



# Driving Business With Local Search:

*Your Customers Are Looking For You!*

Thomas Petty, California USA

- Small businesses are the lifeblood of countries all over the world. In the USA, small businesses are generally defined by the SBA (US Small Business Association) as those that have:
  - 500 or fewer employees
  - US\$7 million or less in annual receipts
- There are an estimated **29.6 million small businesses in the United States**, and they:
  - Employ just over half of the country's private sector workforce
  - Represent 97.3% of all the exporters of goods
  - Represent 99.7% of all employer firms
  - Generate a majority of the innovations that come from United States companies

- Similarly, the EU defines small businesses as those:
  - Having fewer than 250 employees
  - Up to €50 million in annual revenue.
- There are **23 million enterprises**, providing 75 million jobs:
  - 91% of all EU businesses have 1-9 employees ("Micro")
  - 7% have 10-49 employees
  - 1% have 50-250 employees
  - 1% are defined as "large enterprises"
  - Over 2/3 of all private sector jobs across the continent




plumbers

Search

About 70,100,000 results (0.20 seconds)

[Advanced search](#)

 **Everything**

 Maps

 Videos

 More

**Any time**

Past 2 days

**All results**

Wonder wheel

 More search tools

Something different

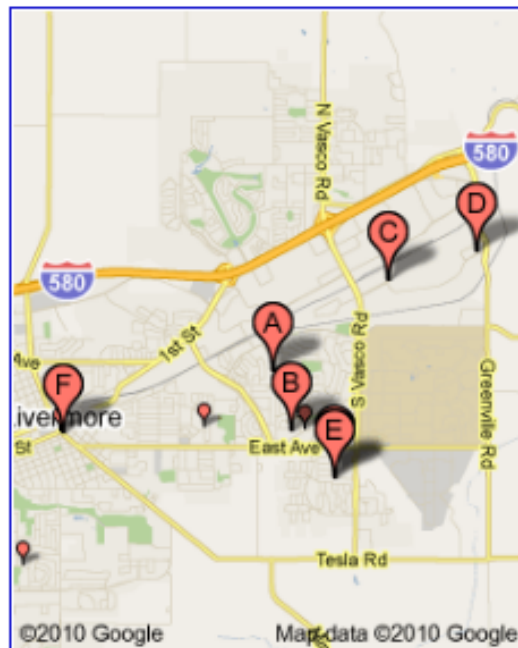
electricians









roofers

glaziers

locksmiths

Local business results for **plumbers** near Livermore, CA 94550 - [Change location](#)



-  [Able To Plumbing & Rooter](#)  
www.abletoplumbing.com - (925) 606-0990 - 3 reviews
  -  [Reed Plumbing Co](#)  
www.dareedplumbing.com - (925) 371-5671 - 1 review
  -  [Brasso's Plumbing](#)  
www.brassosplumbing.com - (925) 454-8541 - [More](#)
  -  [Fault Line Plumbing, Inc.](#)  
www.faultlineplumbing.com - (925) 443-6450 - [More](#)
  -  [Pacific Rim Plumbing](#)  
maps.google.com - (925) 443-3333 - [More](#)
  -  [Roto-Rooter](#)  
www.rotorooter.com - (925) 443-5454 - [More](#)
  -  [A Plumbing & Electric Co](#)  
maps.google.com - (925) 449-0891 - 1 review
-  [More results near Livermore, CA 94550 »](#)

**YAHOO!**

Web Images Video Local Shopping News More ▾

plumbers, livermore, ca

Search

Options ▾

## Plumbers near Livermore, CA

Hearby City

All (176)

Livermore (54)

Pleasanton (37)

Fremont (31)

Dublin (24)

San Ramon (24)

Tracy (2)

Sunol (1)

1 [Barnett Plumbing ★★★★★ \(7\)](#)

[philbarnettplumbing.com](#)

(925) 872-0805 - 2150 Portola Ave, Ste D192, Livermore, CA

[7 Reviews](#) ▾ | [Overview](#) ▾ | [Directions](#) ▾

2 [DISCOUNT PRO PLUMBING, HEATING & AIR CONDITIONING ★★★★★ \(10\)](#)

[local.yahoo.com](#)

(800) 931-6843 - Livermore, CA

[10 Reviews](#) ▾ | [Overview](#) ▾

3 [A-1 Plumbing Heating & Air Conditioning Service](#)

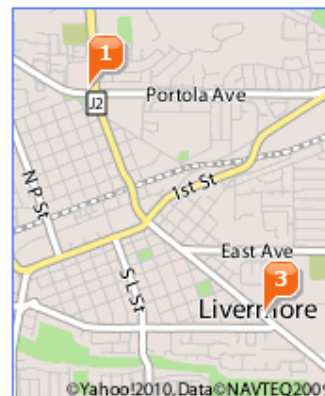
★★★★★ (10)

[local.yahoo.com](#)

(866) 755-0470 - Livermore, CA

[10 Reviews](#) ▾ | [Overview](#) ▾ | [1 Photo](#) ▾

[173 More Local Results...](#)



Sponsored Results

### Plumber

Expert **Plumbers** Avail 24/7. Same Day Serv. Call For a Free Estimate.

