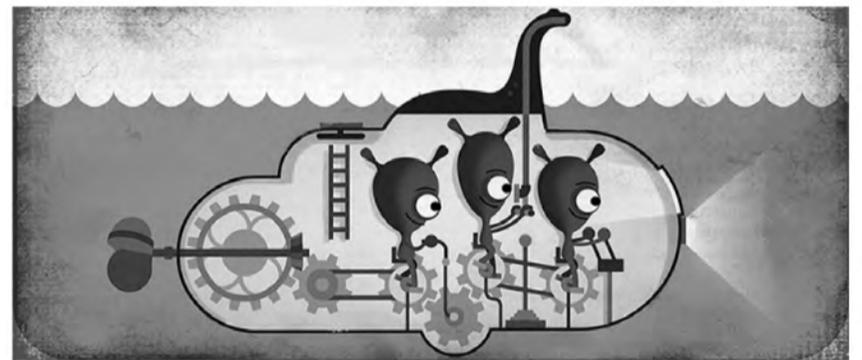


A Google Marketing Guide

GOOGLE



GOOGLE

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INTRODUCTION

The Googleplex in Silicon Valley may seem like it's on the other side of the world from local businesses. However, Google knows that local businesses are vital to America's economic future and believes that every business should be able to be found online.

To help local businesses accomplish this, Google offers products (many of which are free) that businesses can use to capture the attention of consumers who look online for products and services.

A BCG Study¹ says that businesses that have an online presence grow 40% faster than those who don't. The Google products and tools we cover in this e-book — search engine marketing and optimization, Google My Business, YouTube, Analytics and Mobile — will help you move your business into the online express lane for growth.

Going a step further, the technology giant has started a program called *Let's Put Our Cities on the Map* where they are working with business owners, city officials, chamber of commerces, nonprofits — and select partners, LocalVox and our parent The Berry Company included — across the country to spread the word about how important it is for local businesses to show up in Search and on Maps.

As a Google partner, we will be hosting free events for businesses in cities around the U.S. where we'll work with attendees to help them get their local businesses up and running online.

While there are other technology companies out there (Yahoo!, Microsoft, Amazon), none come close to the massive reach, strong results and dedication to the local business community that Google has.

This e-book will provide you with everything you need to use Google's local business products so you can drive more sales.

¹ BCG Report, The Connected World: The \$4.2 Trillion Opportunity, March 2012

CHAPTER 1

What is Google?

goo·gle

/ˈɡoʊg(ə)l/

verb

verb: **google**; 3rd person present: **googles**; past tense: **googled**; past participle: **googled**; gerund or present participle: **googling**

search for information about (someone or something) on the Internet using the sea engine Google.

"I recently googled my 7th grade teacher and found his current e-mail address"

Origin

ENGLISH

Google → google
1990s

1990s: from *Google*, the proprietary name of the search engine.

A BRIEF OVERVIEW

Google is an American multi-national technology company specializing in Internet-related products and solutions, including: online advertising technologies, search, cloud computing and software.

Google's mission is to organize the world's information and make it universally accessible and useful. It's unofficial slogan is "Don't be evil."

Co-founders Larry Page and Sergey Brin met at Stanford University in 1995 as PhD students. By 1996, they had already built a search engine (initially called BackRub) that determined the importance of individual webpages by using links.

Sadly, the name BackRub didn't stick and the search engine was renamed "Google," a play on the word "googol," the mathematical term for a 1 followed by 100 zeros. In 1998, Google (the company) was officially incorporated when Sun co-founder Andy Bechtolsheim invested \$100,000 in "Google Inc." Today, Google is a publicly-traded company (NASDAQ), has 40,000+ employees

• Continued on page 5

DID YOU KNOW?

The first "Google doodle" (1998) was intended to let visitors to the homepage know that Google's team was offline.

What were they doing offline? Attending the famous Burning Man Festival in Nevada.

Today, Google has a team of "doodlers" and have posted 2,000+ different doodles.

Source:
Google Company Overview. June 10, 2015.

<http://google.com/about/company/>

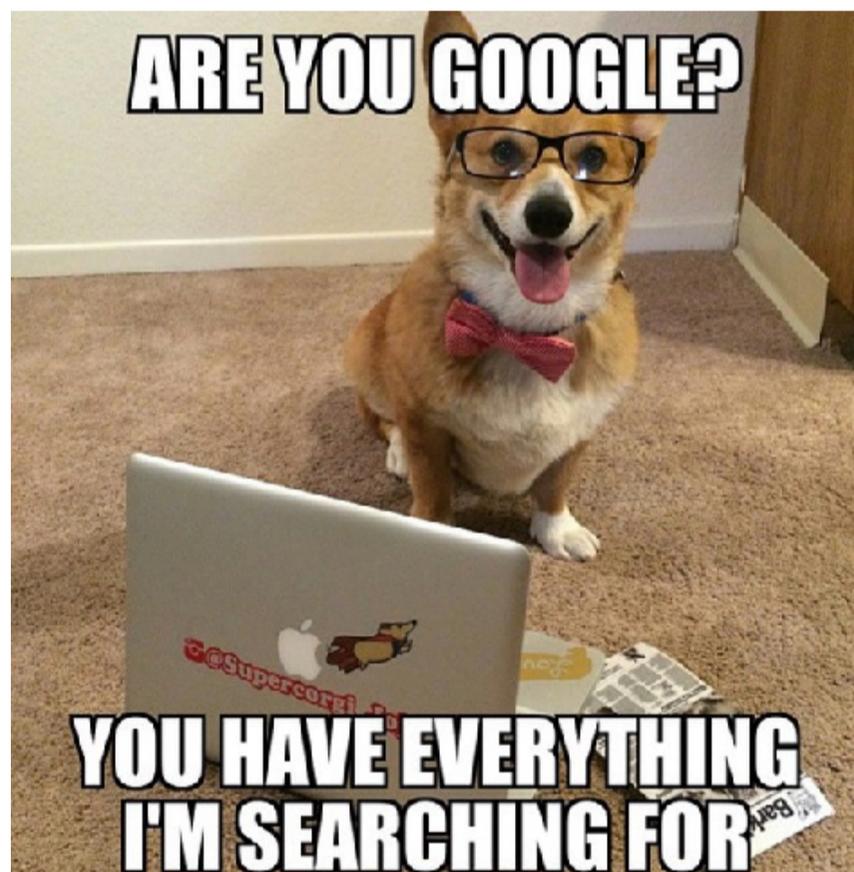


• Continued from **page 4**

(Googlers) and 70 offices in 40 countries around the world. While Google's search engine is still a core component of its business, the technology company now offers products and solutions for individuals and businesses alike.

Many sources (such as Alexa in 2013) have listed google.com as the most-visited website in the world. Like many other large companies, Google's market dominance has attracted the attention of the media and has been criticized over issues such as search neutrality, copyrights, censorship and privacy issues.

Google has no shortage of products you can use for your business. However, for the purpose of this e-book, we will be focusing on Google's products for local online marketing.

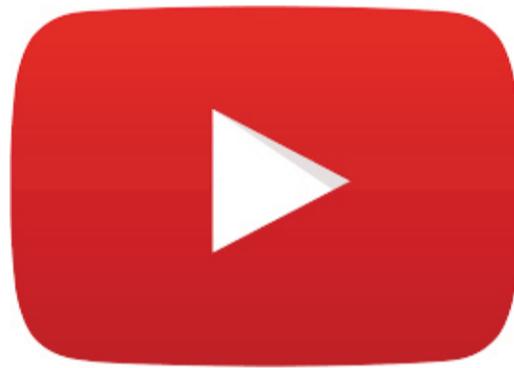
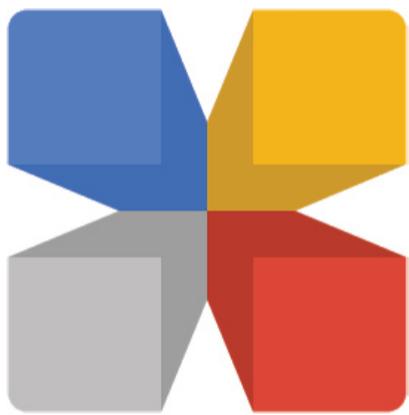


Google's Local Online Marketing Products

Product	Purpose	Cost
Google My Business	Information management	Free
YouTube	Video	Free
Maps	Location and directions	Free
Search	Discoverability	Free
Google+	Social	Free
Analytics	Track and optimize	Free
AdWords	Paid search	\$

CHAPTER 2

Google Business Solutions



GOOGLE BUSINESS SOLUTIONS

Google's business solutions work together to help you achieve the following four goals:



1. Be found across the web



2. Target customers and provide information



3. Track your website traffic



4. Stay connected across multiple touch points

Google's local online marketing products are comprised of free and paid products (AdWords). Many businesses use a combination of Google's free products and AdWords so that they can drive immediate results (AdWords) and build longer-term ROI.

CHAPTER 3

Search Engine Marketing

(a.k.a. SEM or Paid Search)



SEARCH ENGINE MARKETING

Search engine marketing (SEM or “paid search”) is the process of gaining website traffic and visibility on search engine results pages (SERPs) via paid ads.

The term “search engine marketing” used to encompass both search engine optimization (SEO) – getting traffic via “free,” “organic,” “editorial” or “natural” search results on search engines – and paid search. Despite the fact that both SEM and SEO are marketing strategies on the same platform (SERPs) that use keywords, however SEM is now used exclusively to describe paid efforts because the tactics involved in each are so different. [We will cover SEO in the next chapter.](#)

Paid search is a big business and it shows no signs of slowing down, especially with the introduction of mobile search.

MAJOR PLAYERS

In the United States, the major search engines that offer paid search are Google, Bing and Yahoo!. For those of you who have ever wondered how companies like Google make money, paid search is your answer.

Google AdWords is the arguably the most-popular paid search platform that search marketers use, followed by Bing Ads (which serves a significant amount of ads on Yahoo!, creating a network).

The image shows a Google search for "kids bunk bed". The search bar is highlighted with a red box. Below the search bar, the search results are displayed. The first result is an advertisement for Casa Kids, followed by another advertisement for GlennGaryFeiland.com. To the right, there are more advertisements for Children's Bunk Bed Sale, Billy's Bunks, and Children Wooden Bunk Beds. Red boxes and arrows point to the search bar, the search results, and the advertisements.

Shopper searches Google for “kids bunk bed”

Advertisements shown to shopper

OTHER PLAYERS

Beyond the major three players, there are other “2nd tier PPC platforms” and social networks that offer PPC advertising options.

2nd tier PPC platforms are actually difficult to define, other than it comprises search network that isn't part of the big three, because they vary so greatly in technology and offerings. For example, some offer cross-device advertising, while others are niche experts and have small highly-targeted segments on a network. Many of these 2nd tier PPC platforms are huge networks that publish ads on well-established media websites, such as *The Wall Street Journal* and *The New York Times*.



At LocalVox, we work with a 2nd tier PPC platform partner to [give our customers access to highly-targeted inventory on highly-desirable sites](#), such as *The New York Times*, *The Wall Street Journal* and *Coupons.com*, to name a few. These publishers would be price-prohibitive to our customers if they were to work directly together. However, LocalVox is able to place opt-in ads for our customers on these sites (at a price our customers can afford) because we have a stronger collective purchasing power vs. one local business.

While there is no shortage of 2nd tier PPC platforms, for this e-book we are going to focus on Google because it is the best one for local businesses.

KEYWORDS

Keywords are how your ad is connected with searchers and their searches. By effectively using keywords, you will reach the right customers and grow your business.

Identify and optimizing keywords is one of the most challenging aspects of SEM and many businesses simply choose to outsource the task to experts.

• Continued on **page 10**

• Continued from [page 10](#)

If you choose to outsource SEM, you can expect to have a dedicated account manager who will assist you with selecting high-impact keywords, while also providing recommendations about how to make your program more effective.

For example, The Berry Company's SEM account managers work behind the scenes 24/7 to optimize keywords and then report back to their clients with metrics and results on a regular basis (depending on the level of involvement the client wants).

For more on keywords, [go to page 13](#).

