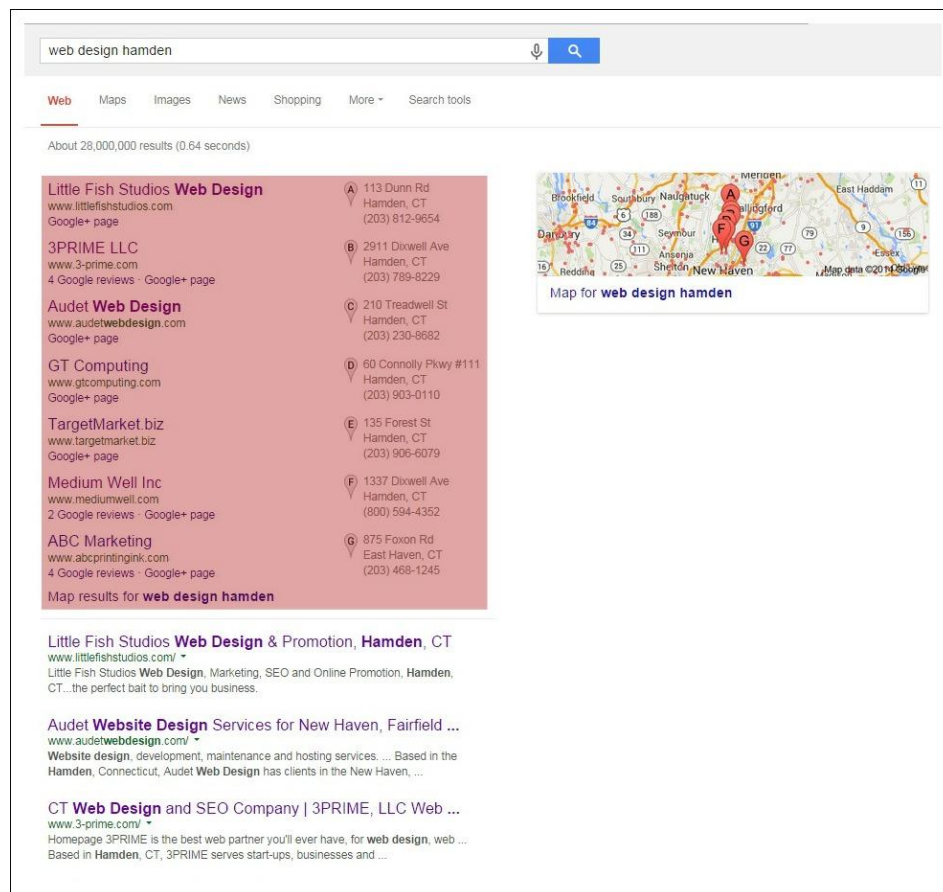




LOCAL SEO SETUP: A STEP BY STEP LOOK

Your Google+ Listing

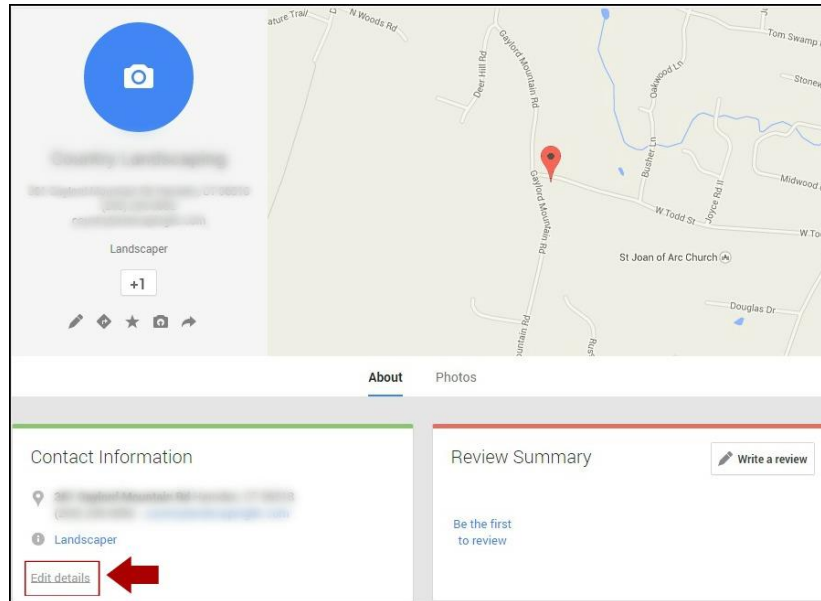
Google is probably the first place potential customers will search for services in their immediate area. This is why claiming and optimizing your Google+ listing is one of the most crucial steps in local search marketing. Oftentimes you will see Google+ listings before you see search results for actual websites:



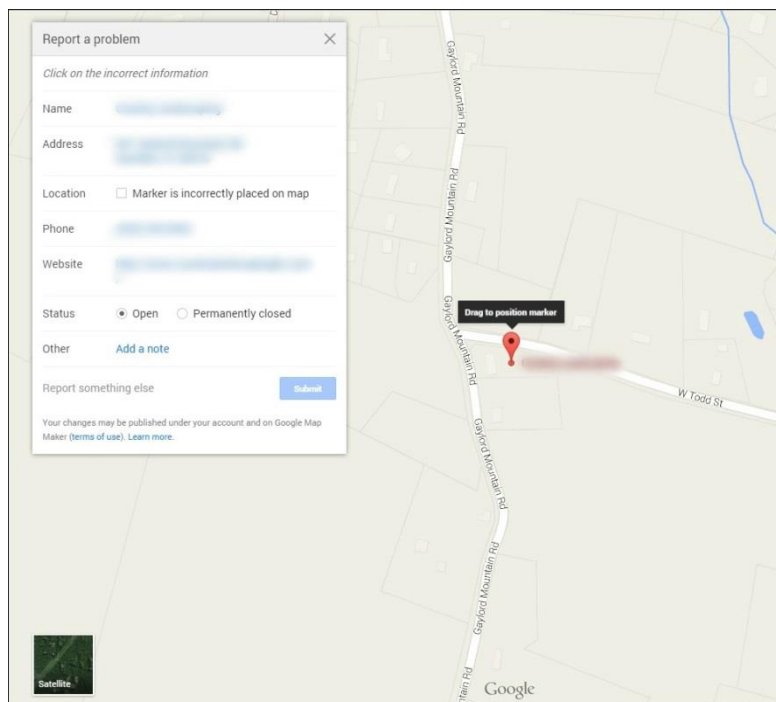
The Google My Business listings are highlighted in red. You can see that the business's name, contact information, website, and link to Google+ profile are clearly indicated.

Claiming Your Listing

When a Google+ listing is unclaimed, anyone can make changes to it. If I see an unclaimed Google listing for a company that I am familiar with, I can add details such as the company's website, hours, pictures, etc.:



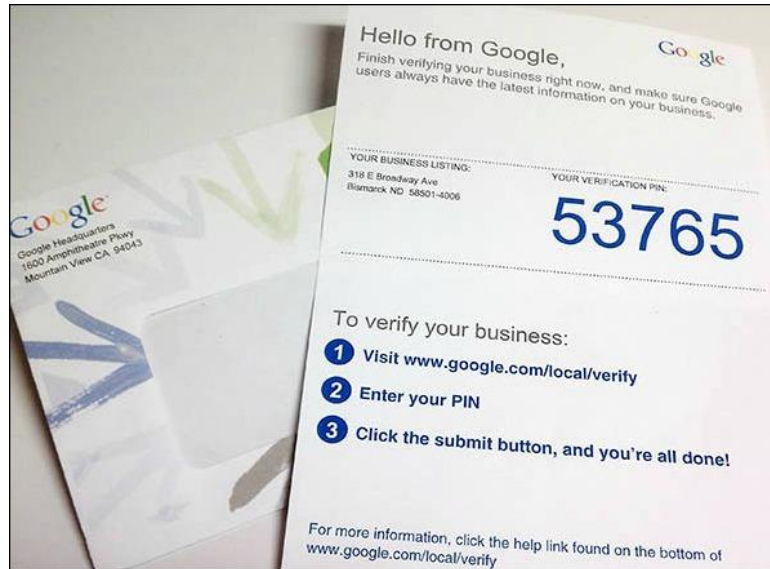
Click the "Edit details" link to make changes to an unclaimed Google+ listing.