[www.RapidPlumbing.net](#)

### Plumbers Near You

Enter your zip code & find info on **plumbers** in your area. Search now.

[www.PlumbersNearYou.com](#)

### Get a Plumbing Quote Now

Find a Local **Plumber** on the Nation's #1 **Plumbers** Directory

[www.eLocalPlumbers.com](#)

### Become A Plumber

Train To Be A **Plumber**. Find Schools with Flexible Classes.

[BeAPlumber.collegesurfing.com](#)

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plumbers



Web

Web

Local Listings

Wikipedia

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- [Plumber Salary](#)
- [Plumbers New Jersey](#)
- [Ask Plumber](#)
- [Master Plumber](#)
- [How to Become a Plumber](#)

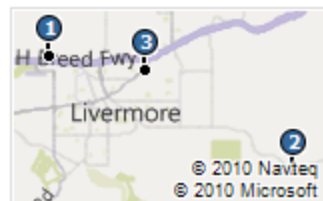
SEARCH HISTORY

[business listings on bing](#)

ALL RESULTS

1-10 of 12,800,000 results · [Advanced](#)

[Listings for plumbers near Livermore, California](#) [Change location](#)



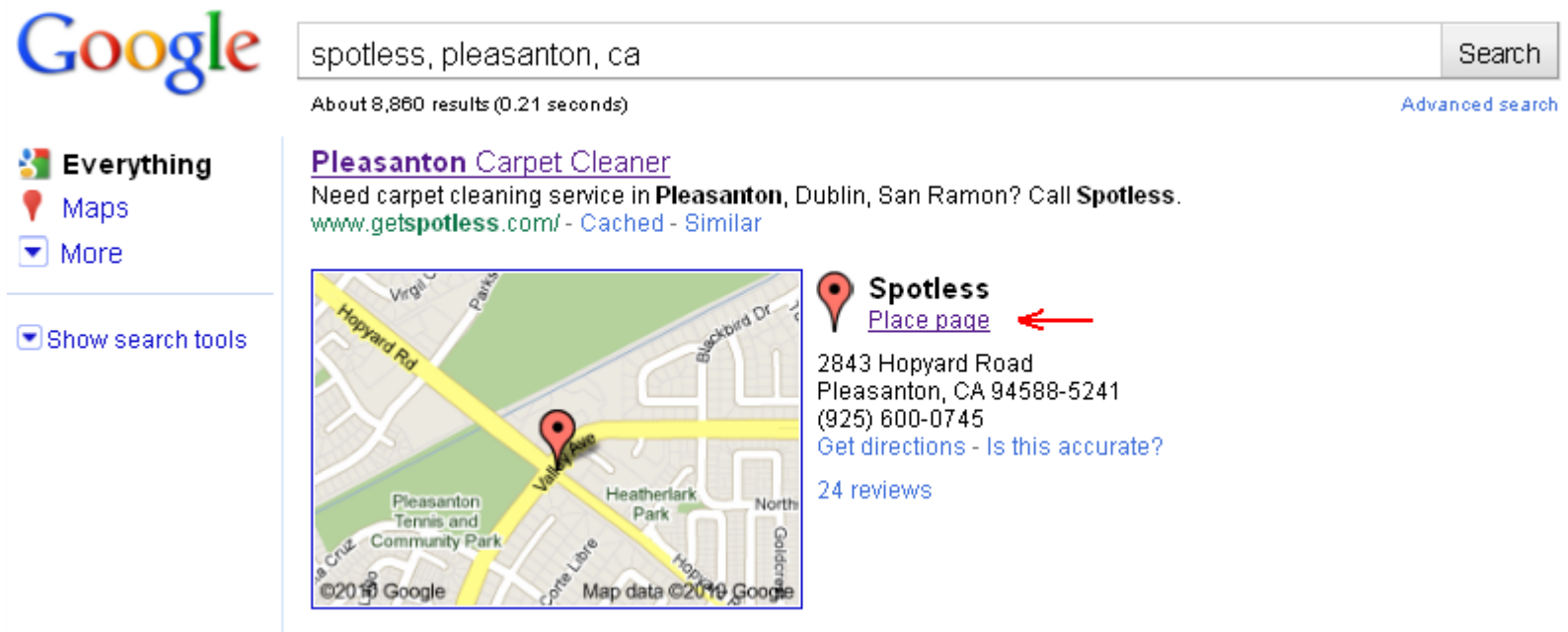
1. [Roto-Rooter Plumbing & Drain](#) · (925) 443-5454  
333 N Canyon Pkwy Ste 221 · Livermore · [Directions](#)
2. [Performance Plus Plumbing](#) · (925) 828-7775  
12200 Tesla Rd · Livermore · [Directions](#)
3. [Able To Plumbing & Rooter](#) · (925) 606-0990  
4435 1st St #443 · Livermore · [Directions](#)

