

Google™ Places Listing in 5 Easy Steps

By **HitMan**
Advertising



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Introduction:

As of this writing, Google is one of the top ways more cleaning companies are getting their BIGGEST advertising returns.

In fact, many cleaning companies are getting jobs for FREE solely from doing the information I describe here in this report.

If you have a local cleaning business, doing what is in this report should be your #1 priority.

DO THIS RIGHT NOW!

I've broken this report down VERY basically. But If you don't understand how to do what's in this report DO NOT ignore this. The buck stops here and this is something you MUST do to succeed in the 2010s.

I originally wrote this as an article for ICS magazine. But here it's enhanced quite a bit to further clarify exactly what you should do.

And after your Google Places is up and in order, my next suggestion is to thoroughly check your site and make sure it has something salesworthy to inspire your web lurker to call or email you.

For training on how to get your website to show up on top of Google Organic see www.Hitmanadvertising.com/top10.html

For website design see www.Hitmanadvertising.com/internet

For SEO done completely for you see www.Hitmanadvertising.com/SEO



A Google Places Listing in Five Easy Steps

The Internet searches have changed recently. But you can easily capitalize on this change if you act fast.

What I'll do here is walk you, step-by-step, through signing up for a FREE listing on Google Places. Then I'll show you how to tweak your listing for the best chance of showing up on top.

This is the easiest and fastest way to get listed on Google. It's a must that every cleaning company does this. You don't even need a website to get listed here, just the information in this article will do. And if you're already listed, I'll show you a few things that can improve your list ranking.



What is Google Places? Google Places and the regular Google "Organic" search are two separate listings. A Google Places listing is identified with a red balloon-like icon with a letter inside from A to G. To the right of the red balloon icon is the company name, and further to the right are the words "Places Page."

Clicking on the link that says "Places Page" will lead you to...you guessed it... the Google Places page for that company.

How do you find your Google Places listing? Go to www.Google.com and enter the name of your service followed by your city name in the search bar. For example, if you are a carpet cleaning company located in Miami,



Florida, enter “Carpet Cleaning Miami.” You’ll see listings from companies all over your area. You also may want to enter your keywords, city name, and company name. For example, “Carpet Cleaning Miami Stanley Steemer.” If your listing doesn’t show up on the first page, click the link that says, “More results near Yourcity, State.” This will lead you to the page with all the Google Places pages.

Another way to find your Google Places listing is to click the link in the top left corner under “Everything” then click the link that says “Places.” There you’ll see the Google Places results.

You can also log into your Google account and access your profile from there if you’ve already created one in the past. If you have or have NOT created one, you’ll still want to follow the tips in this report on the following pages.

Understand This First...

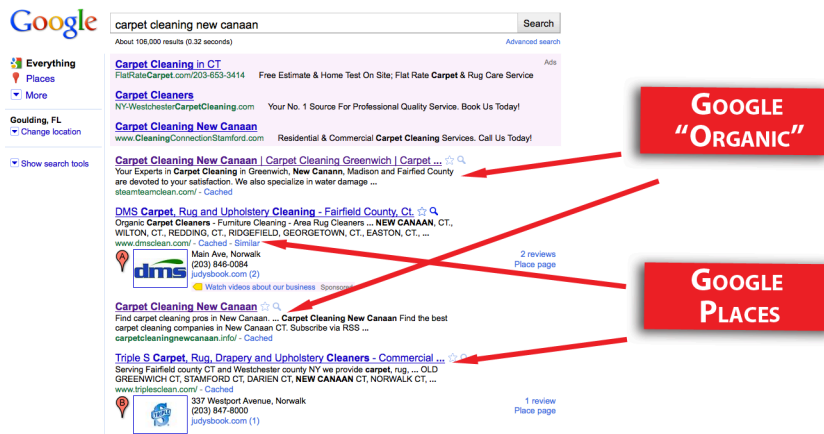
You can only get listed in Google Places in the city where you have a physical mailing address. If you service a city outside of where your business is located, you will need to get a mailing address within that city. But BEFORE you do this, watch the video I created on “Getting a mailing address.” If you are unclear about this, ASK ON ONE OF OUR WEBINARS. This is a crucial part of your Google ranking.

See my recent blog posts with an update on “What Google is Doing Now” for tips on general search engine ranking. The link is <http://www.advertisingblogg.com/what-google-is-doing-now-in-cleaning-website-ranking/>

But for the city where you are physically located, Google Places isn’t too difficult. I’ll walk you through the set up process.