The "Edit details" link will bring you to this page where you can submit changes. If Google determines that these changes are correct, they are made to the listing.



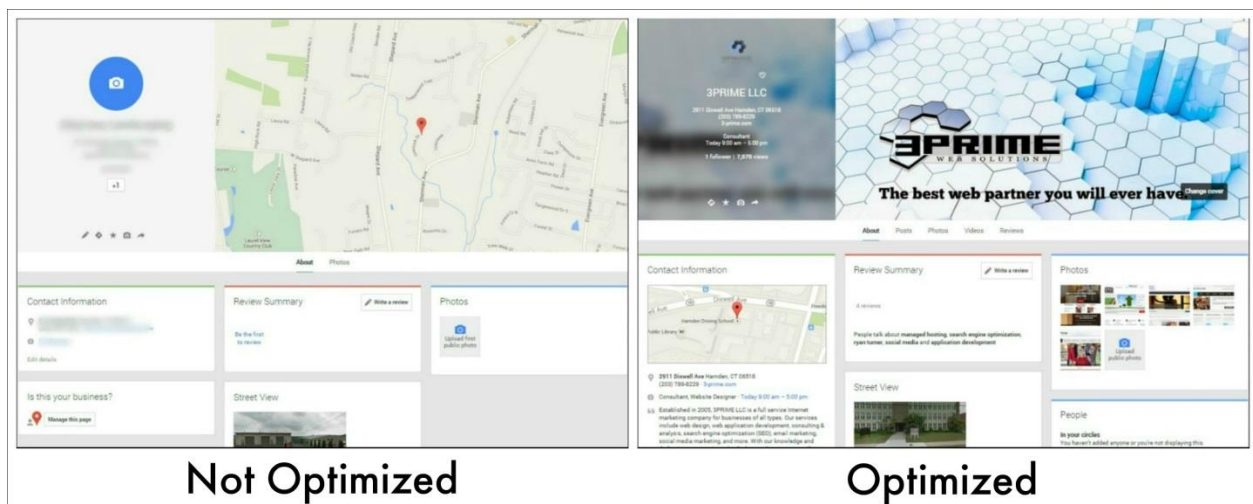
To claim a listing, Google will send you a postcard with a PIN to ensure your address is legitimate:



A Google postcard with the listing verification PIN.

Once you receive this postcard, you enter the PIN into your Google My Business account and the listing is officially yours. Once a listing is claimed, only the owner can make changes. The “Edit details” link will still be on your profile, but any changes submitted by another person will need to be approved by you.

Optimizing Your Listing



The listing on the left is unclaimed and not optimized. The listing on the right is claimed and optimized.