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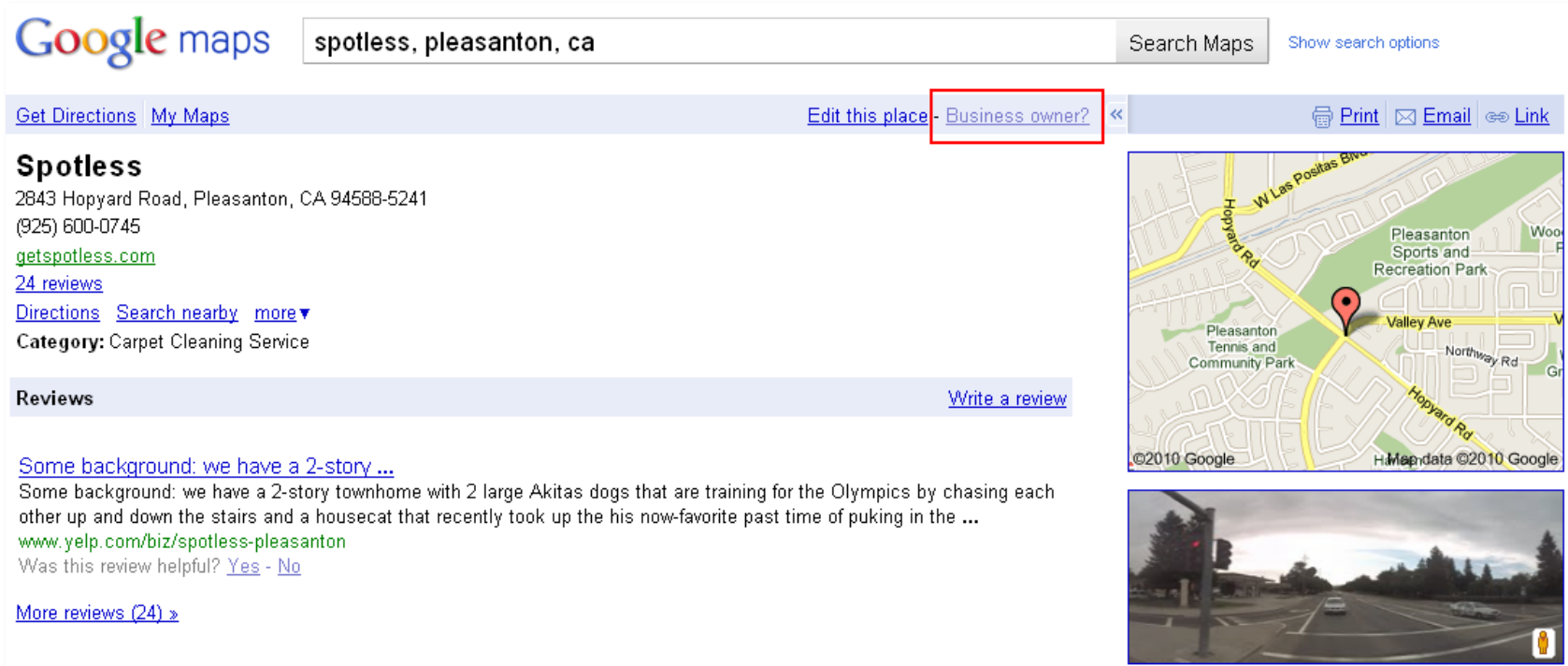
- Google Places
  - <http://places.google.com>
- Yahoo! Local Listings
  - <http://listings.local.yahoo.com>
- Bing Business Listing Center
  - <https://ssl.bing.com/listings/ListingCenter.aspx>