The New Google Search...

Now here's what's happening in the Google search: Google recently integrated their local searches like "carpet cleaning" and "water damage" with Google Places (formerly called Local Business Results). See how the "Organic" Listings are mingled in with some of the Google Places listings on the last page? The organic listings are the listings without the red letter balloon.

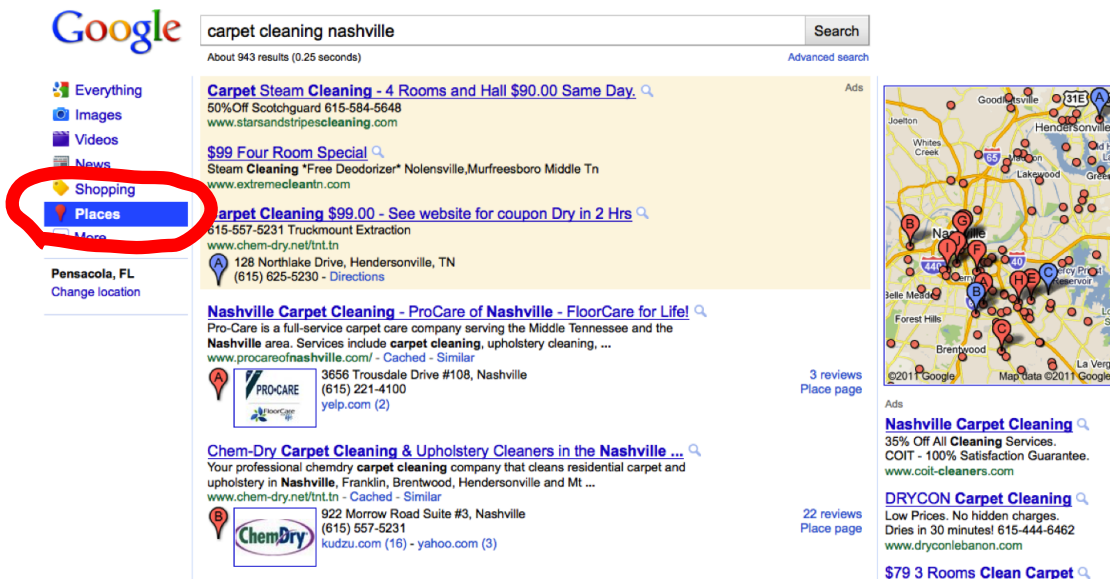


Now you can find Google Places listings mingling in with the actual Google search. In some cities, the top listing in Google could be the Google Places listing. In other cities, the top listing could be a listing in the Google "Organic" search. This greatly increases the importance of using Google Places because now you can get listed in the city where you have an address.

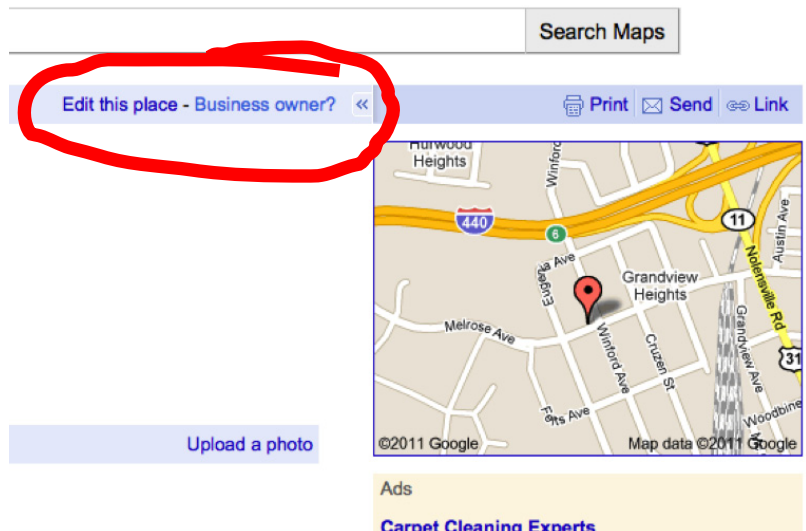
If all this confuses you, don't worry. All you need to know is you simply must claim your Google listing and make sure it's set up right. This is one of the most important things you can do for your business in the year 2012. It's simple and FREE, so you may as well get listed.

Here are the EXACT steps.

Step #1: First, see if your business is registered on Google Places. Go to Google and search your company name and city name. For example, Google "Premium Carpet Care Pensacola." Or you may need to type in your keywords and city name like "carpet cleaning nashville." On the left sidebar menu, there's a button that says, "More." If you click it, a drop down menu occurs and you can click "Places" to get results for only Google Places.