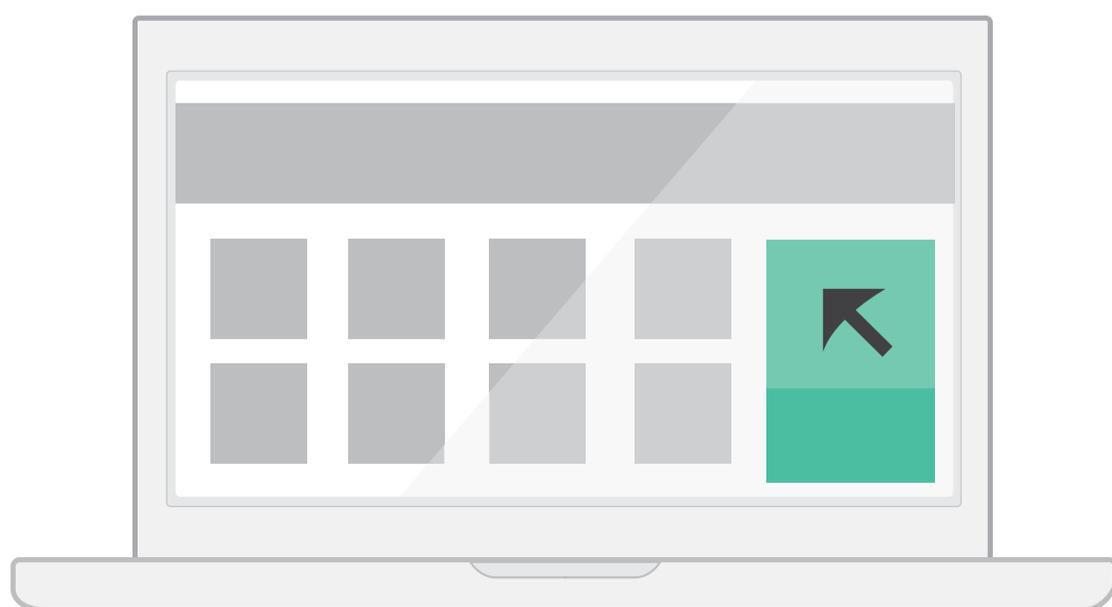
PAY-PER-CLICK (PPC)

PPC advertising directs traffic to your website via a paid link. Also called "cost per click," PPC advertisers only pay when someone clicks on the ad. Search engine PPC advertising involves bidding on keyword phrases relevant to your target market.

Keywords that have a high demand (because they generate traffic) are more expensive than ones that are relevant to a smaller audience.

The PPC model isn't exclusive to search

• Continued on [page 12](#)



WAYS YOUR BUSINESS CAN USE ADWORDS

Online sales

You have an e-commerce website and want to increase sales on your website.

Phone calls

You want customers to pick up the phone and call you so that you can customize the sales pitch you give them.

Website visits

You want to increase traffic to your website to raise awareness of your business.

In-store visits

You have a brick-and-mortar location and want more customers coming through your doors.

Lead generation

You want potential customers to provide you with their information and become a lead that you can follow-up on.

• Continued from [page 11](#)

engines – many other types of publishers and content-focused websites use the model, primarily with “display” (or “banner”) ads. Content sites usually charge a fixed price per click vs. the bidding system that Google uses.

GOOGLE ADWORDS

Google’s PPC advertising platform

By using [Google AdWords](#), your business will be seen by customers at the very moment that they’re searching on Google for products/services you offer.

Business of all types and sizes use Google AdWords to drive traffic to their website, grow sales by increasing discoverability and keep their business top-of-mind among existing customers.



Google AdWords is a great marketing tool for local businesses because you can target by city, region, country or a set distance from your store. This means that your ads are only shown to buyers in your target area.

Remember, you’ll only pay for the ad when a customer calls or clicks on your ad – in other words, when your ad is working. Signing up for AdWords is free and you can start with any size budget, based on what you want to accomplish with your campaign.

“ People increasingly rely on the opinions and experiences of others to help make decisions like which pizza parlor to visit, where to get your tires rotated or which dentist to make an appointment with. Local ratings make your ads more useful to consumers searching for local information and can improve your ad performance. ”

– Google on [Search Engine Land](#)

DEFINE + ACHIEVE SUCCESS

Before you embark on any advertising campaign, you should have a clear vision of what you want to accomplish and how you will measure success.

Some businesses may want to increase traffic to their brand new website, while others want to increase the number of phone calls to a certain location. By setting a clear goal (and how much you are willing to spend to get that end result) you will be able to determine a strategy for your advertising campaign and how to measure your success.

If you are using AdWords to promote more than one product/service, we recommend that you set up one campaign for each goal so that your metrics are clearly organized.

TARGETING WITH KEYWORDS

To create effective keywords, you should try to align them with your business goals. One way to do this is to think holistically about the different ways that customers would search for your business. If you were a customer, what keywords would you put into a search engine to find out more about a product/service that your business offers?

One of the benefits of Google AdWords is the ability to manage many different campaigns that have different keywords. Since different keywords have different purposes, you can measure each against different goals that you set for each individual campaign.

However, managing lots of keywords and campaigns can get confusing. If you have certain keywords that have a low search volume, do yourself a favor and just delete them. If they aren't getting results for you, there's no sense in letting them clutter up your dashboard and reports.

• Continued on page 14

DID YOU KNOW?

The click-through rate for a mobile search ad in the #1 position on Google is **27.7%**.

The #2 position click-through rate drops to **9.2%**.

Source: Smith, Craig. "By the Numbers: 50 Amazing Google Advertising Statistics." DMR.com. May 23, 2015. Web. June 10, 2015. <http://expandedramblings.com/index.php/google-advertising-statistics/>



61% of searchers consider local results to be more relevant than standard results.

–Resource.com

THE TOP 10 MOST EXPENSIVE KEYWORDS

1. Insurance
2. Loans
3. Mortgage
4. Attorney
5. Credit
6. Lawyer
7. Donate
8. Degree
9. Hosting
10. Claim

Source: "How Does Google Make Its Money: The 20 Most Expensive Keywords in Google AdWords." June 10, 2015.

<http://www.wordstream.com/articles/most-expensive-keywords>



• Continued from **page 13**

Along the same lines of reducing clutter, don't create minute variations of phrase/exact match keywords. At the end of the day, you aren't going to see a lot of benefit, so don't clutter up your account.

If you are worried about not being able to continually update your keyword list every time you make a change to your website, [Google's Dynamic Search Ads](#) tool can help you streamline the process of generating new keywords.

EXPANDING YOUR KEYWORD REACH

If you aren't getting the results you want from your keywords, there are a couple things you can do. The first thing you can do is to bid more aggressively so that you out-bid people on the lower-end.

You can also take a look at your creative and see if there are any ways you can improve. Perhaps try using keywords in the title? Or include a stronger call-to-action? The only way you will find out what works for you is by testing it out and seeing what resonates. We do spend a lot of time doing this in marketing (we call it A/B testing) and it can be done with everything from AdWords to email blasts and social media posts.

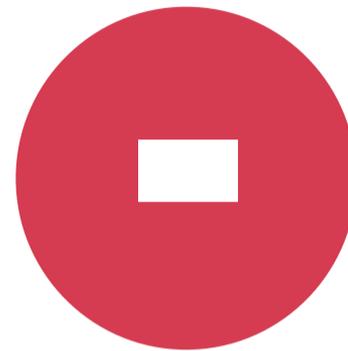
Another tactic to get more from your existing keywords is to expand the reach of your campaigns beyond google.com by targeting search partners. You'll get more volume from the same set of keywords.

NEGATIVE KEYWORDS

Negative keywords are keywords that drain your resources by getting clicks from people who aren't going to become customers. Eliminating negative keywords on a routine basis will save you time, money and provide you with better analytics/insights. After all, you want your keywords to be helpful, not a drain.



tennis shoes
 womens tennis shoes
 mens tennis shoes
 shoes for tennis



sneakers
 running
 sneaker
 running shoe

CREATING EFFECTIVE ADS

When it comes to creating the actual AdWords creative, there are a few simple guidelines to follow to get results from your ad. People often get hung-up on the wrong things and make the process harder than it needs to be (many experts are guilty of this too).

At LocalVox, we live by the golden rule of one ad = one message. Due to the limited space AdWords gives you, your best bet is to have one clear and concise call-to-action (CTA).

Your message should align with the business goal that you want to achieve from this ad and the action you want the consumer take.

Don't make the mistake of including more than one CTA per ad thinking you are getting more bang for your buck (two birds, one stone?). In reality, you're actually doing yourself a disservice by confusing the consumer and possibly lose the click (not to mention the damage you'll do to your brand image).

• Continued on [page 16](#)

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You have 70 characters in two lines to get your feature, benefit and offer into the ad – and get the searcher to click...don't waste that space with more than one message! By giving the searcher one message, you'll see a higher click-through rate and more qualified clicks (so you aren't wasting money).



GOLDEN RULE

One Ad = One Message

The fact that Google AdWords allows you to create different campaigns is a huge help, simply because you have to click in and out of a campaign to modify it, putting you in the right mindset for one ad = one message.



BID LIKE A PRO

Google AdWords uses a bidding system in order to provide the user and advertiser with the best experience possible (although when you are out-bid, it's hard to see it that way). The ability to adjust your bid can save you money and time – and improve your overall performance.

I'm sure I don't have to tell you twice that people's search behavior has become more complex over time (and Google's search algorithm has become equally as complex). Let's look at an example that will demonstrate how Google AdWords bidding system can simplify your life.

TOY STORE EXAMPLE

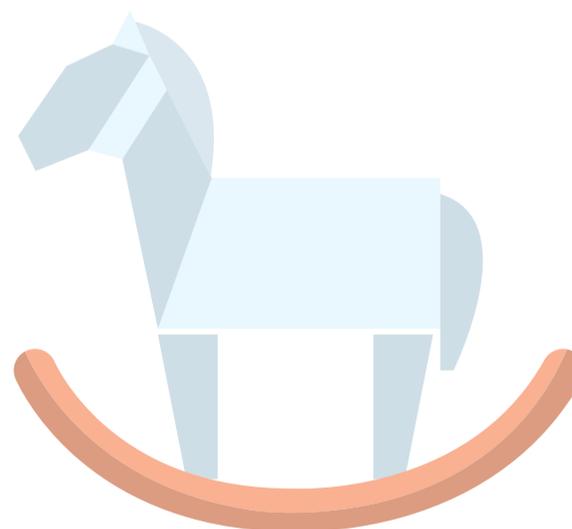
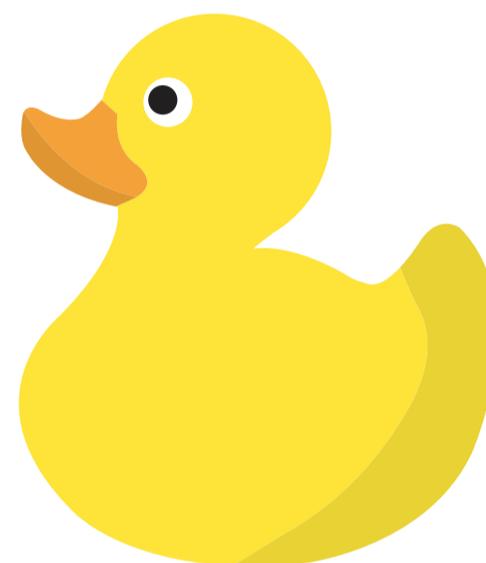
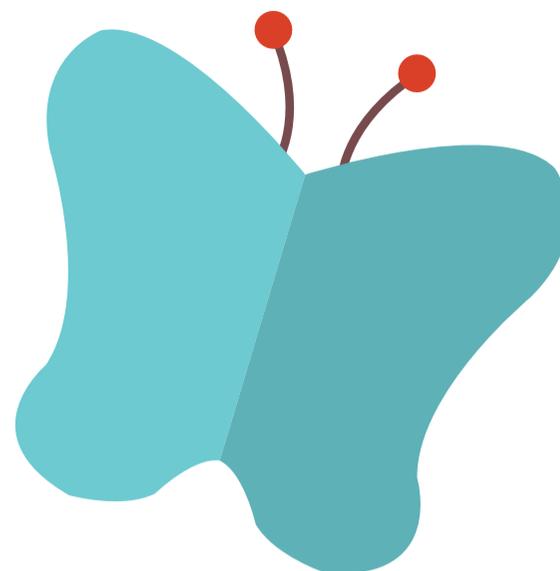
You own a toy store in Boston, MA and want to reach local moms with children who have a disposable income with your Google AdWords campaign. Your potential new customer is a 30 year old woman who is within a 20 mile radius of Boston and has a young child under the age of five.

