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Google Places Optimization from a Local Site Submission Company by [Bernadette Coleman](#)

Article published on January 30th 2012 | [Business](#)

Google Places optimization is one of the best ways to improve your business's visibility on a limited budget. Most people turn to search engines, not phone books, in order to find local businesses. Ranking high in Google Places is the equivalent of having a full page listing in the phone book before the invention of the internet.

In order to properly optimize your profile, we recommend seeking out the services of a qualified local site submission company. Nevertheless, it is important to understand some of the basics of local search optimization in order to find a company that's a good fit for you and who knows what they are doing. Here are some of the things you should be looking for.

Places Optimization

Your SEO firm should know how to optimize your Google Places profile using photos, YouTube videos, and keywords. They should understand the importance of using a consistent name, address, and phone number in all online activities. They should know how to craft an attractive description that is easily understood by Google but appeals to your actual customers. They should also know how to encourage legitimate and positive reviews of your business on your Places page.

Citations

Google uses online mentions of your business to determine how important it is. Getting these citations requires some understanding of how and where to set up directory submissions. These should use a consistent name, address, and phone number. Citations from high authority directories are especially important. Finding places to send in local site submissions can be tedious, and this is one of the main reasons it's often preferable to hire an SEO firm for this kind of work. Local site submission companies that don't offer other services, however, don't provide as much benefit to the client.

Site Optimization

In addition to a Google Places page, you should also set up a website and optimize it for the search engines. You can accomplish this by doing some keyword research and making some changes to your site in order to target these keywords. Ideally, each keyword should be targeted by a different page on your site. The keyword in question should be in the title of the page and in the content.

The main purpose of hiring an SEO firm for this should be for keyword research and link building. Because the search engines use links as a strong indication of authority, links to your site from other sites are one of the best ways to increase your search engine visibility. A firm that understands how to get links from legitimate, high authority sources is a powerful ally.

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Local Site Submit is a [business listing directory](#) specializes in assisting companies in increasing their online presence. Whether it is through a [local business directory](#) submission or optimizing your Google Places listing, we aim to make sure you dominate the Internet.

Article Keywords:

local business listings, local business listing, local business directories, local businesses directory, local business directory, business listing directory, us business listing directory, local directory submission service

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