# Is Your Business Already Listed?

- Go into the search engine and search for your business name + city + location

A screenshot of a Google search results page. The search bar contains the text 'spotless, pleasanton, ca' and a 'Search' button. Below the search bar, it says 'About 8,860 results (0.21 seconds)' and 'Advanced search'. On the left side, there are navigation options: 'Everything' (selected), 'Maps', and 'More'. Below these is a 'Show search tools' link. The main search results area shows a link for 'Pleasanton Carpet Cleaner' with a description: 'Need carpet cleaning service in Pleasanton, Dublin, San Ramon? Call Spotless. www.getspotless.com/ - Cached - Similar'. Below this is a map showing the location of 'Spotless' at 2843 Hopyard Road, Pleasanton, CA. A red pin is placed on the map, and a red arrow points to the 'Place page' link next to the pin. The map also shows 'Pleasanton Tennis and Community Park' and 'Heatherlark Park'. The map data is from 2010.

- If it shows “Business owner?” at the top, you have not claimed your listing, and you must!



Google maps  Search Maps Show search options

Get Directions My Maps Edit this place **Business owner?** << Print Email Link

**Spotless**  
 2843 Hopyard Road, Pleasanton, CA 94588-5241  
 (925) 600-0745  
[getspotless.com](http://getspotless.com)  
 24 reviews  
 Directions Search nearby more ▾  
 Category: Carpet Cleaning Service

Reviews Write a review

Some background: we have a 2-story ...  
 Some background: we have a 2-story townhome with 2 large Akitas dogs that are training for the Olympics by chasing each other up and down the stairs and a housecat that recently took up the his now-favorite past time of puking in the ...  
[www.yelp.com/biz/spotless-pleasanton](http://www.yelp.com/biz/spotless-pleasanton)  
 Was this review helpful? Yes - No  
[More reviews \(24\) »](#)

©2010 Google Map data ©2010 Google



[Advanced Search](#)  
[Language Tools](#)

Google Search

I'm Feeling Lucky

Over 33,000 children drew doodles for our homepage.  
[Vote for the one](#) that will appear here!

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[Google Places](#)

*Claim or add your business on Google*

Features include creating coupons, posting live updates, and viewing how your business is doing with a real-time dashboard.

- Enter all your business information, and fill out ALL the boxes
- If you have a toll-free number, add a local number too
- Fill out “Description” box with all your services. You only have 200 characters

**▼ Basic Information**

Please note that changing your address or business name will require additional verification via mail or phone.

Country: \*

Company/Organization: \*

Street Address: \*

City/Town: \*

State: \*

ZIP: \*

Main phone: \*   
Example: (201) 234-5678 [Add more phone numbers](#)

Email address:   
Example: myname@example.com

Website:   
Example: http://www.example.com  
 I don't have a website.

Description:   
200 characters max, 200 characters left.

- Pick the category that most closely fits your business (you *have* to pick one of theirs)
- Fill in four other categories that people will search for that are high value words
- This is by far, the most influential factor in getting your business to show up!

|                                                                                                               |                                                                                             |
|---------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Category: *                                                                                                   | <input type="text" value="Caterer"/>                                                        |
| Which categories (up to 5) best describe your business?<br>Ex: Dentist, Wedding Photographer, Thai Restaurant |                                                                                             |
| Category: *                                                                                                   | <input type="text" value="Wedding Catering &amp; Caterers"/>                                |
| Category: *                                                                                                   | <input type="text" value="Special Events &amp; Party Planning"/>                            |
| Category: *                                                                                                   | <input type="text" value="Barbecue Catering &amp; Caterers"/>                               |
| Category: *                                                                                                   | <input type="text" value="Vegan, Vegetarian, Organic &amp; Green Catering &amp; Caterers"/> |

- Upload 10 photographs or images
  - Make the first one your logo
- Create 5 videos and put them on YouTube
  - Google owns YouTube and values video
  - Link the five videos to your Google Places listing
- Set your geographic area
- Complete as much as you can about your listing, and this will pay out with a higher position against your competition

- The more the better
- Build them over time
- Those from other sites count too, like Yelp

Google


windshield replacement houston

Search

About 1,180,000 results (0.20 seconds)

[Advanced search](#)