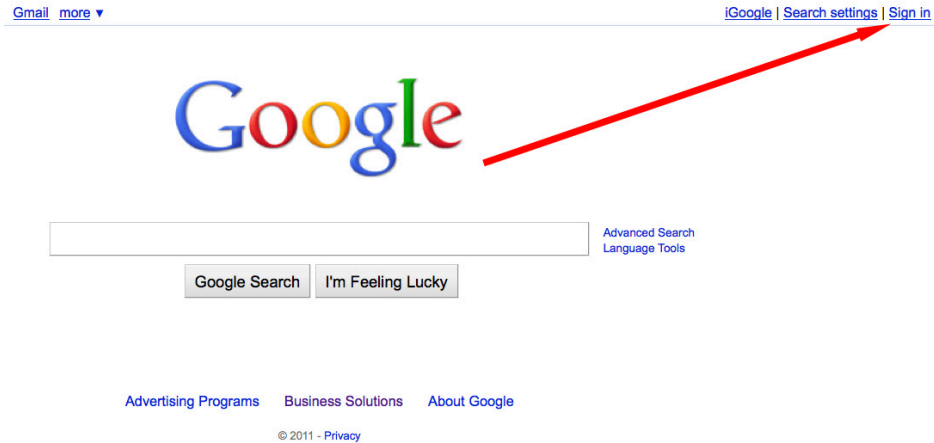
Then you'll want to click the red ballon-like Google Places icon to go to your Places page. If it says, "Owner Verified" in the top right section, you're already verified. If it says, "Edit this place- Business Owner?" you are NOT verified and you should verify right now!





Step #2: Click on the “Edit this Place- Business Owner?” link in the Places page and you’ll instantly be taken to an area to sign in with your Google Account. If you don’t have a Google account, simply click the create an account. It’s free. From there you’ll be given an option to create your Google account. If your Places profile says you are “Owner Verified” you can click that link and then sign into your account. On occasion though, you’ll need to sign in at www.Google.com first and then go to www.Google.com/local/add/businessCenter to see your Google Places listing. If you

don’t have a listing for your business, you will be given the option to create your listing. Just click the link that says, “Add business” or “Add another



business.” **CAUTION: DO NOT ADD MORE THAN ONE BUSINESS ADDRESS AT THIS TIME** (more on this later). You’ll be asked for your business phone number. If your phone number currently exists in Google’s system, your number will be found and you’ll be able to verify your listing. If you don’t currently have your company phone number in Google’s system, you’ll be able to add your company information at this time.

Step #3: Fill in all your information. Don’t leave anything out. If at all possible, provide pictures and videos in the sections toward the bottom. One of the most important things to fill out is the “Description” section. Here you’ll want to add your keywords and your city name. For example, if you’re a carpet cleaning company that services Atlanta, you’ll want to say something like, “Carpet cleaning serving the entire Atlanta and surrounding



areas by XYC Cleaning Company.” This tells Google and your prospective clients who you are and where you service. However, do NOT add more

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

* Required Fields

Country: *

Company/Organization: *

Street Address: *

City/Town: *

State: *

ZIP: *

Main phone: *

Email address:

Website:

Description:

Category: *

Category: *

Category: *

Category: *

Category: *

Premium Carpet Care

1116 E Olive Rd
Pensacola FL 32514
United States

(850) 474-1133
www.carpetcaretips.com

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[Fix incorrect marker location](#)

Email address: clean@carpetcaretips.com

Description: You can get the cleanest carpet cleaning, rug cleaning, and tile cleaning in Pensacola.

Areas served: Navarre, Gulf Breeze-Harold, FL, USA; Pace, FL, USA; Milton, FL, USA; Bagdad, FL, USA; Pensacola, FL, USA; Molino, FL, USA; Perdido Key, Orange Beach, FL, USA; Gulf Breeze, FL, USA; Cantonment, Florida, USA; Warrington, FL, USA;

Payment types: Cash, Check, American Express, Discover, MasterCard, Visa

Hours: Monday: 4:00 am - 11:30 pm
Tuesday: 4:00 am - 11:30 pm

Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

No, all customers come to the business location

Yes, this business serves customers at their locations

Do not show my business address on my Maps listing

Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc.)