Cami is in standstill traffic on Commonwealth Avenue driving to work (she owns a coffee and doughnut shop) one morning when she remembers that she needs to pick up a toy for her daughter to bring to a friend's birthday party this weekend. How could she have possibly forgotten?!

Not to worry! Cami whips out her iPhone and asks Siri for "kids toy store near me." On Cami's results page, your ad is shown in the #1 position. Your ad creative promotes your wide selection of the popular toys for children under the age five. When Cami gets to her coffee shop, she clicks on your ad from her phone and visits your mobile site.

Cami is impressed by the selection on your website and, during her lunch hour, she asks her daughter what specific type of toy her friend would like. Cami does some additional research to make sure your store carries the exact product her daughter specified and is in the same price range as what the other kids will be spending — all from a laptop computer at her doughnut and coffee shop.

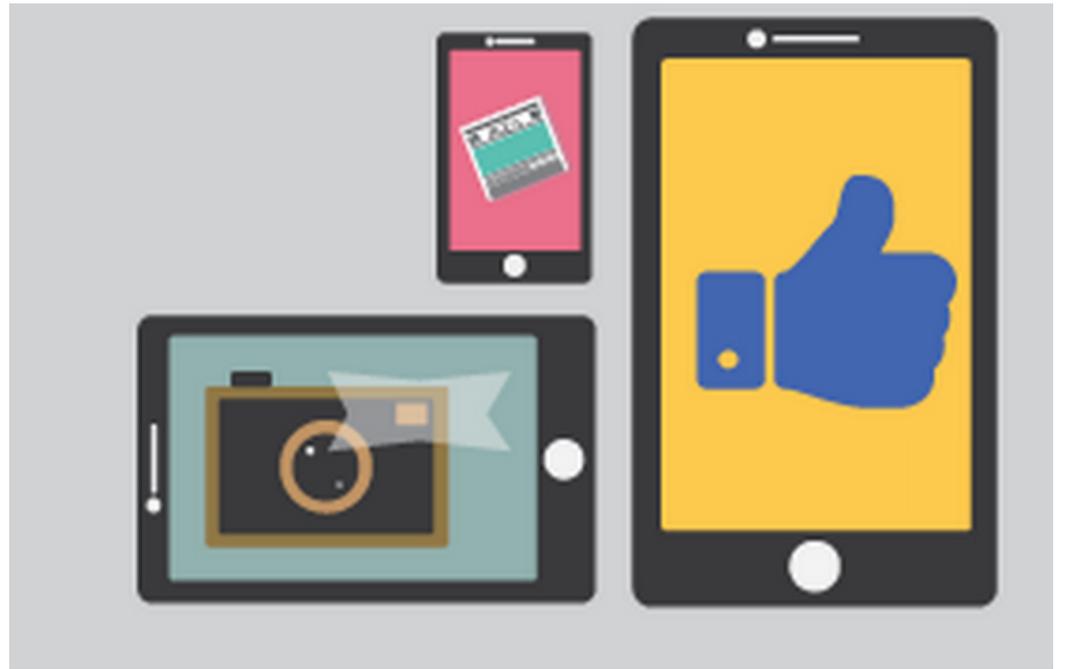
That evening, Cami looks up directions to your business from her iPad while she takes notes during a PTA meeting. After the meeting is over, she decides to call your business to get driving directions and confirm you are still open, before driving over to make a purchase.



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Cami isn't an exception to the norm — she is the norm. The behavior of consumers has become more complex and now encompasses multiple devices (the average is three per day) in multiple different locations.



Remaining true to providing the searcher with the best results possible (incorporating factors such as device, location and time),

Google provides advertisers with smarter ads that dynamically display device-optimized content, as well as advanced reporting capabilities to provide you with insights.

Just as the creative served isn't static, neither is the Google AdWord bidding system. Bid adjustments can handle multiple levels of complexity, allowing advertisers to get the most bang for their buck.

MANUAL BID ADJUSTMENTS

Let's look at the flip side of the Cami example: the toy store. Paco's Toys in Boston knows that its campaign targeting birthday gifts performs well on mobile devices on every day except Sunday. Google lets Paco's Toys set bid adjustments to increase bids for mobile and Boston and decrease bids on Sundays.

In this example, we make the following adjustments:

- Set the location bid adjustment for Boston to +20%
- Set the time bid adjustment for Sunday to -50%
- Set the mobile bid adjustment to +10%

Making these bid adjustments will have multiple affects on Paco's Toys keywords. With an initial keyword bid of \$1, Paco's Toy's new adjusted bid would be \$0.66 (or -34%).

Initial bid \$1.00 X (Boston 1.2) X (Sunday 0.5) X (mobile 1.1) = \$0.66 adjusted bid

• Continued on [page 19](#)

• Continued from **page 18**

To create a few best practices when it comes to adjusting your bids, think about your business goals. Below are a few things you can adjust.

- **Set a location adjustment** first and see if your ad performs differently across towns, zip codes (or even blocks).
- **Adjust your mobile ads** to see if consumer response time varies widely between mobile and non-mobile devices.
- **Adjust the time an ad runs** (if you have a store or call center that's only open during certain hours of the day).

AUTOMATING BIDS

If you're still with me, I do have good news. If you're not up for adjusting your AdWords bids manually, you can let Google do the heavy-lifting for you. However, there is a caveat to Google managing your bidding: it's done via a computer algorithm.



Illustration source: <https://hzt4ur.wikispaces.com/Computer+View+of+Human+Nature>

Some of you may not think this is a caveat at all, especially if you think algorithms can completely understand the unique value proposition of your local business (and get you the best price possible in AdWords).

However, if you're more comfortable working with a person that takes the time to understand both your business's unique value proposition and your SEM goals, you may want to consider hiring an online marketing expert.

If you choose to hire a SEM expert, it is important to choose the one that has the most experience (and gets results) with businesses like yours. For example, if you own a small restaurant in Boston, MA, you probably can cross a New York City-based agency that works primarily with the national clothing retailers off your list. It's highly-unlikely that this agency would understand Boston's regional characteristics or be well-versed in strategies that get SEM results for local businesses (not to mention, they are probably Yankees fans).

The Berry Company has offices throughout the U.S. and our SEM experts execute very complex programs every day, managing campaigns separately from bids and assigning different optimization goals by campaign, ad group or even keyword – all to get the best results possible for our clients.

GOOGLE AD WORD SETUP

Getting setup on Google AdWords is quick and easy – it should take you about 15 - 20 mins.

1 SIGN UP

You can sign up at Google AdWords account at adwords.google.com

2 CREATE YOUR FIRST CAMPAIGN

Remember, campaign = theme or group of products

To setup your first campaign, you'll need to set a budget, select your audience, set your bid and write your ad. Keep in mind that you can always make changes later.

Decide how much you want to spend.

Your budget Specify how much, on average, you'd like to spend per day.

USD \$ per day

You can always change the amount. The currency type (USD) will be set for your entire account and can't be changed.

Save Cancel

This is the maximum that Google is authorized to charge you per day.

Choose the location of your target audience.

Locations

All countries and territories United States and Canada

United States Let me choose...

Enter a location to target or exclude.

Advanced search

For example, a country, city, region, or postal code

Save Cancel

This option will let you choose map coordinates or the radius of a set number of miles around an address

Choose the networks of your target audience.

Networks Sites that show your ads along with their own search results, new articles or other content.

Search Network
Includes Google search sites and non-Google sites that use Google as a search engine

Display Network
Includes Google content sites and non-Google content partners that show ads

Save Cancel

Uncheck "Display Network" and hit "Save." To start, we recommend you use the Search Network only.

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Continued from page 20

Choose the keywords your audience would type into Google.

Keywords Add around 15-20 keywords. These are the search terms that may trigger your ad to appear next to search results.

Keyword	Search popularity <small>?</small>
Add keywords below.	

Enter keywords separated by commas

When you enter a keyword, Google will give you an estimate of the number of searches your keyword will likely receive. You can use this to get an idea of how much monthly traffic to expect on average from a keyword if you decide to use it.

Set your bid.

AdWords the most you're willing to pay for a click on your ad.

default is automatic.

Automatically set my bids to get the most clicks within my budget

We recommend having AdWords automatically set your bids to start out.

I'll set my bids manually

We recommend manually managing your own bids at first. It gives you more control and will help you learn.

Write your ad.

Text ad

Landing page

This is the web page you want your ad to drive traffic to

Ad

Headline

Include a keyword in your headline

[catherineschutten.com](#)

Ad text

Line 1 (35 characters): Describe a feature

Line 2 (35 characters): Include features or offer here

Headline
www.example.com
Ad text
Ad text (continued)

Voila! You're done with the hard part.
Next is Google's favorite part — billing! (We kid, we kid!)

Continued on page 22

• Continued from **page 21**

3

ENTER YOUR BILLING INFORMATION

Entering your billing information is pretty straightforward.

However, there are two line items that might trip you up:

1. Choosing your account type: business or individual?

Your account type (along with your country) determines the taxes will be added to your charges. For example, if you are located in France, you the VAT will be added to your AdWords bill. Choose your account carefully — you can't always change it later.

2. Choosing how you pay: automatic or manual payments

Automatic payments will prompt you to pay after your ads run. The benefit is that Google will start running your ads almost immediately after you submit your billing information. You pay only when your ads are clicked on and you accrue costs. Automatic payments are charged either when you reach your billing threshold or 30 days after your latest automatic payment, whichever comes first.

Manual payments allow you to pre-pay for your ads. There will be a longer delay in when you submit your billing details and when your ads start running because Google needs time to process your payment. Google deducts charges from your prepaid balance every time someone clicks on your ad until your account runs out of funds, your ads stop running or until you make another payment.

4

REVIEW

Google will confirm all the information you have entered up until this point and also give you their advertiser terms and conditions.

It will take Google about a day or two to approve your ad. In the meantime, keep reading to learn more about how you your ads can supplement a larger search engine optimization strategy.

Source: Google AdWords. adwords.google.com

CHAPTER 4

Search Engine Optimization

(a.k.a. SEO, Organic, Earned or Natural)



SEARCH ENGINE OPTIMIZATION (SEO)

Search engine optimization (SEO) is a marketing strategy where you work to increase the visibility of a website in a search engine's unpaid results.

SEO is often referred to as “natural,” “organic,” or “earned” results.

As a general rule, the earlier (or higher ranked), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine.

As an Internet marketing strategy, SEO considers the following:

- How the algorithms of search engines work
- What people search for
- The keywords (actual search terms) typed into search engines
- Which search engines are preferred by their targeted audience
- Device used by searcher

Optimizing a website may involve editing its content, HTML and associated coding so as to increase its relevance for specific keywords and to remove any indexing barriers a search engine might face. Promoting a site to increase the number of backlinks, or inbound links, is another SEO tactic.

Unlike other search engines, Google makes it “easy” for businesses to show up in search – simply use their products to ensure you’re feeding all the necessary information into their algorithms.

DEFINITION

Search engine algorithm

A search engine algorithm is computer process (or formula) that provides the searcher with the answer to a question based on a set of variables.

Source: “How Does Google Make Its Money: The 20 Most Expensive Keywords in Google AdWords.” June 10, 2015.

<http://www.wordstream.com/articles/most-expensive-keywords>

SEO = RELATIONSHIP BUILDING

When a customer searches for a business, the first one that Google shows them receives 31% of all click-through traffic. If your business isn't on the first page — which gets 71.3% of all clicks — that searcher's business will, most likely, go to your competitor.

By having a SEO strategy that moves your business up in the rankings, your business becomes more visible to searchers so you can convert potential customers into paying ones.

Another way to think about SEO is to equate it with relationship building. By showing up in search, you ensure that both loyal and potential customers can easily find your business's information when they need it. By eliminating any obstacles a customer may face, you not only boost your authority but also create a trusting relationship.

