



Google Places and the importance of it – notes

What is a Google Place?

- ⦿ A Google place is a free listing with Google for any business with a physical location.
- ⦿ It is designed to making finding real places much easier on the web.
- ⦿ Any business such as an estate agent, coffee shop, website design company etc should have one.

Why do you need a Google Place?

- ⦿ To be found quickly.
- ⦿ To be there with your competitors.
- ⦿ Google Places in some instances take up to 60/70% of the results displayed in Google.
- ⦿ It is FREE why wouldn't you want one?

Taking control of a Google place that exists.

- ⦿ First you must have a Google account, very simple go to www.google.co.uk and at the top right you will see a sign in link click that. There is an option to register, box filling!
- ⦿ If you have a Google account login.
- ⦿ Once logged in the main Google screen will open as usual.

Adding a Business

- ⦿ Once you click add a new business you will be asked for the telephone number.
- ⦿ If there is already a listing you will be able to edit it if not there will be lots of box filling mainly with contact details and descriptions etc,
- ⦿ The key is not to break Google's guidelines or you will be suspended and Google being Google are not contactable as such!



Google Place Guidelines

- ⦿ Your Business name should be just your name – not what you do or where.
- ⦿ Your description should describe what you do without repeating your company name and does not use bullet points. They like structure.
- ⦿ Add photos and any videos (linked to YouTube), the more relevant the information the better.
- ⦿ Use Categories to list what you do.

Do Not

- ⦿ Try to fudge Google by optimising the business name and/or description with your key words/phrases.
- ⦿ Add more than one location when there is only one.
- ⦿ Add multiple accounts under different business names at the same location.

Do

- ⦿ Utilise the 200 characters of text that the description allows.
- ⦿ Add as many categories as you can that you fall into.
- ⦿ Add videos and images
- ⦿ Add opening hours
- ⦿ Remember that Google looks at what the end user is looking for – if it is relevant to the end user it is relevant to Google!

Reviews!

- ⦿ This comes back to relevance to the end user, if people review you good or bad, you are relevant and Google does place some weighting on this.
- ⦿ Reviews can be from independent sources such as:
- ⦿ Thomson Local / Yell.com / Qype / Local Data Search.com and Google's own review section.
- ⦿ The more independent reviews you get the more chance there is of moving up the Google Place rankings.

If you require any further assistance please contact me at lisa@issl.co.uk or 01706 508075 and arrange a chat.