



powered by search

# Google Places Optimization Guide

A Free eBook for Small Business Owners



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# Google Places Optimization Guide

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## Who is Powered by Search?

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Since 2004, Powered by Search has been a leading provider of Search Engine Optimization, Local Search, and general Internet Marketing services. Our clients range from SMB's and SME's to large corporations seeking consultancy on internet marketing, e-commerce, and increasing visibility through search engines.

Powered by Search's team actively writes about SEO and Local Search and is also a recommended local search consultant on GetListed.org.

We are only 1 of 2 Canadian companies to have contributed to the definitive source of Local Search information at the 2009

Local Search Ranking Factors Survey. Key strengths of the company include exceptional business and marketing acumen coupled with an unmatched focus on client support and satisfaction.



## Legal Disclaimer

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## ✅ How to Make Your Google Place Profile 100% Complete

Prominent rankings in Google Maps for your keywords can increase qualified traffic to your website significantly. With 90% of local shoppers looking online first for the product or service they intend to purchase, optimizing your local business listing should be a no-brainer.

So how do you optimize for local search? One of local search ranking factors is the level of completeness of your local business listing in Google Maps. This guide will show simple steps and screenshots which will help you optimize your local business profile to make it 100%.

So Let's Get Started!

### ✅ Step 1: Include Basic Business Information

This includes filling out the required fields such as Country, Company/Organization, Street Address, City/Town, State, ZIP, Main Phone and Categories.

*\* indicates a required field*

Country: *	Canada
Company/Organization: *	Powered by Search Inc.
Street Address: *	250 Consumers Road
	Suite 704
City/Town: *	Toronto
Province: *	Ontario
Postal Code: * <a href="#">[?]</a>	M2J 4V6

**Note:** You can hide your street address later if you don't want people to see it.

Main phone: *	416-840-9044
	Example: (204) 234-5678 <a href="#">Add more phone numbers</a>
Email address:	
	Example: myname@example.com
Website:	
	Example: http://www.example.com
	<input type="checkbox"/> I don't have a website.
Description:	
	200 characters max, 200 characters left.
Category: *	Internet Marketing Service
	Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant <a href="#">Add another category</a>

## ✅ Step 2: Additional Business Details

Adding additional details about your business such as your website, business email address and a brief description count towards making your profile complete and giving your customers extra information about your company at a glance.

*\* indicates a required field*

Country: *	Canada
Company/Organization: *	Powered by Search Inc.
Street Address: *	250 Consumers Road
	Suite 704
City/Town: *	Toronto
Province: *	Ontario
Postal Code: * [?]	M2J 4V6

**Note:** You can hide your street address later if you don't want people to see it.

Main phone: *	416-840-9044
	Example: (204) 234-5678 <a href="#">Add more phone numbers</a>
Email address:	hello@poweredbysearch.com
	Example: myname@example.com
Website:	http://www.poweredbysearch.com
	Example: http://www.example.com
	<input type="checkbox"/> I don't have a website.
Description:	Powered by Search is a full service, award winning Internet Marketing company based in Toronto, Canada. We offer <u>SEO</u> , <u>PPC</u> , Local Search (Maps Optimization & <u>LYP</u> ), Social Media
	200 characters max, 0 characters left.
Category: *	Internet Marketing Service
	Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant <a href="#">Add another category</a>

## ✅ Step 3: Service Areas and Location Settings

Although this option does not contribute towards making your profile 100%, it is important to ensure that you have chosen the right service areas and location settings for your business. If your business services multiple locations, you can choose the second option and select your service area radius or list the cities you service individually. If all your customers come to your store, you are better off by choosing the first option.

#### ▼ 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

Ontario M2J 4V6, Canada 20.0 miles from

Service area within  ☒ miles ☐ km [Update Preview](#)

☐ List of areas served

[Add](#)

Examples: 94089 or Sunnyvale, CA

*No areas added.*

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

## ✅ Step 4: Enter Business Hours of Operation

Filling out your hours of operations not only provides your customers with answers to the questions they might call you for, but also contributes towards the level of your business profile completeness.

#### ▼ Hours of operations

Make sure your customers know when you're open!