If a customer searches for you on Google and is given an incorrect address, in their mind, you provided them with the wrong information, not Google. I'm not saying that this is fair, by any stretch of the imagination, but it is the reality that many businesses face.

PLACEABLE STUDY

“Brands that fail to ensure the accuracy of search engine location data run the risk of not only *missing out on new customers*, but also *jeopardizing their relationships with existing customers.*”

Source: McCulloch, Lane. "Learn What a Branding Campaign Is." Inc.com. Web. June 16, 2015.

<http://www.inc.com/articles/2000/03/18889.html>



**The first page
of Google gets
71.3% of all clicks**

Source: Google Study. https://think.storage.googleapis.com/docs/how-advertisers-can-extend-their-relevance-with-search_research-studies.pdf

GOOGLE ALGORITHM CHANGE HISTORY

The search landscape has changed drastically in the past few years and has become increasingly personalized – all good news for local businesses.

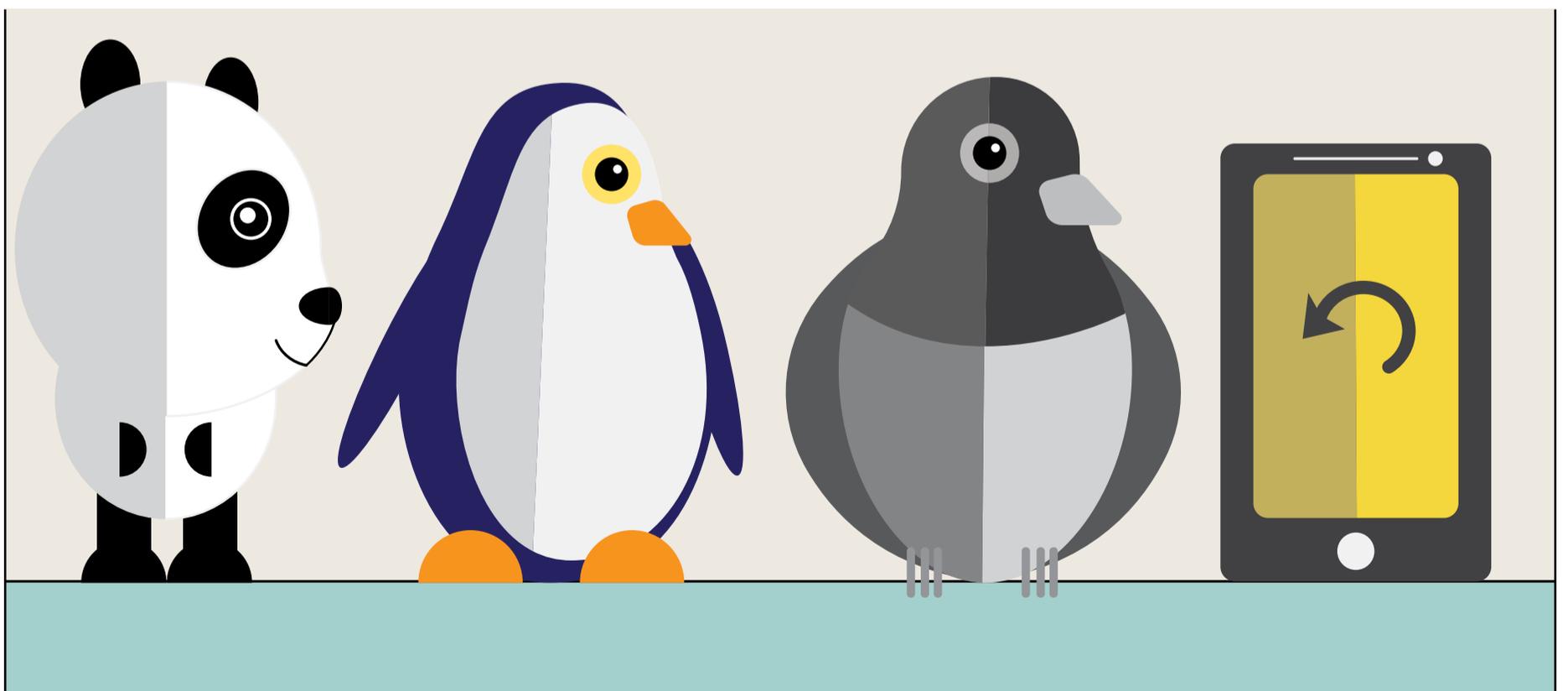
Search algorithms now take into consideration the searcher's device and location, delivering local businesses to mobile users researching for shops in a particular area.

With the number of mobile searches officially surpassing desktop searches (and with Google's April 2015 mobile-focused update), local businesses can no longer omit local SEO from marketing campaigns.

In any given year, Google changes its search algorithm about 500-600 times – most of which go unnoticed by the average searcher. However, from time to time Google does roll-out a major update to their algorithm (i.e.: Pigeon, Panda, Penguin) that have significant impacts on the rankings of websites (and the businesses that own them).

You might be wondering, “why does Google make changes to its algorithm?” While there are many contributing factors, the easiest answer is that Google wants to provide you with the best answer possible, not millions of webpages to sift through (the norm for a typical query).

By making algorithm changes, Google is fine-tuning the 200+ signals that try to guess what exactly you are searching for so that they can provide you with the most helpful answer.



MAJOR GOOGLE ALGORITHM CHANGES

APRIL 2015 **#Mobilgeddon**

The #Mobilgeddon speculation has officially taken over the Internet. Businesses of all types and sizes are scrambling to ensure their website complies with Google's mobile specifications.

You can check and see if Google considers your website mobile-friendly by entering your site's URL [here](#).

JULY 2014 **Pigeon**

The Pigeon update shook the SEO world because it altered local results and modified how location cues were handled and interpreted. Google says that Pigeon created closer ties between its local algorithm and core algorithm.

JUNE 2014 **Google My Business**

Google My Business was launched to make managing local business data and social pages more efficient. Google combined the best features of Google+ and Google Places into an easy-to-use dashboard.

MAY 2013 **Phantom**

Around May 9th, there were rumblings of an algorithm update (but no official reports). The nature of the phantom update is unknown, but many sites reported significant traffic loss.

MARCH 2012 **Venice**

Venice allowed Google to display organic listings based a searcher's location, a significant update for local businesses. Venice makes it so a searcher in New York City will get different results from a searcher in San Francisco (if they were searching for the exact same query).

FEBRUARY 2011 **Panda**

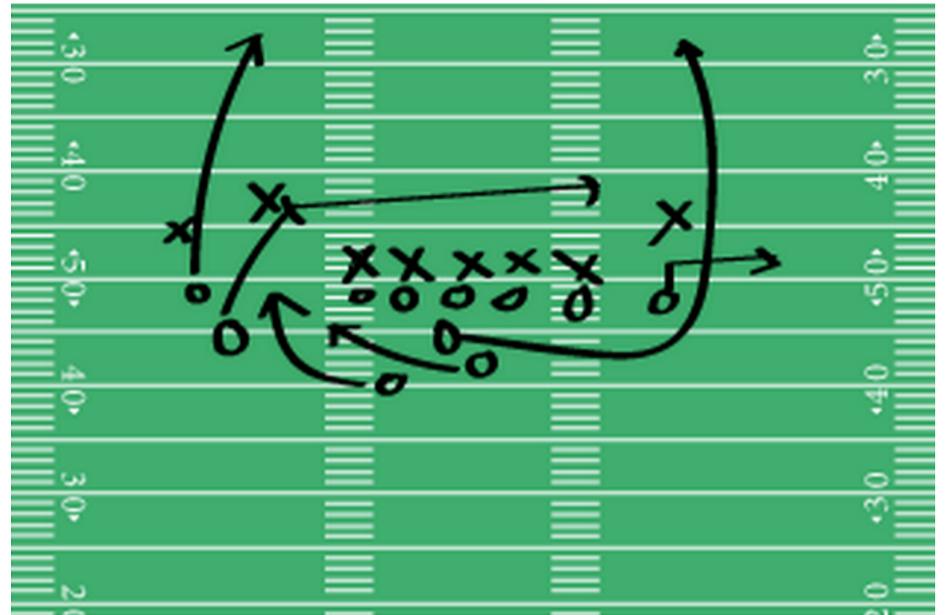
Google Panda made changes to the search results ranking algorithm and aimed to lower the rank of "low-quality sites" or "thin sites," and return higher-quality sites near the top of the search results.

For a complete list Google algorithm changes, check out our [resource center](#) where you can view by year.

LOCAL SEO STRATEGIES

As a business that has a location (one or multiple), boosting your local SEO should be a high-priority for you.

Not only will you increase your discovery rate by potential customers, but you will be boosting your search rankings (which determine your online visibility). There are approximately 7.6 billion local searches per month — of which, 89% click, call or visit within 24 hours.



By not having a local SEO strategy, you are essentially walking away from this business.

The following strategies are easy to implement and will help you boost your local SEO:

1 CLAIM YOUR PROFILES

One of the first things you should do for your local SEO strategy is to claim your business's profiles, specifically Google My Business (formerly known as Google Places). Google My Business incorporates Search, Maps and Google+. In addition, Google My Business will link your YouTube account to your Google+ profile for an added shot of SEO.

Make sure you claim and update the information in your Google My Business profile regularly. For more information about Google My Business, [go to page 33](#).

2 OPTIMIZE YOUR DIRECTORIES WITH NAME, AREA + PHONE

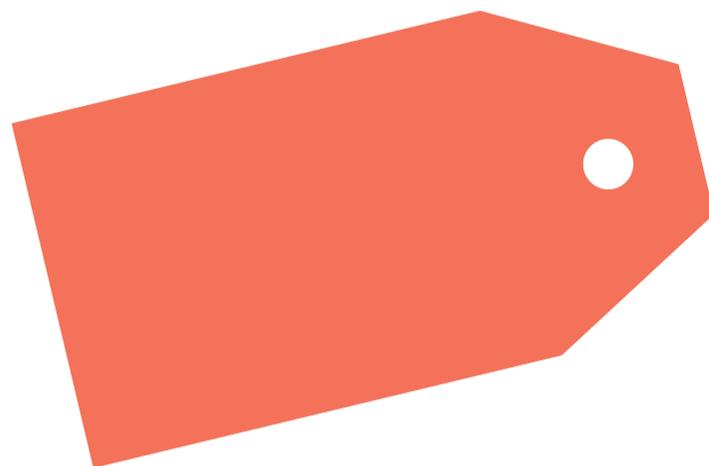
Search engine algorithms love it when they find consistent information across multiple websites. Why? They assume that the information is important and accurate.

Use this information to your advantage and figure out how you are listed on directories such as Yahoo!, CitySearch and Bing. If you don't want to visit each site individually, LocalVox has a [free tool that you can use to identify problem sites](#).

3

POST CONTENT REGULARLY

Another thing that search engine algorithms like to see is fresh content posted on a regular basis in multiple places around the web. While this may seem like a daunting task, I promise you that it isn't (especially if you use software such as LocalCast which will syndicate your content across the web).



Content doesn't mean you need to write a novel, either. Below are a few different types of content you can post.

- Deals or coupons
- Event information
- Photos and videos
- Social media posts
- Store collateral (i.e.: menus, specials, etc.)
- Quick tips (i.e.: recipes, seasonal gift ideas, etc.)

4

BUILD QUALITY LINKS

One of the best ways to move the needle in terms of SEO is to get a link from a major website. While it's certainly not easy to do, it is do-able.

One way for a local business to get quality links is to use HARO (Help a Reporter Out). Reporters for major media outlets use HARO in order to get answer to questions. By answering a few questions, the source will get a quality link to their website. Sign up for HARO's email alerts and the daily questions will come directly to your inbox.



You can also get quality links the old fashioned way: reaching out to members of the media and networking.

5

GROW YOUR SOCIAL FOOTPRINT

There is a reason why your accountant's firm is on Facebook: it helps their website rank (spoiler: they aren't on there to go viral over for their tax tips post). Even if you don't think your customers are on social media, you should be regularly using these networks to grow your local SEO by gaining credibility on third party sites.



Every time someone likes, shares or retweets a post, that social network sends a signal to search engines that you are on the network and are considered an authority figure. Not to mention that you will be engaging with existing customers and reaching potential ones.

