

Google Places System Setup: After Using:



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Introduction:

Should you decide to procure our service for being commissioned to obtain high Google Places rankings for any local website, this short report will summarize the steps that will be taken.

Necessary steps are mentioned and summarized to help you gain an understanding of what will be done for you.

After reading through, please contact us to assist you with setting up your listing.

Google Places Strategy:

The goal is simply to get high rankings for the one main local keyword.

For creating a listing, I will require you to choose your main keyword that:

- Describes your business
- Contains the city you are located or wish to be found for.

For example if you are a florist in the city of Los Angeles, you would expect potential future customers to search for “Los Angeles Florist” or “Florist Los Angeles”.

Likewise if you are an air conditioner repair store in Chicago, your main keyword should be “Air Conditioner Repair Chicago” or “Chicago Air Conditioner Repair”.

If your business is located just outside a big city or if your city is not as popular as a nearby big city, you could choose the big city to rank for. I can make that happen.

The first thing you need to do is decide what keyword you want, then let me know. I will create a Local Places listing that will rank highly for your keyword.

Tip:

You can check your chosen keyword here with the [Google Keyword Tool](#) to get an idea of how many people may be searching for it. Feel free to try a few ideas.

After choosing one main keyword, you could also mention one or two “secondary keywords” that you would like to possibly show up for – however this **MUST** be for the same location.

If I cannot get the same listing to rank for secondary keyword, you will need to order a **separate** listing for another main keyword. Yes, I can create multiple listings for several “main” keywords.

Google Maps And Places:

If I create a listing for you, I guarantee to get you the highest possible ranking available. What this means is I am able to get your business usually on the first page of Google and very oftentimes, in the top 3 positions for your chosen local keyword. I have been able to get several customers to the top or “A” spot on Google maps.

The screenshot shows a Google search for "air conditioner chicago". The search results are displayed in a list format, with a red box highlighting the top five results. A red arrow points to the first result, "Besoo Air - Heating & Air: Chicago Furnace Trane AC / Air Conditioner". The map on the right shows Chicago with several red location markers. The search results include:

- DENTIST at Dental Salon**: Super Convenient! Open 7 Days and Evenings - Affordable - 12 Dentists. Show map of 839 W North Ave, Chicago, IL 60642. DentalSalon.com/Great-Reviews
- Air Conditioning Repair**: \$20 Off AC Repair Service Serving North Shore. Call: BecksHeatingAndAir.com/AC_Repair
- Chicago Air Conditioning**: Comfort 24-7 Trusted HVAC Experts. Save on Air Conditioner Services! www.Comfort24-7.com
- Places for air conditioner near Chicago, IL**
- A Besoo Air - Heating & Air: Chicago Furnace Trane AC / Air Conditioner** - 14 reviews - Place page. www.besooair.net - 5332 North Elston Avenue, Chicago - (773) 777-0200
- B Chicago Air Conditioning and Heating Repair** - 16 reviews - Place page. www.chicagoairconditioningandheatingrepair.com - 2101 West Irving Park Road, Chicago - (312) 602-9688
- C Chicago Air Conditioning Repair** - 14 reviews - Place page. www.aroundthetownhvac.com - 3511 W. 116th Place, Chicago - (312) 243-9696
- D All Temp Heating & Air Conditioning** - 23 reviews - Place page. www.alltemp.com - 4363 West Montrose Avenue, Chicago - (773) 494-8040
- E Guardian Heating & Cooling Services** - 25 reviews - Place page. www.guardianheatingandcooling.com - 3916 North Central Park Avenue, Chicago - (773) 763-9224
- F Four Seasons Heating & Air Conditioning** - 51 reviews - Place page. www.fourseasons-chicago.com - 5701 W. 73rd St., Chicago - (866) 473-2766
- G TDH Mechanical - Chicago Furnace & A/C Installation** - 28 reviews - Place page. www.tdhmechanical.com - 2136 West Fulton Street, Chicago - (312) 421-5665

Additional search results include:

- Four Seasons Heating and Air Conditioning, Chicago's HVAC expert ...**: Chicago air conditioning repair, Chicago furnace repair, Chicago heating repair and Chicago HVAC repair specialists. Four Seasons Heating and Air ... www.fourseasons-chicago.com/ - Cached - Similar
- Air Conditioner Problems?**: Buy New w/ Trane and get a Durable and Reliable System. Find a Dealer! www.Trane.com
- DuPage County AC Repair**: Same Day Service On AC Repairs Speak With One of Our Experts Now. 351ACandFurnaceRepair.com
- Repair Central Air**: Enter Your Zip Code & Connect To Local A/C & Cooling Professionals, Illinois. www.ServiceMagic.com
- Lincoln Park Dentist**: Cosmetic & General Dentistry in Chicago's Lincoln Park 2551 N. Clark Street - Suite 600, Chicago. www.DrGood.com
- D's Air & Heating, Inc**: Family owned and operated. HVAC Furnace Clean & Checks \$65.00

Google now has changed their listings to show these Google Places maps listings merged with the regular SEO listings. This is huge for local businesses and customers in your area search for your business in their city.

Google Places And Your Website:

I will create a Google account for you that encompasses a Google Places listing, that is linked to your Google Maps listing. From this account, I manage all the necessary “ingredients” for a successful listing.

The “places” page is what you see in the diagram when customers search for local business keywords.

It is important that you have a website that features the services or goods that your business offers. This will be linked to from your Google Places listing. Preferably, the main keyword will be featured as a good or service on your site and at the very least as a separate page. This will help your Places listing as it will be featured prominently, when linked to your listing.

If you don't have a properly optimized website, I can make the necessary suggestions to help you improve your existing site and make it even more Local Listings Friendly”.

If you don't have a site at all, I can also help you create one.

Citations And Reviews:

These are two of the largest “ingredients” to a successful Google Places listing.

Citations are business listings on directories and other websites that link TO your business website.

Reviews are well, customer reviews, which have a significant effect on your rankings on Google.

Both of these are part of the “secret sauce” that help skyrocket your listings to the top of Google for your chosen local keywords.

They both give credibility to your business and your website.

My strategy is to manage both of these aspects and help you rise in the rankings. Yes, I can help your citations and reviews grow over time, as well as make them stronger in the eyes of Google. I have a very specific strategy for this.

Monthly Maintenance:

One of the more difficult aspects to control is the fluctuation of your websites' rankings in Google. This is the same with the Places listing. Virtually every month, there is a shift in rankings for most websites and Places listings. Sometimes rankings are gained, sometimes they are lost.

Allowing me to maintain your listing on a monthly basis means I will always be on top of your listing, and doing what is necessary to get it to rank as high as possible for your chosen local keyword. If anything needs to be done to help improve your position, I will do it.

I am always looking to get the highest ranking available, and that is to the "A" position. I will continue to try to get you there and maintain you there or as high as is possible.

Naturally, no position is guaranteed, as this depends on several factors, like competition, citations reviews, your website and Google itself. However I guarantee to do the best I can to get and KEEP you in the highest position, on the first page.

ROI And Tracking:

The most important thing to YOU is of course how does this get YOU more customers?

I provide the Google listing. The customers will go to your website through the listing, or will give you a call. You will notice a significant increase in customer inquiries due to your new Google Places listing.

If you wish we can set up call tracking and website tracking to help you see exactly how much of an increase the listing has for your business.

Simply let me know if you wish to set this up, and we will take additional steps to provide a way to tell you how many more inquires you are getting. I would set up a separate website to track and redirect incoming visitors, OR would assist you in setting up [Google analytics](#) to your site – which shows you EXACTLY where visitors are coming from.

For call tracking, there are a few options available including a Google Voice number which redirects callers to **your** phone number.

Naturally, once you get more customers it is up to you to provide what they are looking for after I direct them to your site or phone number.

Reports:

After the initial setup, you get a report detailing the steps I took to rank your site in google Places. If you go ahead with the monthly maintenance, you will also get a monthly report detailing steps taken to maintain or improve your rankings.

For more Google Places listings: [Go Here To Contact Me And Order](#)