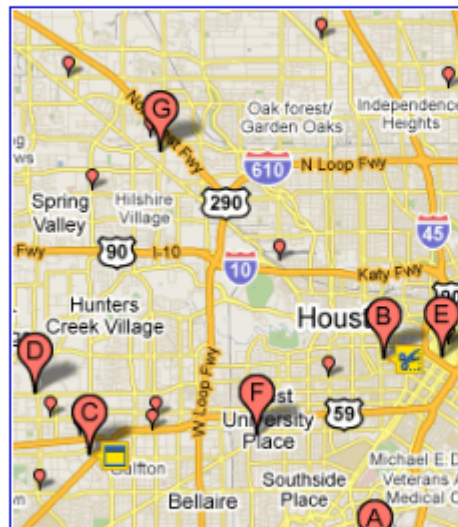
Local business results for **windshield replacement** near **Houston, TX**




 Everything

 Maps

 More

 Show search tools






- A** [Able Auto Glass](#)  
www.ableautoglass.com - (832) 413-2253 - **43 reviews**  
 Visit our website Sponsored
- B** [Atlas Auto Glass Paint & Body](#)  
www.atlasautoglass.com - (713) 640-1844 - **43 reviews**  
 \$10 off in store repair Sponsored
- C** [Affordable Auto Glass](#)  
www.affordableautoglass.com - (713) 774-5277 - **76 reviews**  
 Visit our website Sponsored
- D** [Clints Glass: Windshield & Rock Chip Repair, Houston, TX](#)  
www.clintsglass.com - (832) 335-7386 - 16 reviews
- E** [Binswanger Glass](#)  
www.binswangerglass.com - (713) 224-9262 - 3 reviews
- F** [Lone Star Glass, Inc.](#)  
www.lonestarglass.com - (713) 661-0091 - 16 reviews

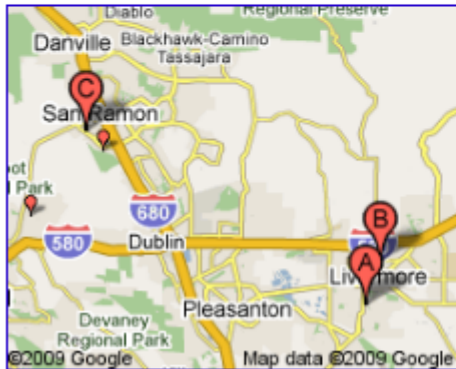
Google   [Advanced Search](#)


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Web [+ Show options...](#) Results 1 - 10 of about 87,200