With Google once again indexing tweets, the technology giant is giving us a clue into its algorithm: social media is an important factor.

6

ASK FOR FEEDBACK

Review sites, such as Yelp and Google, are another core component of local SEO. The fact that Google got into the review game, tells us something else about how it will weigh reviews.

If you aren't actively managing the reviews people are putting out there about your business, you're missing an opportunity (and the fact that you're afraid of negative reviews isn't an excuse!). In addition to providing you with valuable local SEO, review sites also help you stand out from the competition. [A Marketing Land survey](#) reports that 90% of customers reported that positive online reviews influenced their purchasing decisions.



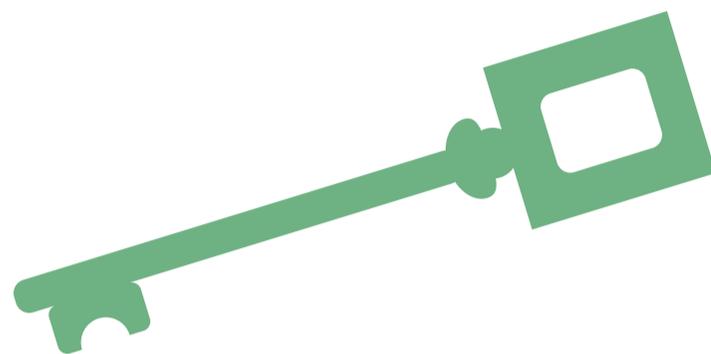
So, how do you get those positive reviews? Encourage your customers to leave you feedback on Yelp or Google. But whatever you do, don't pay for positive reviews (lest you be labeled a cheater and banned from the sites)!

7

USE YOUR KEYWORDS

If you remember from the chapter on Google AdWords, keywords are a pretty significant player in the local SEO game.

In fact, having a great keyword strategy is one of the most important search engine marketing (SEM) activities you can use and ranking (or not) for a particular keyword can make or break your campaign.



One way to create keywords that bring the right visitors to your business is to do some good old fashioned keyword research using the Google AdWords Keyword Planner. The Keyword Planner is free and will help you generate keyword ideas and estimate how they will perform.

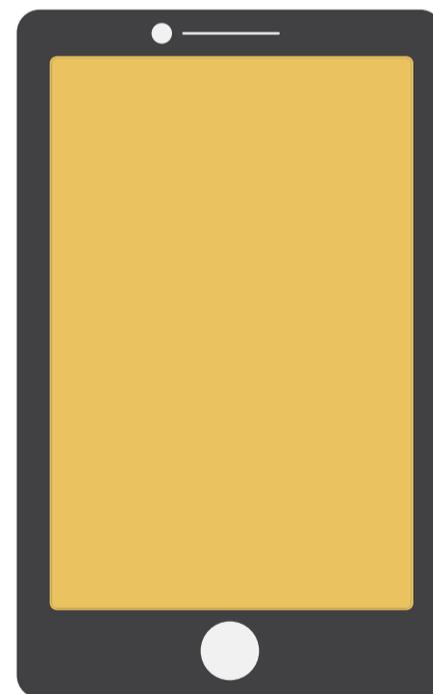
The link to Google's Keyword Planner is [adwords.google.com/Keyword Planner](https://adwords.google.com/Keyword%20Planner)

8

GO MOBILE

In past years, when a business owner heard the words “April” and “deadline,” he/she could safely assume the reference was to tax day on April 15. In 2015, however, there is another date small businesses counted down to: the Google mobile update on April 21.

On April 21, Google changed its search algorithm so that sites that aren't mobile-friendly will rank lower in search results vs. those that are optimized for mobile. Google has gone on record saying that this update (dubbed #mobilegeddon on social networks) will have more of an impact on mobile search than Penguin or Panda did when they were released.



If you think you're off the hook because mobile search doesn't have an impact on your business, consider the following stats from a Google/Nielsen research study:

- **Half of local searches** happen on mobile devices (and it's only increasing)
- **74%** of mobile users begin their search on a search engine (vs. an app or business's mobile website)
- **69%** expect a business to be within five miles of their current location
- **83%** want to buy immediately (within a day)
- **93%** go on to purchase

Currently, there are 182.6 million smartphone users in the U.S. – and that number is forecasted to grow to 220 million by 2018. With the new mobile-friendly algorithm, Google is telling anyone who wants to rank on local SEO that mobile optimization should be a core part of their strategy.

Ignoring Google's mobile update would be the same as shooting yourself in the foot...right before you run a marathon; if you're determined (and have a high pain threshold) you can still run, but you'll be slower and spend a lot of effort trying to catch up with the other runners.

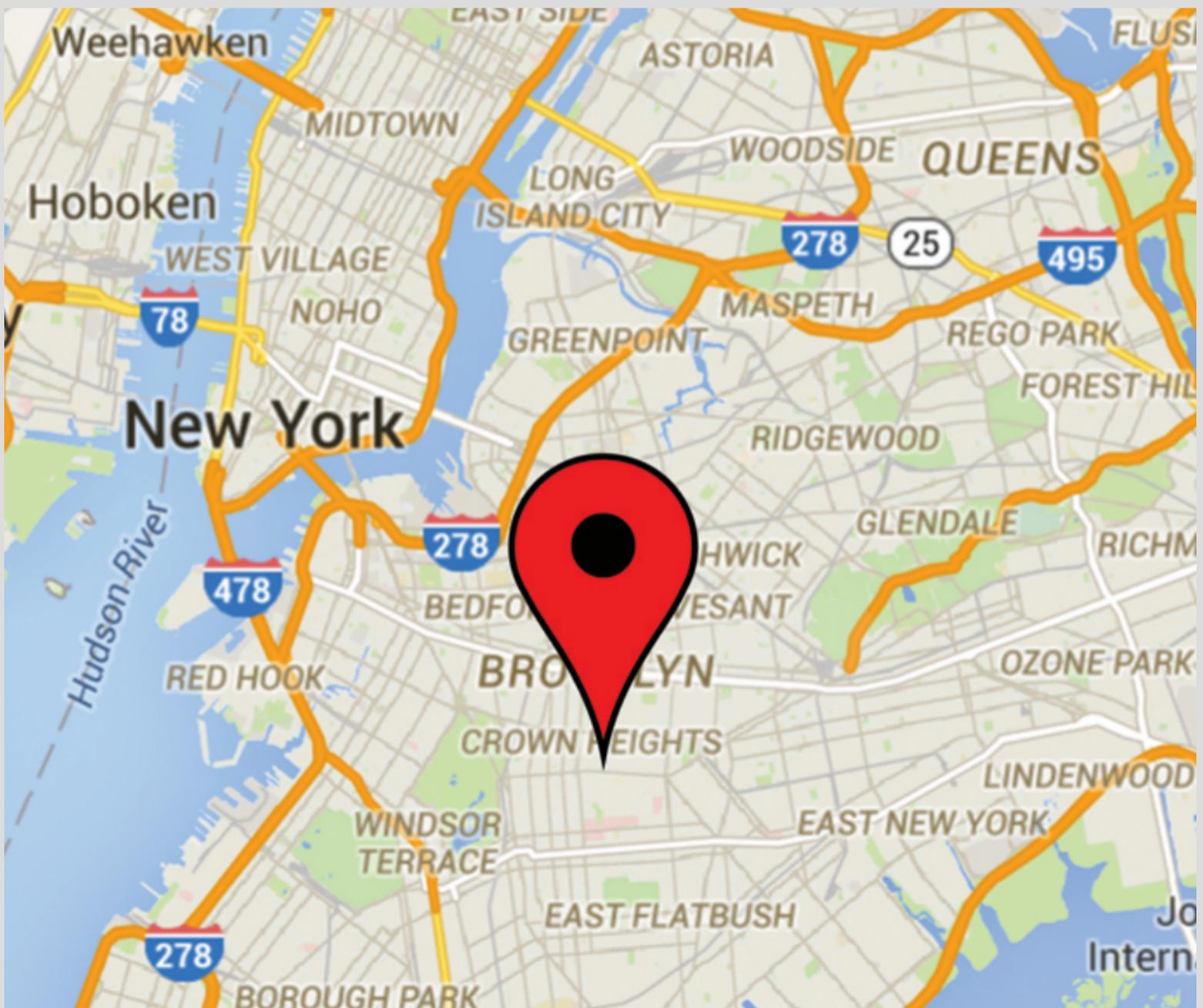
TAKE THE GOOGLE MOBILE-FRIENDLY TEST

The screenshot shows the Google Developers Mobile-Friendly Test tool. At the top, it says "Google Developers". Below that is a dark header with "Mobile-Friendly Test" and a hamburger menu icon. The main content area has "Mobile-Friendly Test" with a "g+1" badge. There is a text input field with the placeholder "Enter a web page URL" and a blue "ANALYZE" button. Below the input field, it says "This test will analyze a URL and report if the page has a mobile-friendly design."

google.com/webmasters/tools/mobile-friendly/

CHAPTER 5

Google My Business



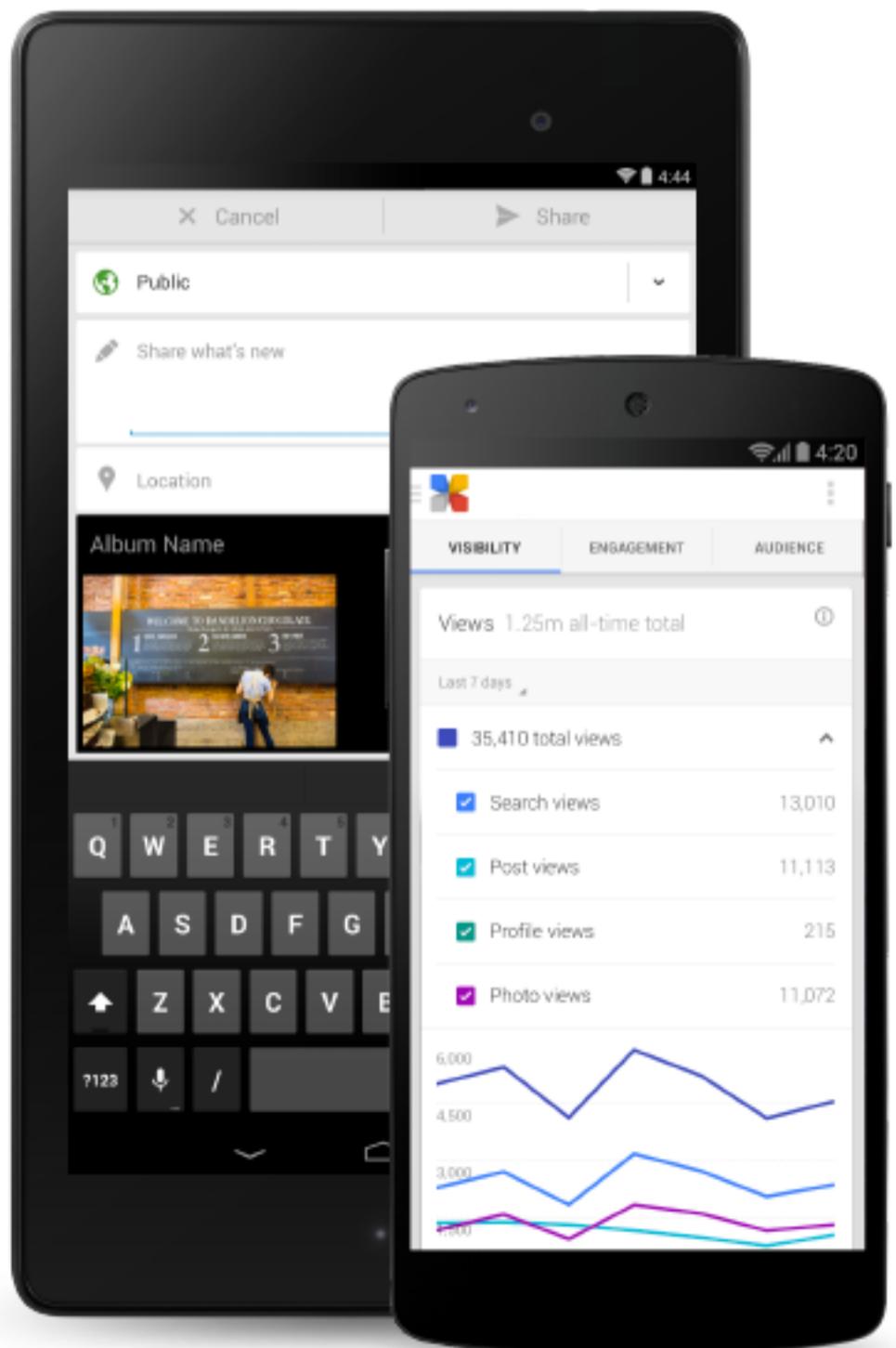
OVERVIEW

Google My Business is a free tool that helps customers find you anytime, anywhere. By using Google My Business, you are ensuring that potential customers receive your correct business information in Google Search, Google Maps and Google+, on whatever device they are using, starting your relationship out on the right foot.