Distance from one location

Service area within miles km

List of areas served

Examples: 94089 or Sunnyvale, CA

Gulf Breeze, FL, USA

Cantonment, Florida, USA

Warrington, FL, USA

Pensacola, FL, USA

Molino, FL, USA

Perdido Key, Orange Beach, FL, USA

Bagdad, FL, USA

Milton, FL, USA

Pace, FL, USA

Navarre, Gulf Breeze-Harold, FL, USA

Areas are approximate and may not correspond to official boundaries. Your service area will include areas you enter and points in between.

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than a few of your keywords. Adding lots of keywords will NOT help you, it will hurt your ranking. List your areas served by the cities or the general region you service.

▼ Photos


Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer


Click "Browse..." to choose a file from your computer.

Add a photo from the web


You have uploaded 6 of up to 10 images for this listing.




[Remove](#)



[Remove](#)




[Remove](#)




[Remove](#)

Also Seen on...



[Remove](#)







[Remove](#)

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfv1JdXI>

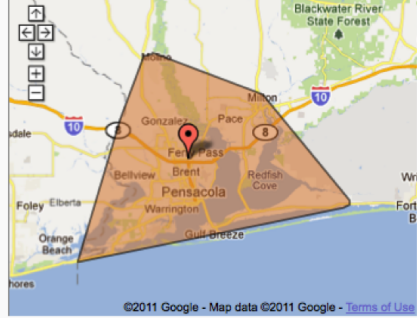
You have uploaded 4 of up to 5 videos for this listing.

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Hours:
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Tuesday: 4:00 am - 11:30 pm
Wednesday: 4:00 am - 11:30 pm
Thursday: 9:00 am - 5:00 pm
Friday: 4:00 am - 11:30 pm

Step #4: Verify your listing. Google may instantly call your business phone number. You'll be given a code to enter over the phone. However, on many occasions lately, Google will mail you a postcard through the mail. The postcard process can take a week or two. Once you get the code, log back in to your Google account and enter the code. You may need to go back to this specific link at www.Google.com/local/add/businessCenter



Reviews from around the web

local.yahoo.com - 2 reviews

"WONDERFUL!! You can't go wrong if you ... I got my entire house a basic cleaning for \$157!!!! I got just a living room and dining room done last year from the other "Steamer" company-they charged me 240!! INSANE SAVINGS! They were actually a little early, and got the job done ..." - LK - Oct 21, 2009 - [Full review »](#)

"Premium came out to do my carpet.... It was filthy. Pet stains were everywhere, but they removed them all. I highly recommend Premium Carpet Care for any carpet cleaning. The carpet smells so much better and the spots I thought would be permanent are gone. And what's best is, ..." - Kevin - Jun 4, 2009 - [Full review »](#)
local.yahoo.com/info-14025326-premium-carpet-care-pensac...

Reviews by Google users

Been here? [Sign in to rate](#)

A Google User - Jul 7, 2010

★★★★★ **Great company to work with!** I agree. These guys are very professional. They show up on time and do what they say they are going to do. Two thumbs up!

Was this review helpful? [Yes](#) - [No](#) - [Flag as inappropriate](#)

Step #5: Get reviews. This is a VERY important factor Google considers in how high you are ranked in Google Places. I recommend you get legitimate reviews from clients. Google has a way of knowing whether or not your reviews are real, so I recommend against making up your own reviews. You could ask clients to give you a Google review after you have finished the cleaning job. As well, you could put a link on your website to your Google Places page where your client can create a review for your company. More reviews create legitimacy in the eyes of Google and for your prospects. And often, the company with the most reviews ranks toward the top.

WARNING: This goes without saying, but do NOT create false reviews. Google knows your IP address location and you will eventually get in hot water with them.

Reviews help boost your credibility with Google. Plus, you can use them for testimonials.



Be careful with your listings...

CAUTION: If you have multiple listings in Google Places, consider removing any listings that have a false address. And narrow your Places listings down to only one profile in the city you are physically located. Google is really cracking down on companies who have false listings. Some companies have had all their listings banned. I highly recommend you avoid using a P.O. Box, UPS store address, your local Applebee's address, etc. Google knows when an address isn't really yours.

That's all there is to setting your Places page up. Believe it or not, at recent seminars, I've had a few cleaners tell me they were paying an "SEO" company a \$1,000 set up charge and then \$100-\$300 per month to get listed in Google Places.

But now you know how to set yours up for FREE. You don't need to pay an SEO company to list you on Google Places. Dedicate a short 30-minute time slot and get this done as soon as possible. It's time well spent with a potential huge return.