**Mary Kay Official Site**    
[MaryKay.com](#) Get Beauty, Skincare and Makeup. Online With Independent Consultant

Local business results for **mary kay** near **Livermore, CA** 

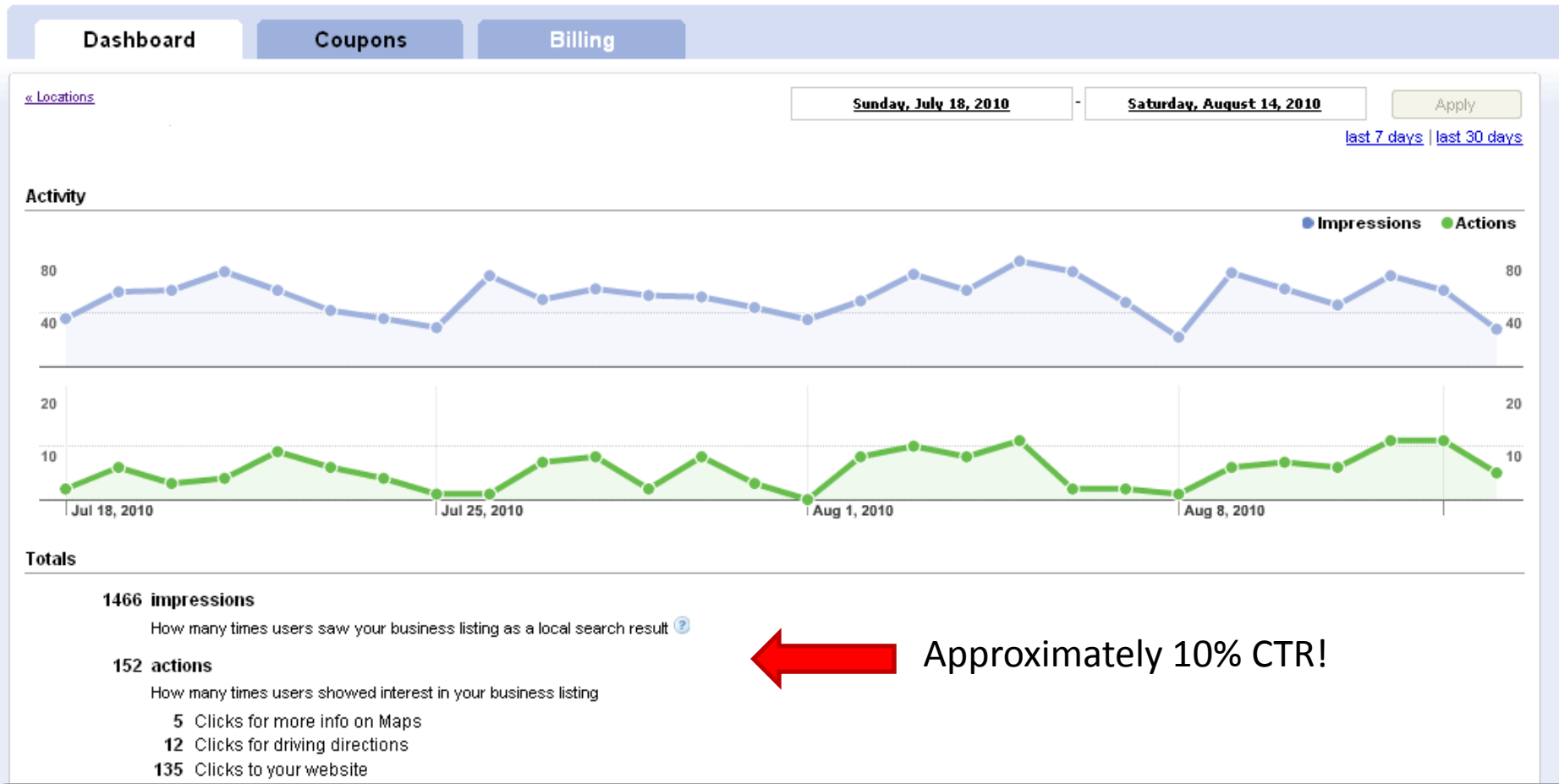


**A** [Mary Kay Cosmetics - Shari Schierloh](#)  - [maps.google.com](#)  
 1359 Flanders Way, Livermore - (925) 961-1970  
[Directions and more >](#)

**B** [Mary Kay Cosmetics - Doris Gonzalez, Independent Beauty Consultant](#)    
 2722 Kelly St, Livermore - (925) 922-0676  
[Directions and more >](#)

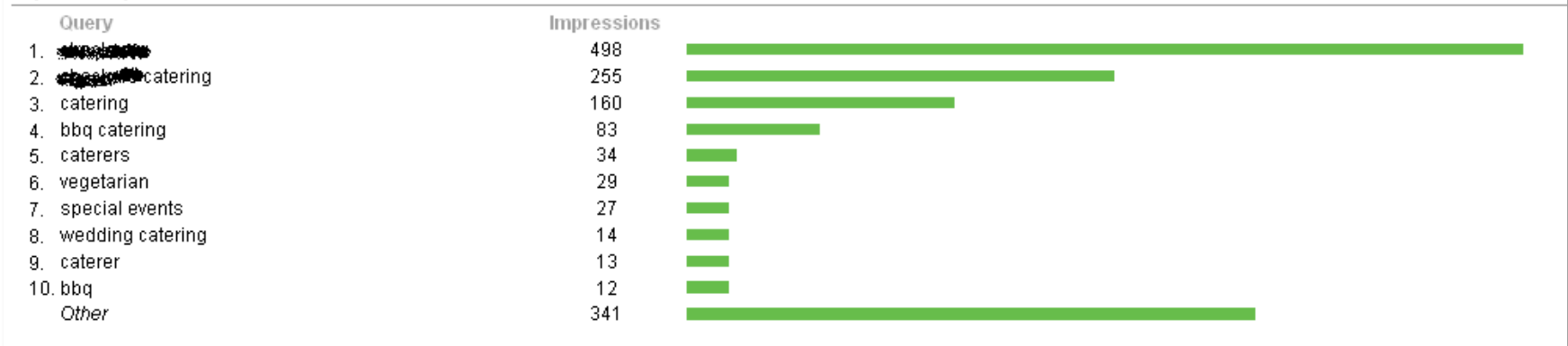
**C** [Mary Kay Cosmetics](#)   - [www.marykay.com](#)  
 2796 Bollinger Canyon Rd, San Ramon - (925) 309-4025  
[Directions and more >](#)

[More results near Livermore, CA >](#)