Whether customers are looking up driving directions in Google Maps on their iPad, hours of operation in Google Search on a desktop computer, or a number to call you on a smartphone, Google My Business provides them with all the information they need about your business so they can easily act on their search. Best of all, you can manage all of your business's information from one place.

Google My Business does more than efficiently provide information to searchers, though; it enables you to increase your business's SEO ranking and take control of your online reputation.

Gone are the days when you could simply claim your page and post an update once a month. [Search Engine Land reports](#) that **88% of customers reporting that they trust online reviews as much as personal recommendations**, your business can't afford not to have a strong online presence.



BENEFITS

BE FOUND QUICKLY

When you use Google My Business, you guarantee that people looking for you on Search, Maps and Google+ will receive the correct information, eliminating confusion and starting your relationship out on the right foot.

When current or potential customers search for you, Google My Business ensures that your business shows up correctly no matter what type of device (computer, tablet, mobile phone) they are using, making it easy for them to get in touch with you.



CONNECT WITH YOUR CUSTOMERS

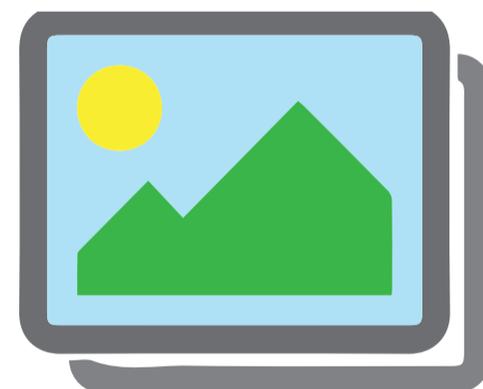
Build lasting relationships with your fans:

- Share regular updates
- Post engaging videos (YouTube)
- +1s let you learn about customers' preferences
- Respond to reviews and feedback
- Host events via hangouts



GO AHEAD, BRAG A LITTLE!

Google My Business lets you add photos, highlight positive reviews and show off what your business does best. Go one step further and take people on a virtual tour of your business. Google's virtual tours let you give customers a sneak preview of what your business looks like before they even arrive.



EASY TO MANAGE

The Google My Business dashboard lets you to manage all of your business information in one central location. You no longer have to log into multiple Google pages to make updates, respond to reviews, or receive insights because all activities can now be done from your dashboard.

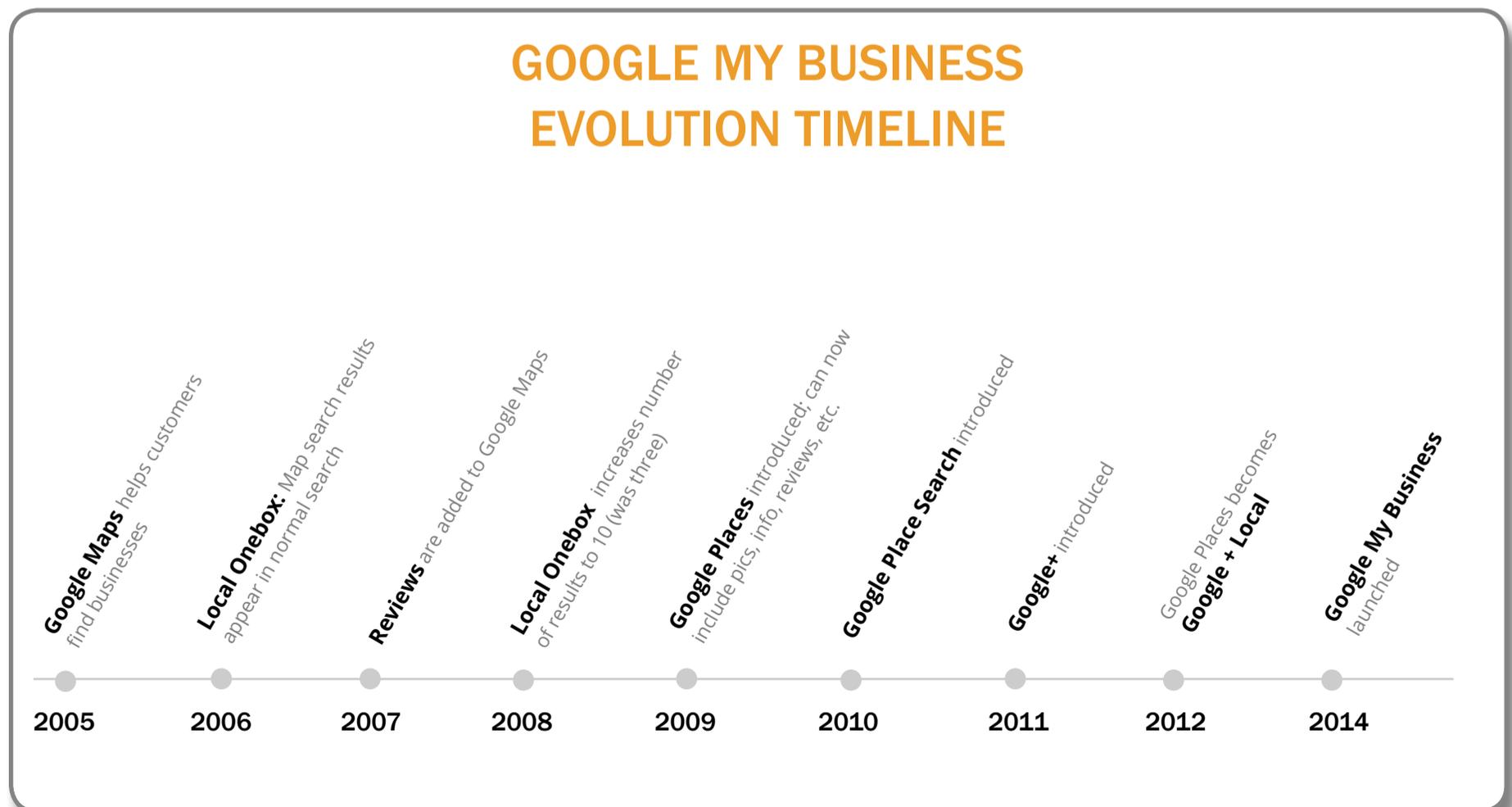
WHY GOOGLE CHANGED ITS BUSINESS PRODUCTS

As Google's library of business products grew, the company realized that each was operating as a separate individual entity, not sharing data with its other products. Not only did this burden businesses by requiring them to manage multiple products, it also did not provide a holistic view of all analytics and insights.

To make life easier for businesses (and to encourage the continued use of Google products), the company consolidated its business products into Google My Business, a one-stop-shop with an easy-to-use dashboard.



For those of you who are wondering what happened to products such as Google Places and Google+ Local, all their features have been incorporated into Google My Business. The timeline below that shows the evolution of Google My Business.



EXPERT OPINION

“ As consumers leave new reviews online, the [Google My Business app will send owners] push notifications on their devices, alerting them to the added review. They can then launch the app to respond to the review instantly.

Though a minor change from a technical perspective, this could be a very big deal for businesses where owners are often too busy running their operations to be sitting behind a PC to see what customers are saying online. And is often the case, a single bad review that's allowed to sit out there, ignored, can have a big impact on prospective new customers or clients.”

— Sarah Perez, TechCrunch Reporter @sarahintampa

COMPONENTS OF GOOGLE MY BUSINESS

Google My Business is broken down into six main sections, all of which share and push information across Search, Maps and Google+ (social).

Each of these six sections are located on your main Google My Business dashboard.

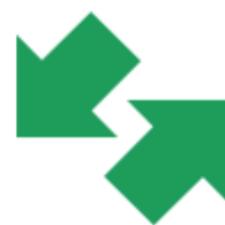
Keep reading for more information on each section.



My Business



Reviews



Insights



AdWords E...



Google+



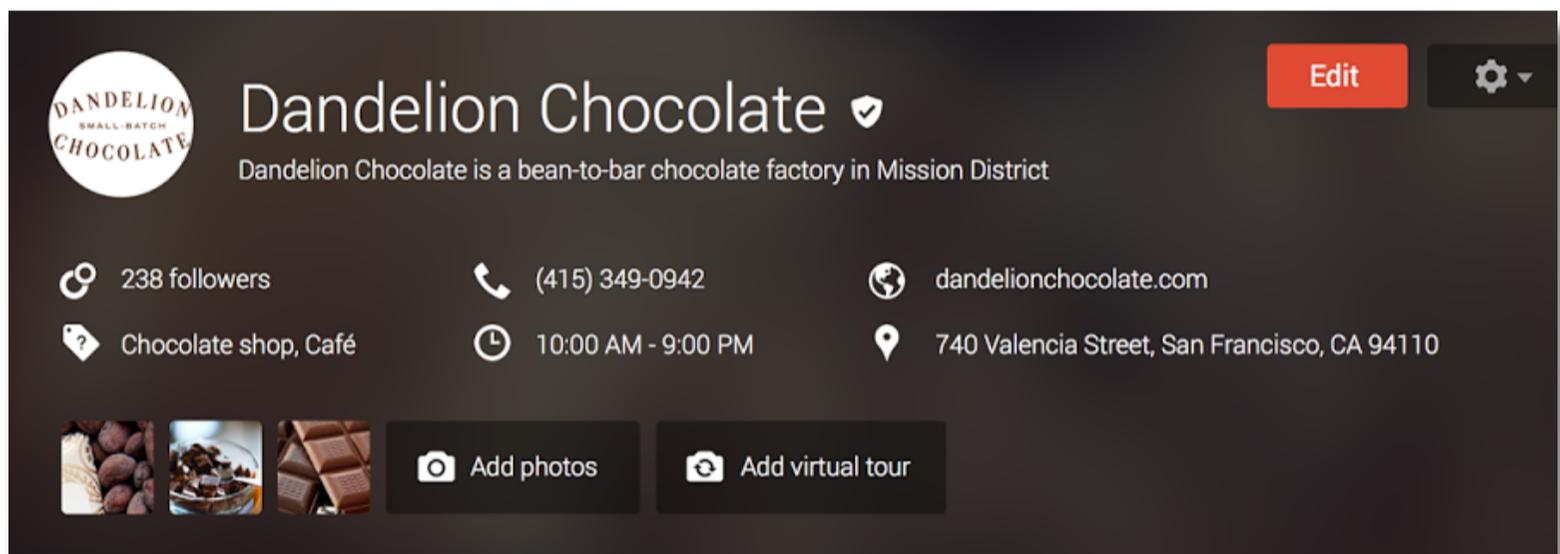
YouTube



YOUR BUSINESS INFORMATION

When you login to your Google My Business account, you'll be taken to the main dashboard page where you'll see an overview of your information.

This is the section where you can make edits to your account, such as changing your hours of operation, address, phone number, etc.



