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Leveraging Google Plus Local Listing for Your Business by [Audreyabbey](#)

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In this age of the internet, mobile phones and tablet technologies where millions of consumers rely on the internet to find anything from products and services, to restaurants and local stores, Google+ Local Listing, formerly known as Google Places, has become a very essential online marketing tool in increasing a business's™ visibility and popularity on the Web to attract local consumers.

More so now with the integration of Google Places into Google+, converting Google Places into Google+ Local, this had made claiming your own Google Business Listing and leveraging them more essential for the survival of your business.

Google+ Local pages (Google Business Listing) is now integrated across Google properties (search, Maps, mobile). Google+ Local is also now made much more versatile, much more visually interesting and "social." These changes have given businesses the opportunity to showcase their products and businesses to the millions of Google+ users, making them more social and providing them the kind of social interactions and functionality equivalent to Facebook and Twitter. Most significantly, Google+ Local pages are now indexed by Google; thus, ensuring that you will have a place in Google's™ SERPs (provided that your Place listing is optimized).

Nowadays, aside from search, Google Maps have become the most used by people and the best way in locating something in an area in a matter of seconds such as searching for a coffee shop to meet with friends. Even people on the go who make use of their iPhones, Blackberrys and iPads make use of Google Maps while walking, driving or shopping.

As Google+ Local and Google map listings are displayed for nearly every service or product search term that includes a local descriptor such as "Australia Search Engine Optimisation Company", then make sure to leverage your Google+ Local Listing if you want to survive and successfully thrive in this competitive age of local business marketing.

How to Leverage Google Business Listing for SEO?

1. Make Sure to Provide a 100% Accurate Business Information

It is very important to provide accurate business information. Make sure to provide your prospect customers exactly what they're™ looking for, your correct business information. This will build trust and goodwill to your prospects as you are making it easier for them to find you.

Make sure to add the following information correctly: business address, email, fax number, telephone number, and website.

Most of the time, PO Box number or a 0800 telephone number are not trusted by potential clients.

2. Make Use of Persuasive and Forceful Business Description

Make sure to create a complete description of your business. Make the most of Google's™ 200-character limit on the business description. Make sure to put the top keywords and business terms in the short description. Make sure also to highlight your credibility by using terms like accredited, professional, trusted, etc. on the description.

3. Make Sure to Add Photos and Video

Make sure to use all the allotted 10 photos and short video permitted in your Google local listing. Nowadays, personalization and interaction is now the byword in online marketing. We are now living in an era where people are more interested in watching or looking at physical proof of existence. Majority of customers nowadays love to get a glimpse of your store, your logo, and even yourself before they choose to buy from you. They need to see the people who run your business. So, show them who you are.

4. Ask for Customers Review

Online customer reviews from multiple online directories such as Yelp.com, Qype, Insider Pages, and TripAdvisor are integrated into Google Places. These reviews are used by Google as another factor in determining how trustworthy your business is. So, start motivating your loyal customers to share their experience about your business on these online directories or on your Google Places listing itself. Don't bribe customers to write a review or insist on only asking for a positive review as most do tend to be willing to give 5 minutes of their time. This could hurt in the long run and your customers may feel they are not genuine and heartfelt.

As Google continues its focus on providing great user-experience, providing a much more local and social search results, Google Places is now even a more powerful marketing tool for local businesses.

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