

Google Places Guide

Using Google Places as Online Advertising...

Geo-location marketing is the current darling of social media and Google Places is at the forefront of this trend. If you haven't yet claimed a Google Places page for your business, then you should. It's free, easy-to-use and highly beneficial to both your search and brand image.

What is it?

A Google Places page is a free service for businesses which can display information relating to your business, such as hours of operation, address, phone number, email address, website URL, photos and videos. It can also describe your products and services and allows customers to add reviews to your page.



Fig 1.

Google search
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Google search

Why is it useful?

The biggest reason for getting a Google Place page is search. Both on computers and on mobile browsers Google puts emphasis on Places pages in its localised search results. By not having a Google Places page, you're hurting your chances of being on the first page of search results. Google Places adds particular value to businesses that serve local customer.

What's more, a red pin that shows the business's location on a corresponding map also accompanies all Google Places pages that are shown in search results. Having a geographical presence on search engines is proving increasingly popular and beneficial for both sales and traffic alike.

10 Steps To Creating An Effective Google Places Page

1. Claim your page

Even if you haven't created a Places page yet, your business may in fact have one. This is because Google has the ability to automatically create a Places page or listing for your business based on social networks, maps and other information. If this happens ensure that you claim ownership of the page immediately so that you can then manage the information it contains.

2. Add keywords to your description

You have up to 200 characters to describe your business. Make sure you use your key search words and write a compelling description that will appeal to users.

3. Add images and videos to your page

Photos and videos can add brand value to your page and will make your business stand out from others. You can add up to 10 photos and up to five videos for free.

4. Add a URL to your Google Page

This may sound obvious, however many still forget to do this. Having your URL on your Places page will increase traffic and offer users a chance to find out more.

5. Be precise with your location

Adding a precise address for your business will enable users to see your exact location on Google Maps in relation to theirs or other nearby landmarks.

6. Encourage customers to add reviews

Reviews can be the difference between someone choosing your business over another. Reviews add authenticity to your page and also flesh out your listing.

7. Create a Places Page for each location

If your business has a number of different locations, create individual pages for each of them. This will help with search and will enable you to list contact details for each venue.

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8. Get listed in relevant online business directories

Do not create your own categories or directories, instead stick to the ones already used by Google Places, that way should somebody search a directory your business will be found.

9. Promote your promotions

Although the page's primary purpose is to offer information, there is no reason for you not to mention any running campaigns or promotions on it. Featuring special deals and discounts can enhance the appeal of your page.

10. Track your page's analytics

Monitoring your Google Places page with analytics can teach you a number of things about the people who are searching and discovering your business or service. Google Places is equipped with an analytics dashboard that can automatically email you findings.

Now Go For It!