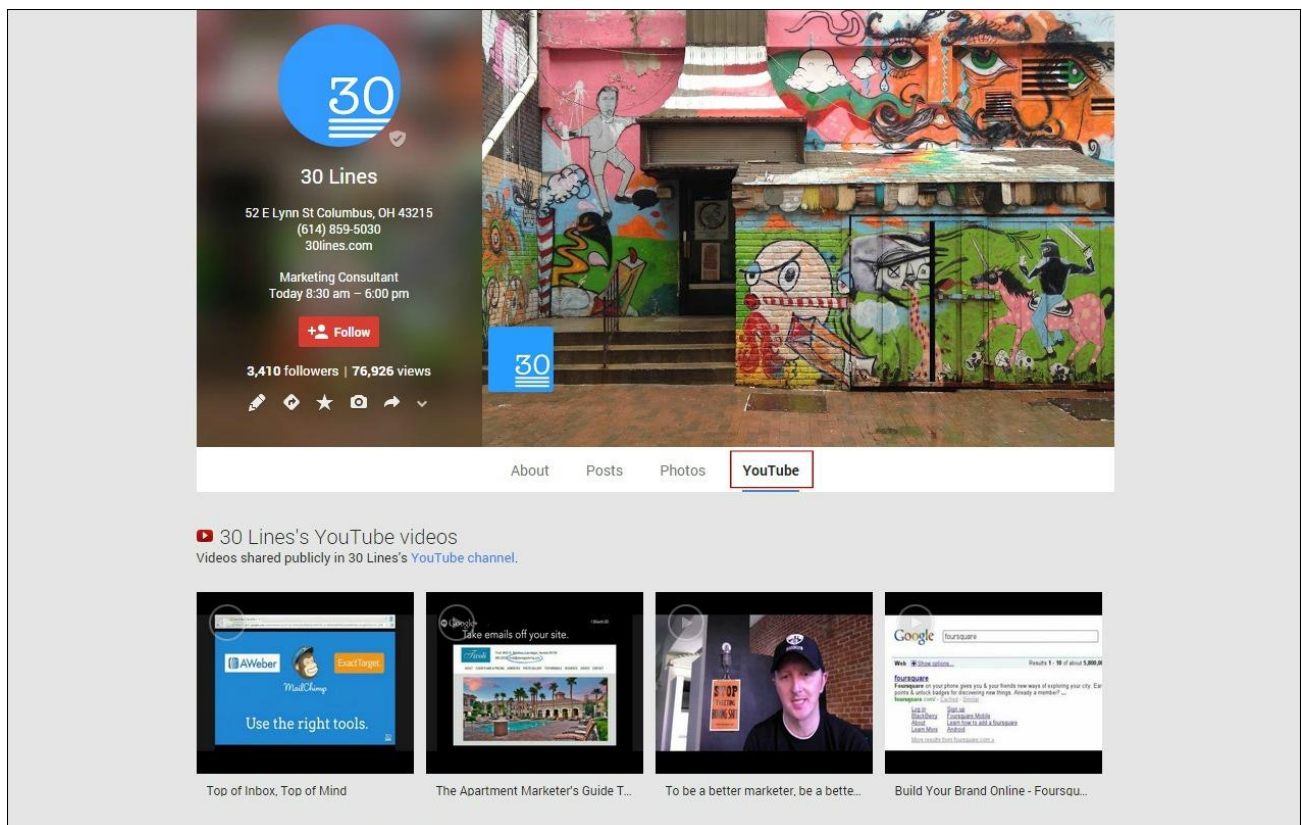
When you own a listing you need to fully optimize it to make it more attractive and easier for potential customers to find. Optimizing a listing includes adding:

- Relevant industry categories.
- Contact information, hours, and a link to your website.
- A detailed description with links to social media profiles.
- A header photo, a logo, and pictures of your business and services.

When you own your Google+ profile, you can make changes to the information whenever you like. Most changes take effect within a few minutes. Major changes, such as an address or phone number, might take up to several days.