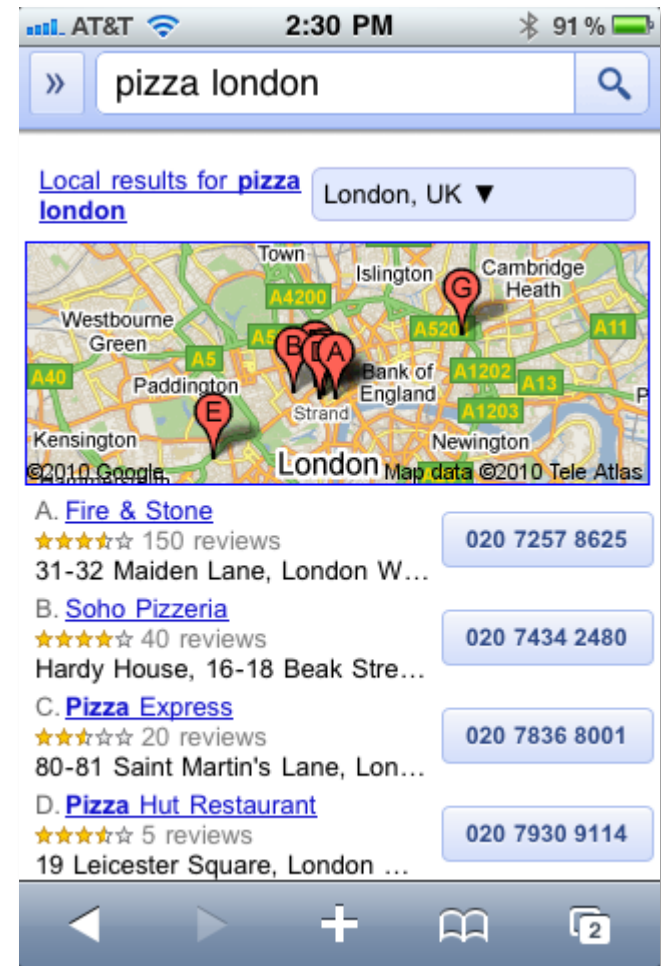


- See what key words your Google Places listing is showing up

Top search queries [?](#)



- A recent study says nearly 100% of mobile searches are on Google



- Print out your “QR” code and put in your window
- They’ll use their smart phone to scan bar code
- Your customers may:
  - Read reviews to see what other people think about the business
  - Find a coupon that the business has posted to their Place Page
  - Star the business to remember to check it out later, or to remember to visit again
  - Leave a review right after they leave the business. What's a better time to write what you think, than when you've just visited?

We're on the map



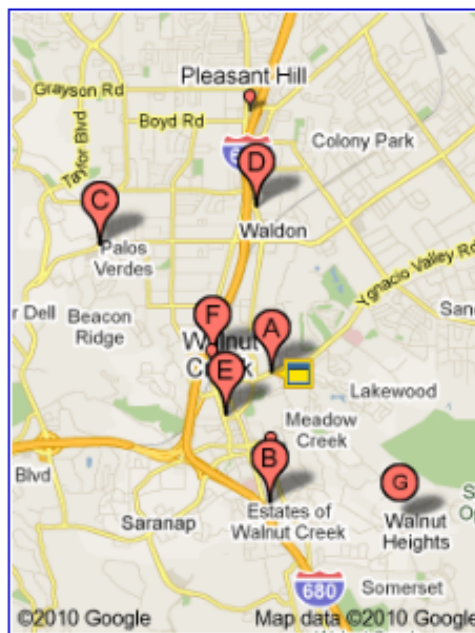
Google™ maps

- Stand out from the competition
- Get analytics data
- Link “tag” to video, Web site, coupon
- Cost is US\$25/month (may not be available in all areas yet)

employment lawyers walnut creek

About 102,000 results (0.24 seconds)

Local business results for **employment lawyers** near **Walnut Creek, CA**



- A** [William L Schott Law Offices](http://www.wschottlaw.com)  
www.wschottlaw.com - (925) 934-5014 - M  
Visit our website Sponsored
- B** [Van De Poel, Lew & Allen, LLP](http://www.vanlewy.com)  
www.vanlewy.com - (925) 934-6102 - M
- C** [Law Offices of Michael J. Reed](http://www.michaelreedattorney.com)  
www.michaelreedattorney.com - (925) 743-
- D** [John F Martin Law Offices](http://www.johnfmartinlaw.com)  
www.johnfmartinlaw.com - (925) 937-5433
- E** [Hinton, Alfert & Sumner](http://www.hinton-law.com)  
www.hinton-law.com - (925) 932-6006 - M
- F** [McKAY & LEONG, Attorneys at Law](http://www.mckay-leong.com)  
www.mckay-leong.com - (925) 932-6095 -
- G** [Montura Law Group](http://www.monturalaw.com)  
www.monturalaw.com - (415) 308-0025 -
- More results near **Walnut Creek, CA** »