- ☐ I prefer not to specify operating hours.
- ☒ My operating hours are:

Mon:	<input type="text" value="9:00 AM"/>	▼	-	<input type="text" value="5:00 PM"/>	▼	<input type="checkbox"/> Closed	↓ <a href="#">Apply to all</a>
Tue:	<input type="text" value="9:00 AM"/>	▼	-	<input type="text" value="5:00 PM"/>	▼	<input type="checkbox"/> Closed	
Wed:	<input type="text" value="9:00 AM"/>	▼	-	<input type="text" value="5:00 PM"/>	▼	<input type="checkbox"/> Closed	
Thu:	<input type="text" value="9:00 AM"/>	▼	-	<input type="text" value="5:00 PM"/>	▼	<input type="checkbox"/> Closed	
Fri:	<input type="text" value="9:00 AM"/>	▼	-	<input type="text" value="5:00 PM"/>	▼	<input type="checkbox"/> Closed	
Sat:						<input checked="" type="checkbox"/> Closed	
Sun:						<input checked="" type="checkbox"/> Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

- ☐ I'd like to enter two sets of hours for a single day.

## ✅ Step 5: Payment Options

Go ahead and provide your customers with your payment options so they can come prepared to your location for their purchase.

### ▼ Payment options

Specify how customers can pay at your business.

- |   |  |  |
|---|--|--|
| <input checked="" type="checkbox"/> Cash  | <input checked="" type="checkbox"/> American Express | <input checked="" type="checkbox"/> Visa |
| <input type="checkbox"/> Check            | <input type="checkbox"/> Diner's Club                | <input type="checkbox"/> Financing       |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover                    | <input type="checkbox"/> Paypal          |
| <input type="checkbox"/> Invoice          | <input checked="" type="checkbox"/> MasterCard       |  |

## ✅ Step 6: Upload Photos

Make use of this option and upload some of your business related photos which can help your customers can an idea of what to expect when they visit or call you. For example, if you are a real estate agent, you can upload pictures of some of your recent properties that you have sold. **Make sure you upload 10 images to help make your profile complete.**

### ▼ 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 10 of up to 10 images for this listing.



## ✔ Step 7: Upload Videos

You can also upload your business videos to your local business profile. These can be promotional videos, company messages, DIY or How-To videos for your customers. Google Places gives you an option to showcase up to 5 videos. While it provides more interactive content for your customers, only 1 video contributes towards profile completeness.


**▼ 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>

Add Video

You have uploaded 3 of up to 5 videos for this listing.

  
Remove

  
Remove

  
Remove

## ✔ Step 8: Additional Details

This section allows you to provide all **additional** details you wish to tell your customers about your business. You can feel free to add multiple fields but only 1 counts towards making your profile completeness.

**▼ Additional Details**

Please enter in any other details you want customers to know about your business, for example:


**Parking available :** Yes.  
**Brands carried :** Sony, Panasonic and Toshiba.

Parking	: Ample Free Parking Available	✕
Free Estimate Provided	: Please Contact us for a Quote.	✕
Expertise	: Local SEO, Organic Search Engine	✕
Areas Served	: Toronto, North America, Global	✕
Cientele	: National Franchises, Fortune 1000	✕
In Business Since	: 2004	✕
Speaking & Conferences	: Search Engine Strategies, Search M	✕
Follow us on Twitter	: <a href="http://www.twitter.com/poweredbyse">http://www.twitter.com/poweredbyse</a>	✕
Follow us on Facebook	: <a href="http://www.facebook.com/torontosec">http://www.facebook.com/torontosec</a>	✕

Add another

You now have a 100% complete Google Business Listing!

To validate this, click on your business listing in your Google Places Dashboard which will bring you to your listing's local analytics. On the right hand side of your analytics data and right below the "Post to Your Place Page" option, you will see a progress bar which indicates the % value of your profile completeness.

**Your business info**  [Edit](#)

**100 % complete**

250 Consumers Road  
Suite #704  
Toronto, ON M2J 4V6  
416 840-9044  
<http://www.poweredbysearch.com/toronto>

**Description:** Powered by Search is a full service, award winning Internet Marketing company based in Toronto, Canada. We offer SEO, PPC, Local Search (Maps Optimization & IYP), Social Media and Web Design services.