Video

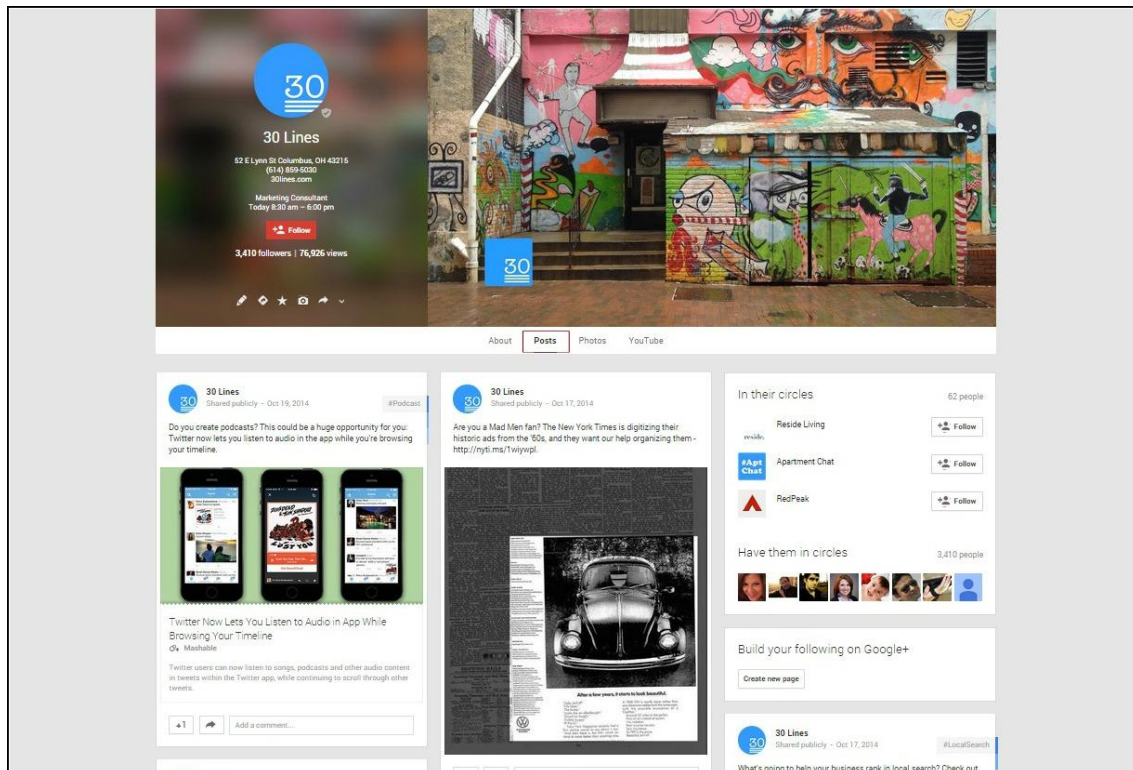
Google+ is integrated with YouTube so you can display videos on your listing if you have a YouTube channel:





Posts

Google+ is also a social media channel so you can share your latest posts on your profile. This is especially useful if your company has a blog:










Your Other Listings

Besides Google, you want to make sure your company your company is listed in other directories such as Bing, Yahoo, Yelp, and more. But unlike Google, you do not need to create these listings individually. We use a tool that creates and manages your local listings from a single dashboard.

Inputting Your Information

Required Listing Information		Required *
Business Name *	3PRIME LLC	
Categories *	Internet Services > Web Design > Search Engine Optimization Internet Services > Internet Hosting > Web Hosting Internet Services > Web Design > Web Designers Internet Services > Web Design > Web Site Developers Internet Services > Web Design > Web Consultants	
Address *	2911 Dixwell Ave Suite 106 Hamden, CT 06518	
Map Marker		
Business Phone *	(203) 789-8229	
Featured Message ? *	 Local SEO Consulting, Website Management & Design	
Optional Business Information		
Business Description	Established in 2005, 3PRIME LLC is best web partner you will ever have. Our staff's vast experience and technological knowledge help provide solutions for every situation and budget. Our services include web design, search engine optimization, local SEO, email marketing, pay-per-click advertising, graphic design, and more. Call us today for a consultation.	
Business Hours	Mon 9:00 AM to 5:00 PM Tue 9:00 AM to 5:00 PM Wed 9:00 AM to 5:00 PM Thu 9:00 AM to 5:00 PM Fri 9:00 AM to 5:00 PM Sat 9:00 AM to 5:00 PM Sun 9:00 AM to 5:00 PM	

Photos and Video		See guidelines
Business Logo		Replace Remove
More Photos		
+ Add photos		
YouTube Video	Enter your YouTube URL or Search for your video <input type="text" value="https://www.youtube.com/watch?v=W40VNgp1U"/>  SEO in 2014 - What Google Won't Say From: SaaS360 18:36 <input type="button" value="Save"/> <input type="button" value="Cancel"/>	
Social Media		
Foursquare Special	Do not display a Foursquare special	
Twitter Handle	@3prime	

Besides your contact information, categories, and description, you can also upload photos and videos. The dashboard also allows you to connect your social media accounts to your listings.

