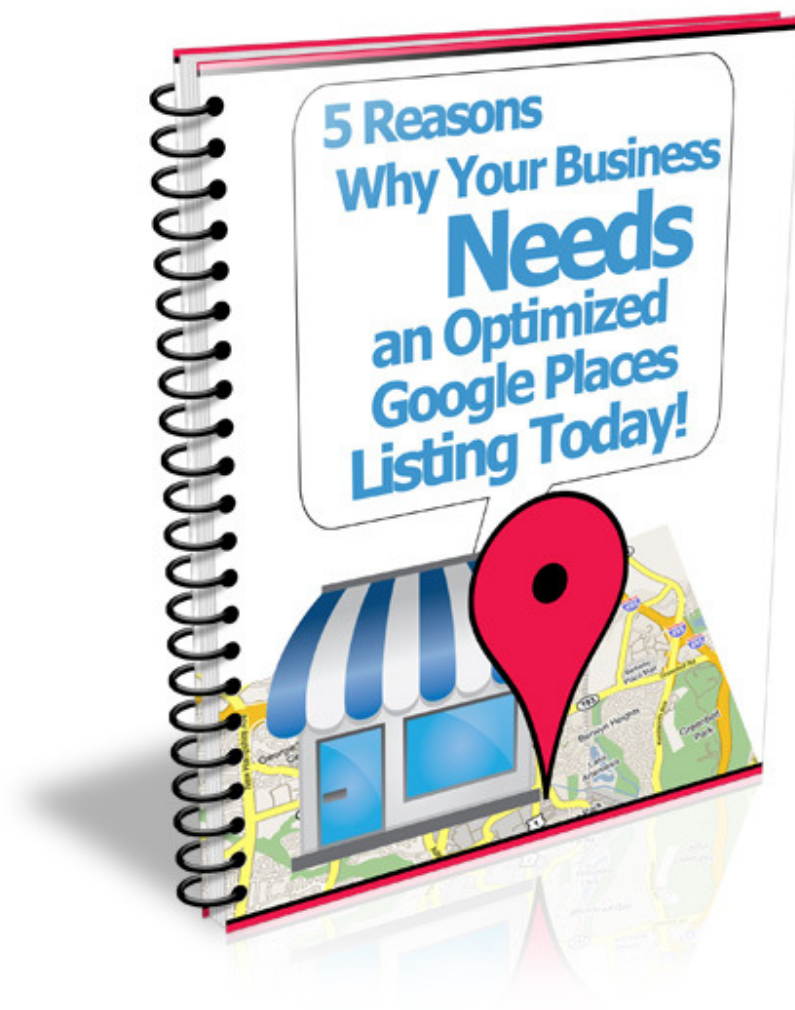


5 Reasons Your Business Needs an Optimized Google+ Local Listing Today!

by MegaCam

www.megacam.co.nz



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Introduction

There is no arguing that Google has gone to great lengths to provide Internet users with a great web browsing experience. But did you realize that Google also offers business owners some very powerful tools that are revolutionizing the world of business marketing, advertising, and branding? If not, then you owe it to yourself, and your business, to learn about the exciting ways in which Google can help strengthen your business' web presence.

One way you can use Google to better your business is to claim your listing on Google+ Local. When Google first introduced Google Places, the predecessor to Google+ Local, representatives expressed that their goal was to make Google Places as complete a substitute for the traditional Yellow Pages listings as possible. Most would agree that Google Places accomplished this goal – and that with the introduction of Google+ Local, Google has far surpassed it.

Google Places was originally created to be an extension of Google Maps. Here is how it worked: Every business location on Google Maps was directly linked to its own Google Places listing, and by clicking on a Google Maps location marker, you were taken directly to the Places page of the corresponding business location. Any time someone searched Google for a local business, the appropriate Google Map displayed, along with all applicable business markers, for potential customers to see. Google+ Local is essentially the same system, but with an updated interface and additional features.

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Google+ Local has the potential to maximize your web presence, broaden your business horizons, help you earn new customers, and maintain the loyalty of existing customers. Still need some convincing?

Read on...

Reason #1

1) The numbers don't lie.

If you need good, solid proof that a Google+ Local listing is not only a good tool to have in your Internet marketing repertoire, but also a necessary ingredient to your business' success, then you simply cannot argue with numbers. Here are some very compelling stats that illustrate just how great (and effective!) a Google+ Local listing can be:

- **Google's web ranking: #1.** That's right – Google is consistently the most visited website in the entire world-wide web. Why wouldn't you want to set up shop on Google?
- **Percentage of consumers who use the Internet to search for local businesses: 97 percent.** Additionally, most of these consumers use the Internet as their first source, while a large majority of them use nothing other than the Internet to find business listings.
- **Percentage of customers who use their mobile devices to access the Internet: 70+ percent.** All of the Google+ Local features are available and easily accessible for mobile users, and a large majority of mobile device users search with Google. These are customers that you simply won't reach if you don't have a Google+ Local listing.

