

# Kevin Williams's Google Places™ Unlocked in 1 Page

Google Places Account Login: <http://www.google.com/local/add>

<h2 style="color: blue;">1</h2> <h3><u>Setup Your Account</u></h3> <ol style="list-style-type: none"> <li><b>1. Create Your Free Account</b></li> <li><b>2. Fill Out Your Profile.</b> <ul style="list-style-type: none"> <li>Include Relevant Info</li> <li>Add Photos (&amp; logo)</li> <li>Add Videos</li> <li>Add Categories</li> <li>Add Keyword Rich Descriptions</li> </ul> </li> <li><b>3. Verify Your Listing</b> <ul style="list-style-type: none"> <li>By Phone or Mail</li> <li>Enter Pin &amp; Check Status</li> </ul> </li> </ol>	<h2 style="color: blue;">2</h2> <h3><u>Ways To Stand Out</u></h3> <ol style="list-style-type: none"> <li><b>1. Add Coupons</b> <ul style="list-style-type: none"> <li>Share Specials</li> <li>Share Discounts</li> <li>Provide incentive to leave review</li> </ul> </li> <li><b>2. Post To Your Profile Page (160 Characters)</b> <ul style="list-style-type: none"> <li>Share Recent Updates</li> <li>Share Specials</li> <li>Share Upcoming Events</li> <li>Share New Products</li> </ul> </li> <li><b>3. Sign Up For Google Tags (\$25/month)</b> <ul style="list-style-type: none"> <li>Stand out on Search Results</li> <li>Highlight Coupons, Videos, Links, Etc.</li> </ul> </li> </ol>	<h2 style="color: blue;">3</h2> <h3><u>Monitoring Performance</u></h3> <ol style="list-style-type: none"> <li><b>1. Monitor Impressions &amp; Actions</b> <ul style="list-style-type: none"> <li>Tweak Profile if No Traffic</li> <li>Update Categories, Description, etc</li> </ul> </li> <li><b>2. Watch Top Search Queries</b> <ul style="list-style-type: none"> <li>Use Search Queries in Profile</li> <li>Update Categories To Match Search Queries</li> </ul> </li> <li><b>3. Monitor Driving Direction Requests</b> <ul style="list-style-type: none"> <li>See Where Customers Are Coming From</li> <li>Cater To Top Areas in Location Settings</li> </ul> </li> <li><b>4. Watch Reviews</b> <ul style="list-style-type: none"> <li>Make Sure Most Are Positive</li> <li>Correct Negative Reviews</li> <li>Offer To Fix Problem in Exchange For -</li> </ul> </li> </ol>
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## Must Know Terms in Google Places

**Actions:** How many times users showed interest in your listing including requesting more information, viewing photos, or requesting driving directions

**Active:** If your account is active then it's available to be displayed in Google and Google Maps.

**Edit:** Click to edit your listing. Once your account is active you can edit anything you want. If you edit Business Name, Phone #, and Address the listing will need to be verified again.

**Impressions:** How many times users saw your business listing as a local search result.

**Needs Action:** This may include having to edit something, enter your pin, or verify your listing.

**Pending:** Your listing is being reviewed and you'll soon find out if it's approved or needs Action.

**Suspended:** Something's happened where your listing isn't showing anymore. Edit and select "Resume Display" to submit your listing again.

**The PIN you entered is invalid:** Follow the instructions to validate your listing by phone or mail. Either one requires you to enter a PIN number.

**Top Search Queries:** The top Google search queries for which your business listing appeared, along with the number of times users saw your business listing in the search results for those queries.

**Validate by mail:** Validate your listing by mail. You'll get a post card within 2 weeks. Make sure you keep an eye out for a postcard. It is easy to let slip under the radar.

**Validate by phone:** You also have the option to verify your listing by phone. You'll be given an automatd call at the phone number you provided in your listing, and will need to write down a PIN number to verify your account.

**Where Driving Direction Requests Come From:** See how many and the town where customers are requesting driving directions from.

## Sideview of Your Google Places Dashboard

The screenshot shows the Google Local Business Center dashboard for 'Chez Lucy'. Key sections include:

- Activity:** A line chart showing Impressions (blue) and Actions (green) over time from May 1, 2009, to May 17, 2009.
- Totals:**
  - 9313 Impressions:** How many times users saw your business listing as a local search result.
  - 662 actions:** How many times users showed interest in your business listing.
  - 207 clicks for more info on Maps**
  - 60 clicks for driving directions**
  - 385 clicks to your website**
- Top search queries:** A bar chart showing the most common search terms used to find the business.
 

1. Restaurant	2206
2. Organic	722
3. California cuisine	663
4. Gourmet	600
5. Fine dining	465
6. French cuisine	293
Other	2195
- Where driving directions requests come from:** A map and a list of ZIP codes showing the geographic origin of direction requests.
 

1. Sunnyvale 94085	19
2. Redwood City 94061	18
3. Mountain View 94034	17
4. Santa Clara 95054	17
5. Sunnyvale 94089	16
6. Mountain View 94040	12
7. San Jose 95134	11
8. Union City 94587	11
9. Mountain View 94041	10
10. Sunnyvale 94086	10

Annotations in the image point to these sections with the following labels:

- Impressions:** Points to the blue line in the activity chart.
- Actions:** Points to the green line in the activity chart.
- Customer's search queries and numbers:** Points to the 'Top search queries' bar chart.
- How many and where driving directions are coming from:** Points to the 'Where driving directions requests come from' map and list.