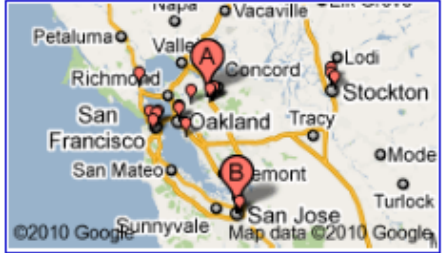


- Create individual Web pages of content for different cities
  - Do not try to optimize Home page for local search
  - Be sure to include postal codes (zip codes) in the Title and Description META tags
- This may be more effective on other search engines than Google

- 94596 (postal code) is in the “Title” tag as well as the “Description” META tags.
- Very few businesses do this step, so you’ll have very little competition.

About 10,300 results (0.17 seconds) [Advanced search](#)

[Local business results for slip and fall lawyer near Walnut Creek, CA 94596](#)



**A** [Law Offices of Michael J. Reed](#) - [www.michaelreedattorney.com](http://www.michaelreedattorney.com)  
 1547 Palos Verdes Mall, Walnut Creek - (925) 743-8353  
[Directions, hours, and more »](#)

**B** [Bostwick & Janoff](#) - [www.bostwickandjanoff.com](http://www.bostwickandjanoff.com)  
 111 West Saint John Street #1040, San Jose - (408) 286-2300  
 1 review, [directions, hours, and more »](#)

[More results near Walnut Creek, CA 94596 »](#)

**Slip & Fall Lawyer** in Walnut Creek: Need an **attorney** because of a ...  
 Need a **slip and fall attorney** in Walnut Creek or Concord California? You need a **lawyer** who knows how to handle these types of injury cases.  
[www.wschottlaw.com/personal-injury/slip-and-fall.aspx](http://www.wschottlaw.com/personal-injury/slip-and-fall.aspx) - [Cached](#)

- Yelp and other sites show up in search results

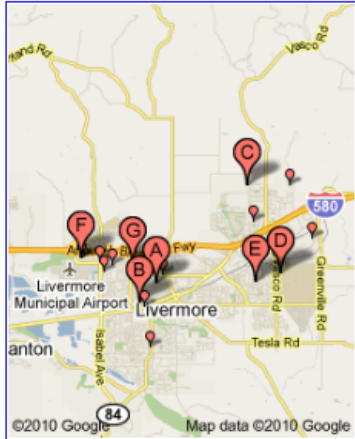
Google

About 49,100 results (0.24 seconds) [Advanced search](#)

**Everything**  
 Maps  
 More

**All results**  
[Related searches](#)  
 More search tools

**Local business results for carpet cleaning near Livermore, CA**



- A** [Advanced Sparkee Carpet Care](#)  
www.advancedsparkee.com - (925) 373-9999 - [More](#)
- B** [Desimone Carpet Cleaning Services](#)  
www.desimonecarpet.com - (925) 462-6553 - [1 review](#)
- C** [Altamont Chem-Dry](#)  
www.chemdry.com - (925) 449-8544 - [More](#)
- D** [Service Master Clean Care](#)  
www.servicemasterclean.com - (925) 454-0828 - [More](#)
- E** [Cleanpro Cleaning Services](#)  
maps.google.com - (925) 449-3690 - [More](#)
- F** [Tri-Valley Janitorial Services- Office Cleaning/ Commercial...](#)  
tvjan.com - (925) 443-1653 - [More](#)
- G** [Livermore Carpet Cleaning](#)  
www.livermorecarpetcleaning.com - (925) 997-7980 - [More](#)

[More results near Livermore, CA >](#)

[Desimone Carpet Cleaning for Pleasanton, Livermore, Dublin, Ruby ...](#)  
**Carpet cleaning** service covers Pleasanton and the Tri-Valley area.  
[www.desimonecarpet.com/](#) - [Cached](#) - [Similar](#)

[Delta Carpet Cleaning - Livermore, CA](#)  
 ★★★★★ 5 reviews  
 5 Reviews of Delta Carpet Cleaning "THANK YOU YELP!!!! Rohn and Randy at Delta Carpet Cleaning are the best. I chose Delta because of other yelpers all ...  
[www.yelp.com/biz/delta-carpet-cleaning-livermore](#) - [Cached](#) - [Similar](#)

- Local Search on search engines like Google drives a lot of business
  - Claim and/or create your Google Places listing and optimize it for your primary search phrases
  - Create content specific to your search area
  - Utilize review sites like Yelp to create high quality reviews
- With all of this, you may get multiple listings on the search engines!



Digital  
Marketing

# QUESTIONS?

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