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- **Amount of money it will cost you to list your business with Google+ Local = \$0.** Where else can you get all of the marketing power that Google+ Local has to offer, and reach such a broad audience, at no cost to you? Considering this fact, how can you afford *not* to claim your Google+ Local listing?!

Reason #2

2) Your Google+ Local business listing is a complete resource.

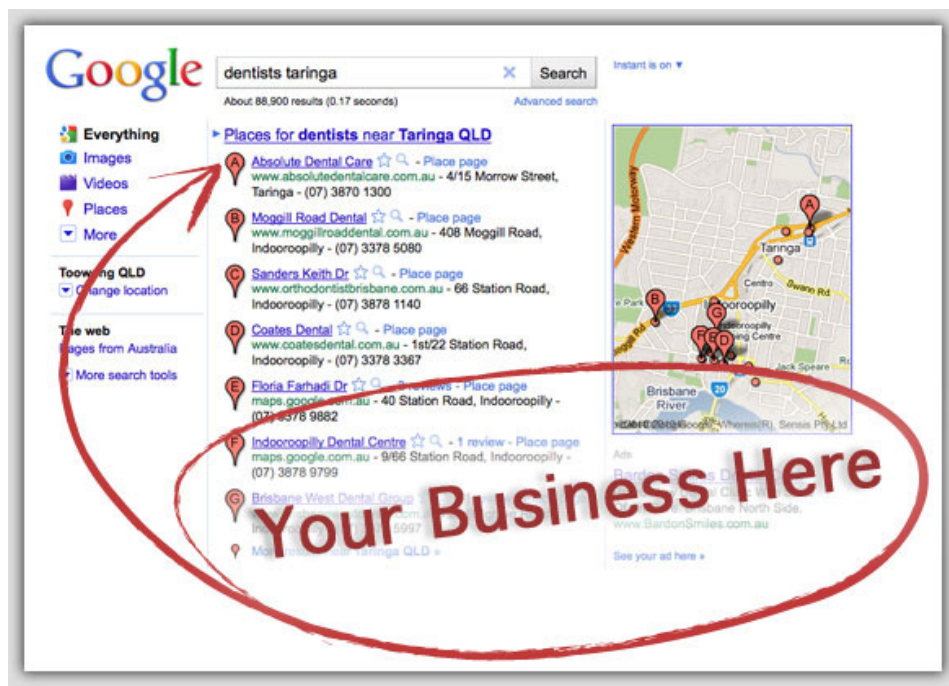
Your Google+ Local listing displays on your very own Google+ Local page, and is what Internet users will see when they search for businesses like yours in your area and click on your link. There is a lot of information packed into your Google+ Local page, making it a complete resource for potential customers, and enabling you to really sell your business in a variety of ways. So, what makes your Google+ Local business listing so great, and what does it include? Here are the components of a Google+ Local listing:

- **Your business information.** This includes the full legal name of your business, your contact information, address (or service area, if you prefer not to display an address), website, hours of operation, product/service categories, driving directions, and other optional information.

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- **Images and videos.** Studies show that Internet surfers are increasingly more responsive to pictures than they are to text – and are most responsive to videos. Google allows you to upload 10 images and 5 videos to personalize your Google+ Local page, which strengthens your listing significantly. (Be sure you take advantage of all the upload space Google allows you.)
- **Deals and offers.** From your Google+ Local listing, it is possible for you to create coupon deals to offer potential customers who visit your places page. Simply click on the “Deals and Offers” link from your administrator interface, complete your coupon information, and then publish it to your Google+ Local page.
- **Customer Reviews.** There is a space on your Google+ Local page designated specifically for the posting of customer reviews. The potential benefits of this feature for your business are obvious, and far-reaching. Continue reading to learn more about Google+ Local customer reviews.

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Reason #3

3) Google+ Local customer reviews.

Google+ Local lets your customers post their reviews of your business directly on your Google+ Local page. As you probably already know, a positive testimony is one of the strongest ways you can market your business; therefore, the customer reviews section of your Google+ Local business listing can greatly increase your online business reputation. Here are the things you need to know about Google+ Local customer reviews:

- **Posting a review is easy.** That means you should have no problem convincing satisfied customers to post a short write-up about how great

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your business is. Just instruct them to visit your Google+ Local page, click on the corresponding link, and type away.

- **Negative reviews can be opportunities, too.** Your Google+ Local page's review section is not just a way for happy customers to report on their great experiences. It is also a great way for you to prove your commitment to customer service, and negative reviews are the perfect opportunity to do just that. Handle negative reviews diplomatically, and by offering reasonable solutions, and you can go a long way in earning customer loyalty.

