

Boost Your Local Search Visibility in Your Market with Google Places

Did you know Google has 67 percent market share of all search queries, and that 80 percent of search traffic on Google is organic? Google Places is a location-based marketing tool that allows your business to rank in Google's organic local search results. By having a business profile in Google Places, users searching for your products and services have a better chance of finding you and learning more about your business through the information you share in your profile. You will gain visibility in your local marketplace and increase conversion probability among current and potential customers.

Why Google Places?

- : **Local Visibility** — Increases your visibility on organic Google searches in your markets, giving you greater exposure in the local space.
- : **Higher Conversions** — Increases qualified leads and conversions by creating greater visibility in organic searches.
- : **Brand Compliance** — Gives you key content management control and maintenance of your organic Google presence at a local level.
- : **Customer Engagement** — Provides a platform to engage with current and potential customers with reviews, coupons, photos, videos and even mobile bar codes.
- : **Advertising through Google Boost within Google Places**— Allows you to place an ad on Google and Google Maps, as well as mobile devices, through a simple pay-per-click model to attract more visitors to your website or Places page.

Why Marquette Group?

- : **Expertise** — We ensure your listings are set up correctly and your content is accurate and robust, so you can get the most visibility out of organic searches.
- : **Ease and Efficiency** — We can set up multiple listings at one time and maintain them for you with on-demand, weekly and monthly updates, which helps sustain high page rank.
- : **Affordability** — We offer competitive pricing to help you build a strong foundation for successful search engine optimization. If your business runs at a local level, dealer pricing is also available.

Google Places FAQs

Why is Google Places a must for my business?

Google has refined the way searchers find local products and services through Google Places, making your accurate, robust Web presence more important than ever. Optimizing your appearance is critical since 80 percent of search traffic on Google is organic. Google Places helps you achieve organic ranking and visibility. By driving highly relevant search results based on rich content, Google Places also increases local leads and conversions for your business.

Why is it important to claim your Google Places Page for your business?

Claiming your Google Places page is a form of brand control because it enables you to prevent the public and competitors from editing content. Your Google Places pages allow you to share your business information, including a street level map view of your locations, videos, reviews, photos and links to your website.

How does Google Places give me brand control?

Every Google Places listing will feature your brand in a consistent format, which will communicate credibility to current and potential customers. Marquette Group will work with you to make sure your information is up-to-date and robust for all of your listings.

Why are reviews important to organic search results?

Google aggregates reviews and ratings from Google as well as social networking and customer feedback sites across the Web to determine which businesses should be returned in the results, ensuring users get the best result available. Reviews, as one of the variables of your local search strategy, can have a very strong impact on the visibility of your business. Search engines value user interaction and reviews; therefore, listings with these elements gain more traction in results than listings without them.

How will I know Google Places is working?

Google Places analytics provides a dashboard platform with clicks, impressions, traffic activity, top search keywords, Google Boost ad performance and more. You will be able to see who is searching for your business, how they are finding you and where they are coming from. This information will help you make smart business decisions to attract more customers.