And then, there's optimizing your profile so Google recognizes your company as the authority in the city. We'll save this for another report.

IMPORTANT: NEW CHANGE IN PLACES

Make sure you check the appropriate setting under "Service Areas and Location Settings."

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

*** Required Fields**

Country:

Company/Organization:

Street Address:

City/Town:

State:

ZIP:

Main phone:

Email address:

Website:

Description:

Category:

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Services - Carpet Cleaning

Water Damage Restoration

Area Rug Cleaning

Tile Cleaning

Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

No, all customers come to the business location

Yes, this business serves customers at their locations

Do not show my business address on my Maps listing

Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc.)

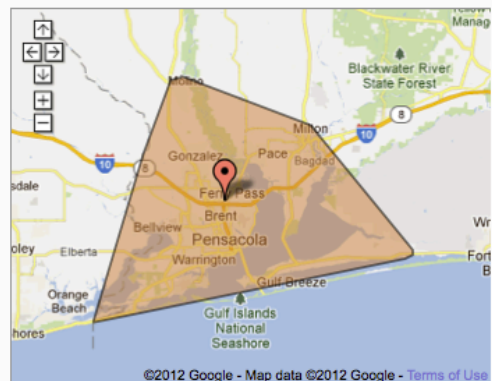
Distance from one location

Service area within miles km

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1116 E Olive Rd
Pensacola FL 32514
United States

(850) 474-1133
www.carpetcaretips.com



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Wednesday: 4:00 am - 11:30 pm
Thursday: 5:00 am - 5:00 pm
Friday: 4:00 am - 11:30 pm
Saturday: 4:00 am - 11:30 pm
Sunday: 4:00 am - 11:30 pm

Categories: Carpet Cleaning Service
Services - Carpet Cleaning
Water Damage Restoration
Area Rug Cleaning
Tile Cleaning

Photos:   (More)

Check Yes or No based on whether or not you servc clients at their location. If you operate out of your home, check "Do NOT show my business address on maps listing." Some companies have been penalized for not checking this when they operate out of their home.

Category: Tile Cleaning

Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

No, all customers come to the business location
 Yes, this business serves customers at their locations

Do not show my business address on my Maps listing
 Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc.)

Distance from one location
 Pensacola 32514 FL
 Service area within 20 miles km Update Preview

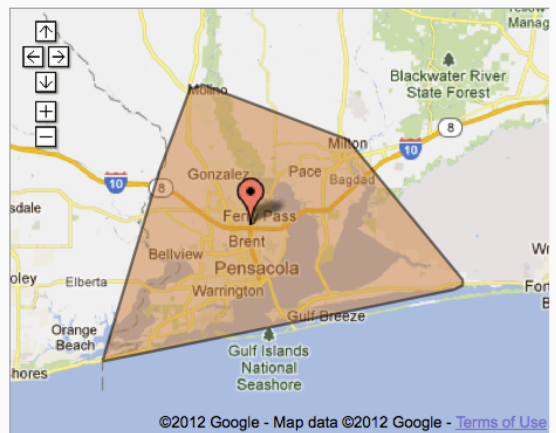
List of areas served
 Add
 Examples: 94089 or Sunnyvale, CA

- Gulf Breeze, FL, USA
- Cantonment, Florida, USA
- Warrington, FL, USA
- Pensacola, FL, USA
- Molino, FL, USA
- Perdido Key, Orange Beach, FL, USA
- Bagdad, FL, USA
- Milton, FL, USA
- Pace, FL, USA
- Navarre, Gulf Breeze-Harold, FL, USA

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Add Directories and Citation Links

The last step AFTER you Places page is set up is to add directories. Simple go to several directory sites like the ones below and add your business. Make SURE all the information is exactly the same on all the profiles.

Here's a list to start with:

<http://www.citysearch.com>
<http://www.expressupdateusa.com>
<http://www.supermedia.com>
<http://www.insiderpages.com>
<https://advertise.local.com>
<http://www.hotfrog.com>
<http://local.botw.org>
<http://www.merchantcircle.com>
<https://register.kudzu.com>
<https://company.angieslist.com>
<http://www.judysbook.com/merchant>
<http://www.zidster.com>
<http://www.magicyellow.com>
<http://www.dexknows.com>
<http://www.yellowbot.com>
<http://www.shopcity.com>
<http://citysquares.com>
<https://foursquare.com>
<http://www.ibegin.com>
<http://www.brownbook.net>

Note: You don't need to pay for any of the upgrades. Just the basic listing will be okay at first.