Reason #4

4) SEO Optimization.

Once you have your Google+ Local listing completed to its optimal 100 percent score, it will automatically rank higher in Google search engine results. Additionally, there are a number of other things you can do to optimize your Google+ Local business listing to reach more of your target audience, entice more Internet surfers to check out your Google+ Local page, and improve your chances of being seen by more people, more often. You do this by using search engine optimization (SEO) tactics that are specific to Google+ Local. SEO is yet another free way to maximize your business' web potency, and you should therefore be using it to its full advantage. Use these methods for Google+ Local SEO optimization:

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- **Third party business directories.** There are a number of free online business directories – such as Bing, Yelp, Foursquare, and Yahoo business listings – and you should have your business listed in all of them. These listings link back to your Google+ Local page, strengthening its search engine return rating.
- **Keyword-rich content.** Take some time to research and choose some strong keyword phrases related to your business, and then populate your Google+ Local page content with those phrases. (Be sure to avoid the practice known as “keyword stuffing.”)
- **Google content policy.** Google sets some very strict guidelines regarding the type and nature of your Google+ Local page content. Google content policies can easily be found on the Google website, and adhering to these guidelines is absolutely necessary to maintain a good standing (and, ultimately, a good search engine ranking) with Google.
- **Categories.** When you complete your Google+ Local business listing, you will be asked to choose categories that suit your business. Choose these categories carefully, using the following steps: First, make a list of those categories that pertain to your business from the options Google provides; Next, research your choices using an online keyword strength research tool (like the free Google Adwords keywords tool) in order to narrow down your choices to the strongest keyword phrases available;

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Finally, choose only one to three categories from the remainder that best suit your business.



Reason #5

5) Google+ Local paid advertising.

With the introduction of Adwords Express, Google made it super-easy for businesses just like yours to target more of their target market audience using their Google+ Local pages. Adwords Express was specifically designed for Google+ Local listing holders as a fast and simple way to set up effective, targeted Adwords ads designed to deliver more potential customers directly to your Google+ Local page. Want to know more about Adwords Express and how it can work in tandem with your Google+ Local listing to make your business more successful? Here are the details:

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- **Creating your ads.** Simply access Adwords Express from your Google+ Local account page. From there, you just fill in the blanks (Google will guide you through the process), and you can literally create an ad for your business within five minutes.
- **How do Adwords Express ads work?** Anytime someone searches for a local business related to yours (this may be by way of a general search using generic business category terms, more specific terms using your city name, or a combination of both), your ad will appear alongside Google search results, as well as on related partner websites. Additionally, a distinctive blue marker will be displayed on Google Maps results to indicate your business location (and draw attention to your business listing).
- **How much do Adwords Express ads cost?** The good news here is that you determine your budget. Google will stay within your budget, and will only charge you when your ad successfully lures visitors to your page.



Conclusion

As you can see, Google+ Local can dramatically increase your business' Internet reach – and that means increasing your bottom line. There are many good reasons to claim your Google+ Local listing today, and not one good reason why you shouldn't.

Take advantage of everything Google+ Local has to offer by enlisting the help of competent professionals like us, MegaCam Limited. You can reach us on (NZ) 07-808-0411, or via email: admin@megacam.co.nz.

About MegaCam



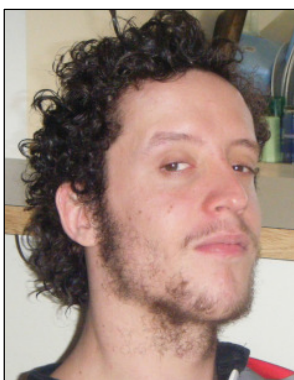
Noel Ferguson

Graduated with a Bachelor of Management Studies degree from Waikato University. He has been involved in software development and marketing, in NZ and overseas, since 1981. His focus for MegaCam clients is the strategic use of the Internet. He designs websites that provide free traffic and knows how to leverage “social media”. He was recently ranked as one of NZ’s “Top 50 Social Media Influencers”. Deeply interested in Economic Development, he is a Business Mentor and an avid photographer.



Megan Snelleksz

Graduated from Waikato Institute of Technology with a Bachelor of Information Technology. Megan’s technical skills include database management design, website design and development and project management. Megan specialises in creating optimized mobile websites, QR codes and WordPress Security. Securing a WordPress blog includes blog, database and file security.



Cameron Harker-Ferguson

Cam has been involved with various desktop computing, e-commerce and networking projects for the last five years. A self-taught guru, Cameron has honed his skills to the point where he is ahead of the pack when it comes to online video marketing, YouTube video promotion, and back linking strategies.