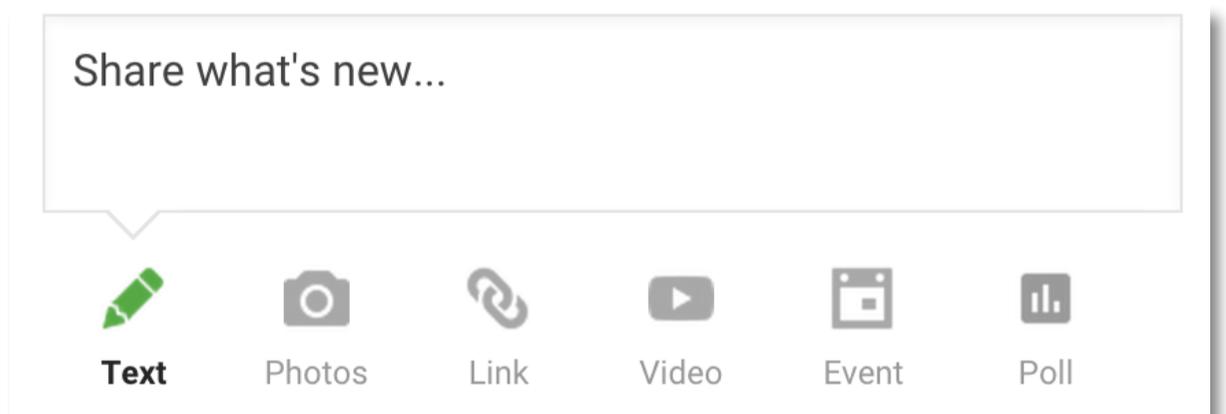
You can also add photos that help your product/service stand out from the competition in this main section. If you want to go a step further, add a virtual tour and give your customers a view of what your business looks like from the inside. Remember, the more information you provide, the better you'll rank in search.



GET SOCIAL + SHARE

Below the main business information section, you'll find a section where you can share status updates, pictures, links, videos, create events and even take polls.

Every time you share content, it will appear in your Google+ stream for your page as well as across Maps and Search.





RATINGS + REVIEWS

Online ratings and reviews is one of the most notorious topics we cover here at LocalVox, because local businesses either love or loathe them (there is no middle ground, I promise you). In theory, customer ratings and reviews can help businesses learn about their strengths and weaknesses; in reality, tempers often flare and business reputations damaged because both owners and customers feel they are in the right.

Regardless of your (positive or negative) view of ratings and reviews, one fact remains: they are becoming a bigger and bigger part of Google and can help you drive serious business. Ratings and reviews are extremely popular with consumers and Google has gone as far as integrating them into AdWords, so that they now appear alongside your ads (if you have location extension setup).



Source: Search Engine Land; <http://searchengineland.com/88-consumers-trust-online-reviews-much-personal-recommendations-195803>

If this fact makes you want to jump out of your seat and runaway in fear (rather than jump for joy), I would like to share with you a quote from my spinning instructor (that can also be applied to review management, oddly enough): *keep calm and seize control.*

Negative reviews are not the end-all-be-all for your online reputation. A Harris Poll actually shows that consumers trust businesses more that have a few negative reviews — because it shows you are real.

• Continued on [page 40](#)

4.7 5 star 4 star 3 star 2 star 1 star
29 reviews

James Croom reviewed a week ago
★★★★★
Cacao fans delight at this new mission institution. Very involved with the local community, especially with local donations, and food classes.

DANDELION CHOCOLATE
Thanks James, we do love collaborating with our neighbors.
Response from the owner - in the last week

Dandelion Chocolate is a bean-to-bar chocolate factory in the Mission District of San Francisco. Our chocolate has only two ingredients: cocoa beans and cane sugar. We seek out the most interesting flavors and the origins of our bars change frequently with the season, the harvest, and the roast.

• Continued from [page 39](#)

However, if you can't stand to see a few negative reviews in your sea of positive, simply respond. **33%** of negative reviews turn positive by responding to them and trying to resolve the issue.

For positive reviews, it is a best practice to respond, thank the customer for taking the time to provide you with feedback and encourage them to visit again.

Google My Business lets you manage, track and respond to all reviews directly from the dashboard. If you use the Google My Business mobile app, you can have reviews pushed to your phone in real-time so you can quickly respond and check it off your to-do list.

If you're still uneasy about reviews, you can always reach out to our digital marketing consultants at gethelp@localvox.com for a free marketing consultation for your business.



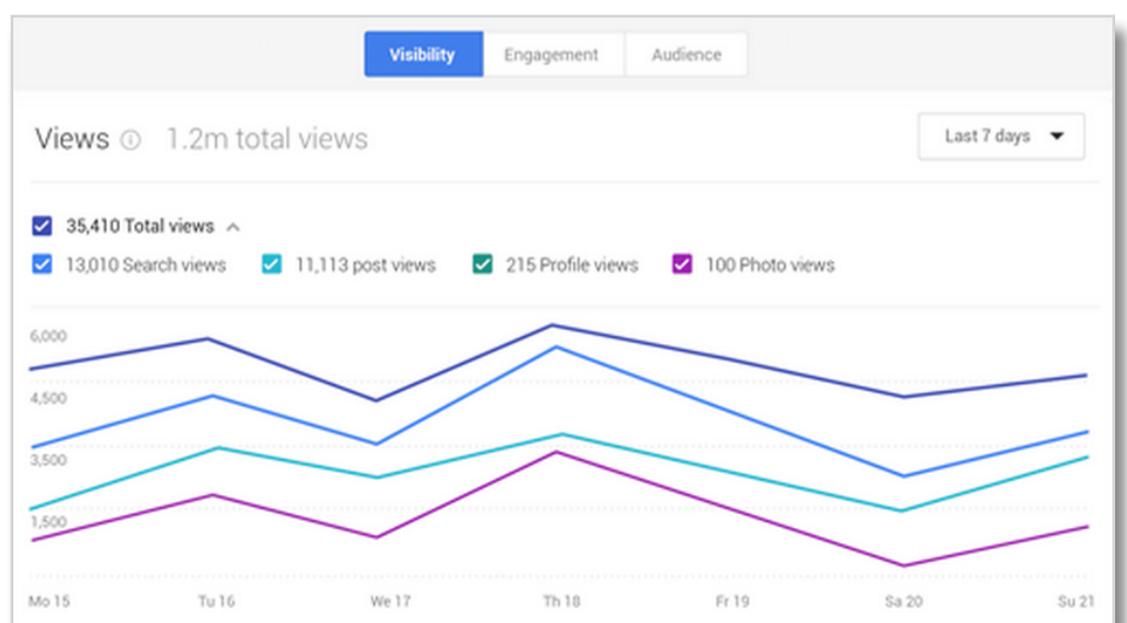
INSIGHTS

Google My Business tracks clicks, views and driving directions over time so that you can learn more about how people are finding your business and how they interact with your content.

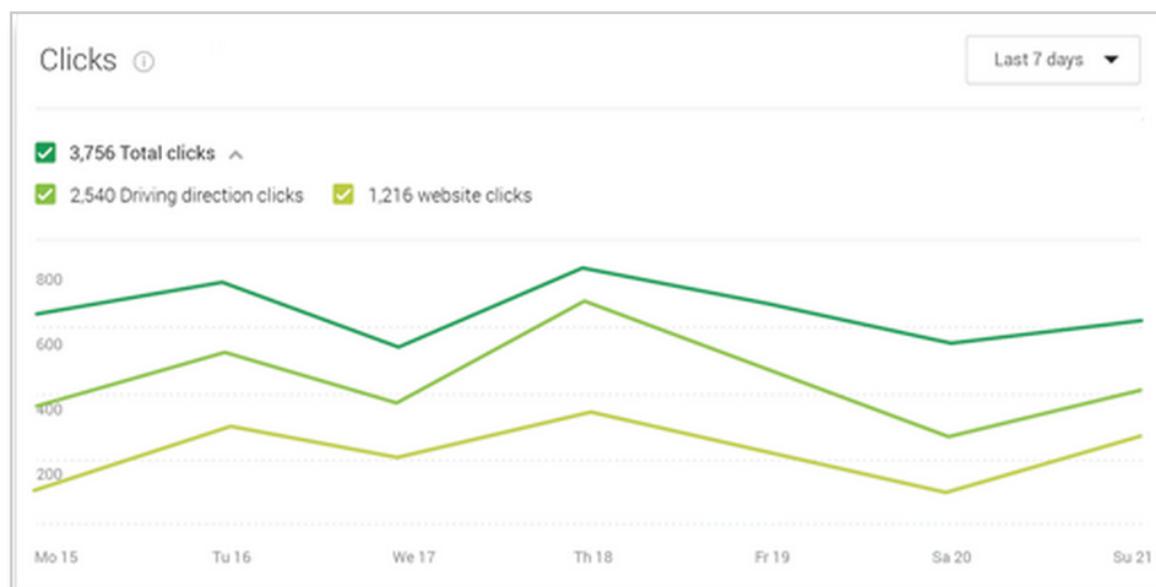
It's important to remember that the Insights section of Google My Business is not a replacement for Google Analytics. Insights provides you with data for only your Google My Business pages. As we discuss in the Google Analytics chapter, Google Analytics dives much deeper into your overall online analytics (vs. Insights) because it tracks your earned properties (such as your website, social media pages, online campaigns, etc.).

However, Insights will help you understand how people are engaging with your Google My Business page, so you can create more of this type of content and reach even more customers.

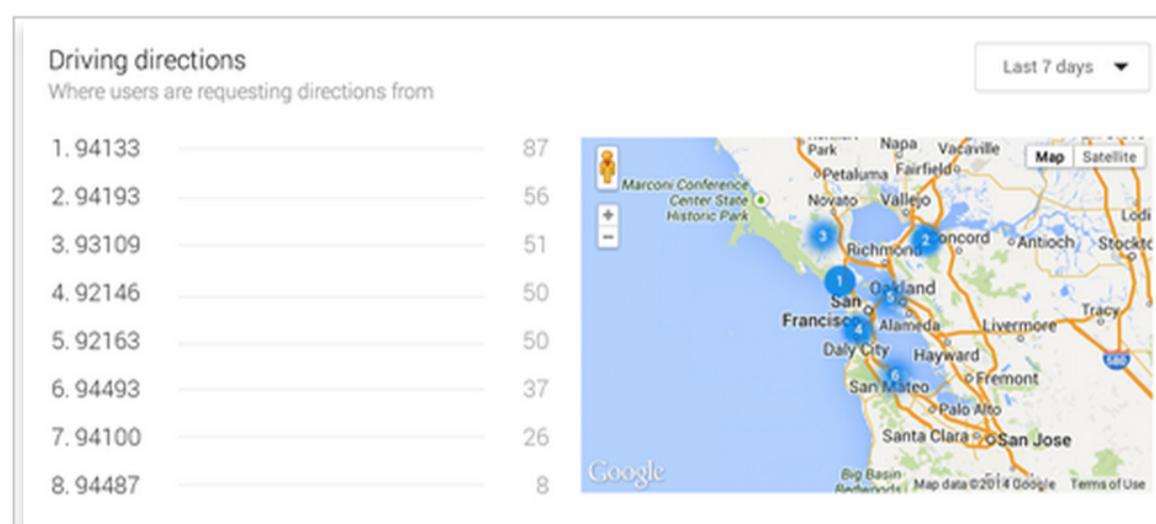
Views: The number of times people have found your business on Google over time.



Clicks: See the number of clicks, driving direction requests and website visits you receive.



Driving directions: Understand where your customers are when they need directions to your business.



ADWORDS EXPRESS

Google AdWords Express is the “light” version of AdWords that lives on your Google My Business dashboard.

[AdWords Express](#) is initially much easier to manage (you write three lines about your business and set a budget)

because Google optimizes several different creatives it writes for you.

The primary difference between AdWords and AdWords Express is that AdWords Express doesn't require you to have a website (because you'll be using the information from Google My Business). You also don't have to worry about keywords and on-going maintenance with AdWords Express, a major plus for some businesses.

However, if you want more features, reports, tools, as well as control over your ad campaigns, you should opt for AdWords. With AdWords, you can advertise not only locally, but regionally and nationwide, too, as well as select your own keywords and have multiple ads.



YOUTUBE

Businesses that have a YouTube channel can connect it to their Google+ page. By linking YouTube to Google+, you'll be able to see YouTube analytics for your channel and easily share videos across the Google network.