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Managing Your Listings

The dashboard enables you to manage up to 60 local listings. You can see whether a listing is live, processing, or inactive:

Status

All Statuses (57)

Live (48)

Processing (6)

Unavailable (3)

Sites

All Sites (57)

2findlocal (1)

411 (1)

8coupons (1)

ABLocal (1)

AirYell (1)

AmericanTowns (1)

Avantar (1)

Bing (1)

ChamberofCommerce.com (1)

Citybot (1)

Show all sites

Select Action

Columns

Show












25

1 - 25 of 57

Search

Search

Advanced Filter

	Site	Site Name	Status	
		2findlocal	✓ Live 1 listing suppressed	View Listing
		411	⚙ Processing	View Listing
		8coupons	✓ Live	View Listing
		ABLocal	✓ Live 1 listing suppressed	View Listing
		AirYell	✓ Live	View Listing
		AmericanTowns	✓ Live 1 listing suppressed	View Listing
		Avantar	✓ Live 1 listing suppressed	View Listing
		Bing	✓ Live	View Listing
		ChamberofCommerce.com	✓ Live	View Listing
		Citybot	✗ Unavailable (why?)	
		CityMaps	✗ Unavailable (why?)	

Other Features:

Our tool also allows you to create staff bios, a list of products & services, and menus that are visible on specific local listings:

Our Menu

[Preview Your Menu](#)

Sections: None
[+ Add a Section](#)

Click to add section name, e.g. Entrees (Optional)

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Our Founders

[Preview Your List](#)

Sections: None
[+ Add a Section](#)

Click to add section name, e.g. Management (Optional)

Ryan Turner
Co-Owner/CEO of 3PRIME
After a brief stint in the military, Ryan joined 3PRIME's clients, k...

Cornel Boudria
Co-Owner/Chief of 3PRIME
Cornel Boudria is 3...

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Our Services

[Preview Your List](#)

Sections: None
[+ Add a Section](#)

Click to add section name, e.g. Appliances (Optional)

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Data Aggregators

Data aggregators are large, trusted databases that local search directories regularly verify their listing information against. If a data aggregator has different information about your company that conflicts with your listings (such as name, address, or phone number), some of your listings could be altered, duplicated, or deleted.

If your business has been around for several years or more, chances are you are already listed in one or more of the four data aggregators. Their names are Acxiom, Localeze, Infogroup, and Factual.