**Payment:** Check, Invoice, American Express, Cash, MasterCard, Visa, Paypal

**Parking:** Ample Free Parking Available

**Free Estimate Provided:** Please Contact us for a Quote.

**Expertise:** Local SEO, Organic Search Engine Optimization, Social Media, and Internet Marketing

**Areas Served:** Toronto, North America, Global

**Clientele:** National Franchises, Fortune 1000 Companies, Small Businesses, and Individuals

**In Business Since:** 2004

**Speaking & Conferences:** Search Engine Strategies, Search Marketing Expo


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**Follow us on Facebook :** <http://www.facebook.com/torontoseo>

**Email:** [hello@poweredbysearch.com](mailto:hello@poweredbysearch.com)

**Business Hours:**  
Monday: 9:00 am - 5:30 pm  
Tuesday: 9:00 am - 5:30 pm  
Wednesday: 9:00 am - 5:30 pm  
Thursday: 9:00 am - 5:30 pm  
Friday: 9:00 am - 5:30 pm  
Saturday: Closed  
Sunday: Closed

**Categories:** Internet Marketing Service, Marketing Agency, Marketing Consultant, toronto internet marketing, toronto seo

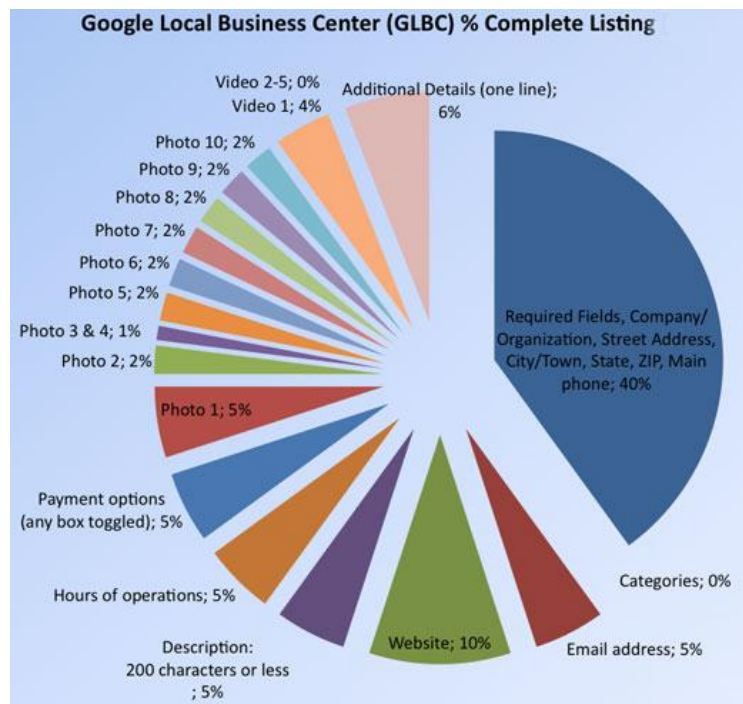


1 of 10 photos [Next](#)

[Delete this listing](#)



If you are curious to know what % value is allocated to each field that contributes to your business profile completeness, here is a [pie-chart](#) that was created by Nick Thomas of G5 Search Marketing.



## ✅ Get Professional Local Search Optimization Results

When RE/MAX and Delta Hotels needed SEO help, they contacted Powered by Search. As thought leaders on the evolving field of Local Search Optimization we can help your company gain visibility on the web.

With winning experiences in the Legal, Bankruptcy, Insurance, Real Estate, Hotels, Contractor Services, Health, and other industries, our in-depth knowledge goes the extra mile.

But don't take our word for it. Our customer's love working with us as do industry peers and professionals.

Call us today for a Free No Obligation Quote at (866) 611-5535 or (416) 840-9044. Need to be more in-depth about your quote request? Request a proposal here via our online quote request tool.

### Testimonials



DR. KEVIN MCINTYRE  
BURLINGTON SPORTS  
THERAPY

"Since implementing Powered by Search's services our practice has seen significant growth. Dev is very knowledgeable, efficient, professional and very easy to work with. I would highly recommend Powered by Search's services to anyone who is looking to improve their internet presence and attract new customers"

[more testimonials](#)

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