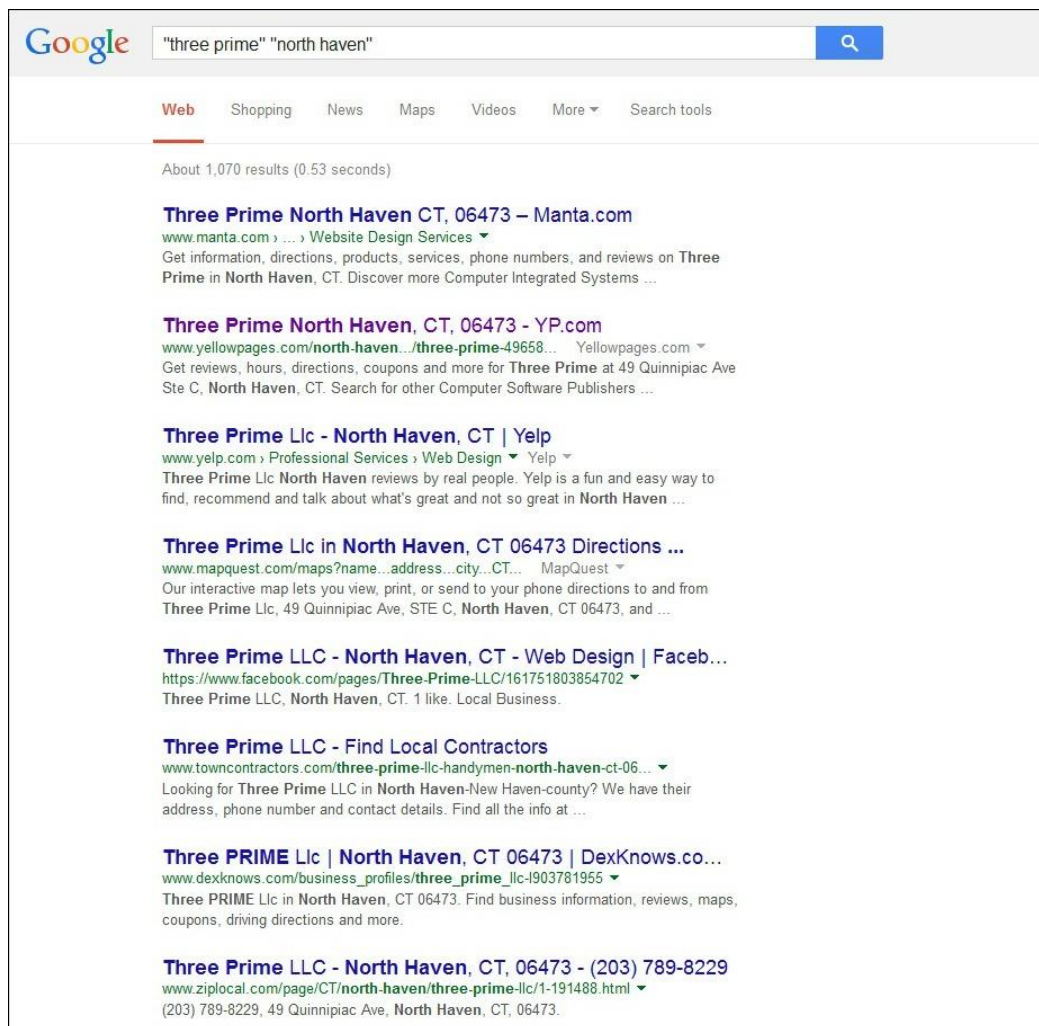


Claiming your data aggregator listings is usually done through phone or document verification. Doing this step ensures that your information stays correct and consistent throughout the Internet.



Listing Cleanup

If your business has been around for several years, chances are that there are duplicate or incorrect listings for your company throughout the Internet. There are a variety of reasons why these listings were created, from incorrect data aggregator information to scraper websites (sites that copy content from other websites, often incorrectly). This is especially an issue if your business has recently moved, changed its name, or changed any of its contact information, such as phone number or website.



A Google search turns up incorrect versions of our company's name at an older address.



To improve your business's search engine rankings, it is important to make sure your company's contact information remain consistent throughout the Internet. Our local listing tool has duplicate suppression capabilities which prove useful in detecting and eliminating duplicate listings:

	Citysearch	✓ Live 1 listing suppressed	View Listing ↗
	CitySquares	✓ Live 3 listings suppressed	View Listing ↗
	CoPilot	✓ Live	View Listing ↗
	Cricket	✓ Live	View Listing ↗
	DexKnows	✓ Live	View Listing ↗
	eLocal	✓ Live	View Listing ↗
	EZlocal	✓ Live 2 listings suppressed Opt Out Suppress Duplicates	View Listing ↗

However, a lot of incorrect information isn't just restricted to local listing websites. It takes a human to scour the Internet and look for incorrect contact information on all types of websites.

Our listing cleanup process has two steps:

1. Doing a thorough search for all incorrect mentions of your business.
2. Contact the webmasters to change or delete this information.

We do not consider the listing cleanup finished until we have exhausted all our options to get every incorrect mention of your business is changed or deleted.