By monitoring the performance of your YouTube channel and videos, as well as tracking new subscribers, views and minutes watched, you'll be able to see what type of content is (or isn't) working and adjust your content creation tactics accordingly.



total users



**hours of video
are uploaded
every minute**



**of YouTube
views are on
mobile devices**



**the number of hours
people are watching on
YouTube are up YOY**

*Source: [YouTube](#)

Below are a few different ways businesses use YouTube videos to increase engagement:

- Product placement with YouTube power players (who have a significant number of followers and are actually paid by YouTube on a PPV — pay-per-view — basis)
- Client testimonials
- Behind-the-scene tours (of an office, event, etc.)
- Interviews with industry leaders
- Q&A sessions that demonstrate your knowledge
- Product demos
- How-to videos (customer service)

For promotion and optimization strategies, turn to the YouTube chapter starting on [page 51](#).

SETUP GOOGLE MY BUSINESS

Ready to start dominating local search? Let's get started!

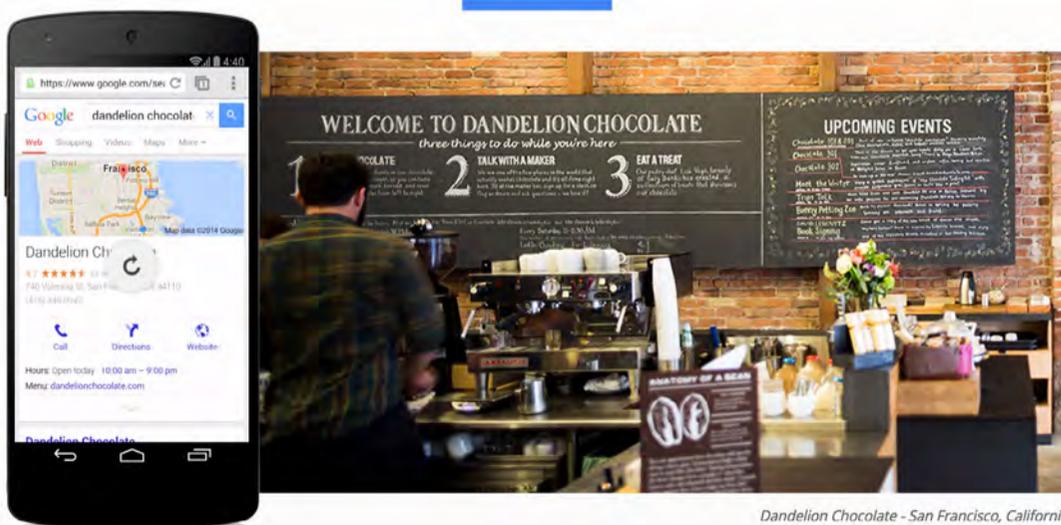
Follow these easy steps and your business will quickly be on its way to becoming a Google My Business pro. If you have more than one location, go to [page 47](#) for multi-location setup.

1 DO YOU HAVE A GOOGLE+ OR PLACES ACCOUNT?

- Yes
You don't need to create a new account because Google has automatically upgraded you to Google My Business. [Sign in here](#) to begin.
- No
[Click here](#) to create a Google My Business account.

2 WHAT IS YOUR BUSINESS TYPE?

- Store Front*
A local brick and mortar business that serves customers at a business location. Examples: restaurant, retail store, hotel.
- Service Area*
A local business that provides services to customers in a specific service area. Examples: plumber, pizza delivery, taxi service, lawyer.
- Brand
Online businesses or products. Examples: artist, product, sports team, music band, cause.



Dandelion Chocolate - San Francisco, California

* If your business has multiple locations, Google My Business allows you to bulk upload the information so that you can manage everything in one place. Please turn to [page 47](#) for more information on multiple locations.

3

VERIFY YOUR BUSINESS

- To make sure all of your business information is correct, Google will ask you to verify it. There are three different methods that Google uses to verify: postcard, or phone, or instant (if using Google Webmaster Tools).
- One thing to note: Google chooses the verification method so make sure you provide them with all the correct information in order to avoid delays.

Postcard

On the postcard request screen, verify that your address is correct on the postcard. If you would like to add an optional contact name, do so here.

When you have finished, click “Send.”

You will receive a verification code that needs to be entered into your dashboard.

Or Phone

Make sure you can directly answer your business phone number to get your verification code.

Click “Verify by Phone” to have the code sent to your phone via automated message.

Enter the code from the message into your dashboard.

Or Instant

You may be able to instantly verify if you have already verified your business’s website with Google Webmaster Tools.

To instantly verify, make sure you are signed in to Google My Business with the same account that you used to verify your site with Webmaster Tools.

If you are verifying multiple locations, please visit page 10 for directions on how to manage your Google My Business account.

4 ENTER THE NAME OR ADDRESS OF YOUR BUSINESS

- If your business appears in the drop-down menu, select it.
- If your business name does not appear in the drop-down menu, click “No, these are not my businesses” or “I’ve correctly entered the business.”
- Google will prompt you to enter some details for your business.
- Make sure you enter an accurate, complete street address and a phone number which reaches your business directly.
- Your name, address and phone number should exactly match what’s on your website and other online directories (remember, consistency is key for SEO).
- After you complete your business information, click “Submit.”

5 EDIT YOUR BUSINESS INFORMATION

- After you have verified your Google My Business information, you can now add, delete, or edit your business description, hours of operation, contact information and photos.
- Editing your business information is one of the most important steps in the Google My Business setup.
- Make sure your information is as complete and as accurate as possible in order to ensure your pages are being fully optimized.
- Below is a list of data you should include in Google My Business.

• Continued on [page 46](#)

INFORMATION TO INCLUDE

- **Business name**
- **Physical address**
- **Phone number(s)**
- **Avoid 800 numbers** — use local area codes
- **Pin marker** — make sure it is in the correct location on map
- **Email address(es)**
- **Website URL** — Google integrates information from your website to help improve their local search results
- **Category** — what your business is, not what it does
- **Hours of operation**
- **Introduction to your business**

HELPFUL SEO TIPS

- Keep in mind that Google looks at your entire web presence (such as link backs, mentions, shares, social media, etc.) when deciding how you will be displayed in search.
- To grow your business's web presence, consistency is key.
- You should be regularly blogging, engaging your fans on social media, interacting with other businesses.
- Not doing these things? Now is a great time to get started!

6

ADD PHOTOS

- Pick well-lit professional photos.
- Choose photos in landscape format for your main photos as they pull into the Google Carousel.
- Photo best practices are [available here](#).

7

ADD VIDEOS

- Driving and parking directions.
- Neighborhood key words.
- Other information (such as menus, specials and promotions, etc.).

8

VIEW YOUR LIVE PAGES

- Log into your account and select the page you would like to view.
- Click "Edit" in the upper right hand corner.
- At the bottom of the dashboard you will see Search, Maps, and Google + links.
- Click on one of these links to view your business as it appears on each site.
- To view your live pages, log into your account and select the page you would like to view.
- Click "Edit" in the upper right hand corner.
- Scroll to the bottom of the dashboard and you will see links to Search, Maps,

MULTI-LOCATION SETUP

If your business has **10 or more locations**, Google My Business makes it easy to track and optimize all your locations in one place.

Before you begin setting up your multi-location Google My Business account, make sure you [review Google's quality control guidelines for multi-location businesses](#). These guidelines will help you ensure that your business is eligible and your information appears correctly on Google Maps.

Once you have reviewed the quality control guidelines and agree that your business complies, you can go ahead and setup your business on Google My Business using the steps outlined below.

**1**

CREATE A GOOGLE ACCOUNT

- You can use your existing Google account, but Google recommends creating an account with an email address that contains your business domain in order to avoid verification delays
- Example of business domain email address: if your business website is <http://localvox.com>, your email address would be you@localvox.com.

2

CREATE A BUSINESS ACCOUNT

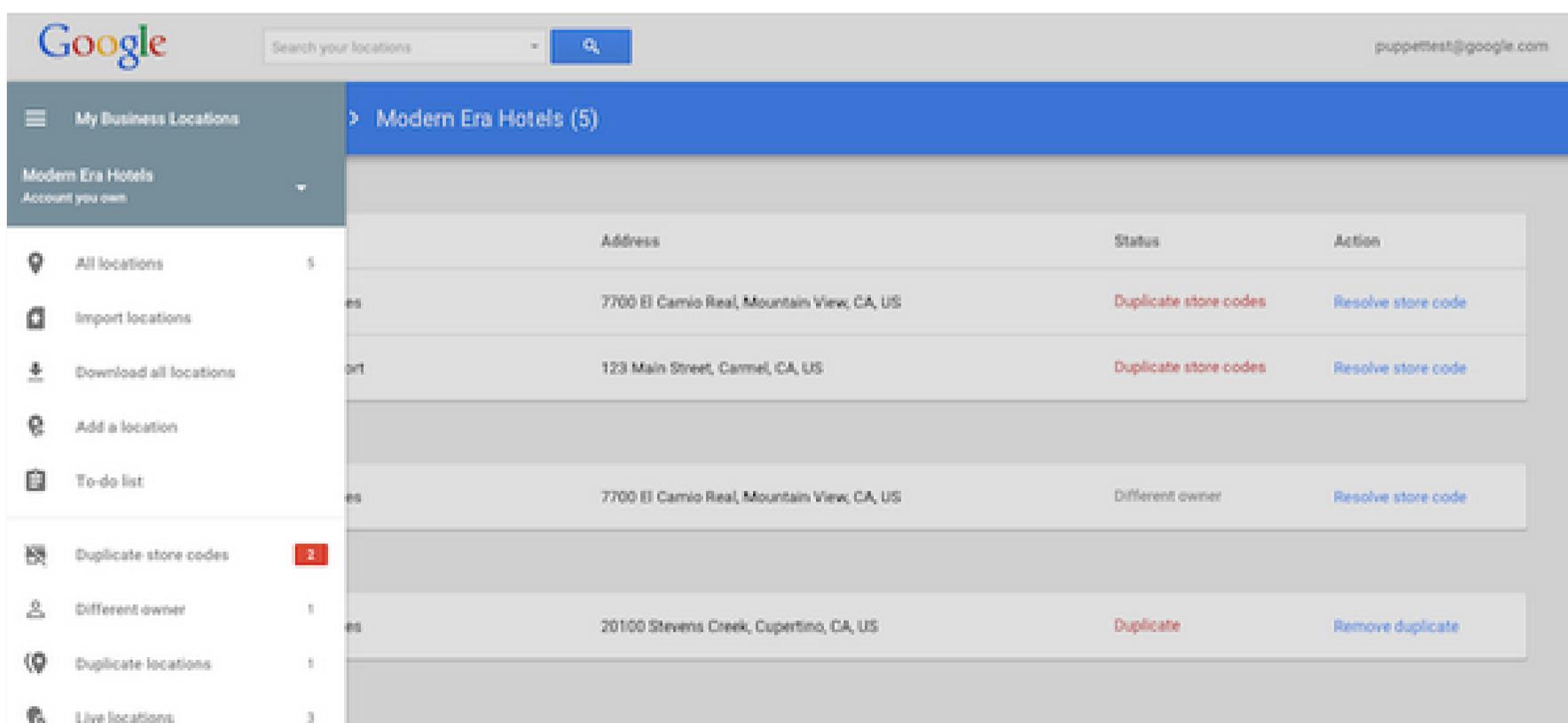
- By creating a business account, you are allowing the shared management of a set of business locations by different Google users.
- Google recommends that you create a new business account and use it to add, verify and manage your locations.
- By creating a new account, you have the ability to share management with other Google users now or down the road.

3 ENTER YOUR BUSINESS INFORMATION IN A SPREADSHEET

- Before you upload and complete your information, you will need to start editing the spreadsheet locally
- The spreadsheet is available for download in Google My Business Locations. Click the “Download the template” link on the “Import locations from a file” screen
- Don’t forget to create a header row for your document. You can copy the header from [this example](#).
- Don’t worry about having the additional fields perfectly complete before importing, since you will be able to fill in any missing information after the initial import.
- Once you are finished, import the spreadsheet in any of the following formats: .xls, .xlsx, .ods, .csv, .txt, and .ts.

4 IMPORT YOUR SPREADSHEET

- After you have formatted your spreadsheet, click “Import locations” to upload your file.
- Click “Import file” to select your file, and then click “Upload.”
- Common import questions are [answered here](#).



5

CHECK YOUR LOCATIONS FOR ERRORS

- After you have uploaded your spreadsheet file, your locations will appear in your dashboard.
- Before your locations are published, you will be prompted to correct any errors.
- Common location questions are [answered here](#).

6

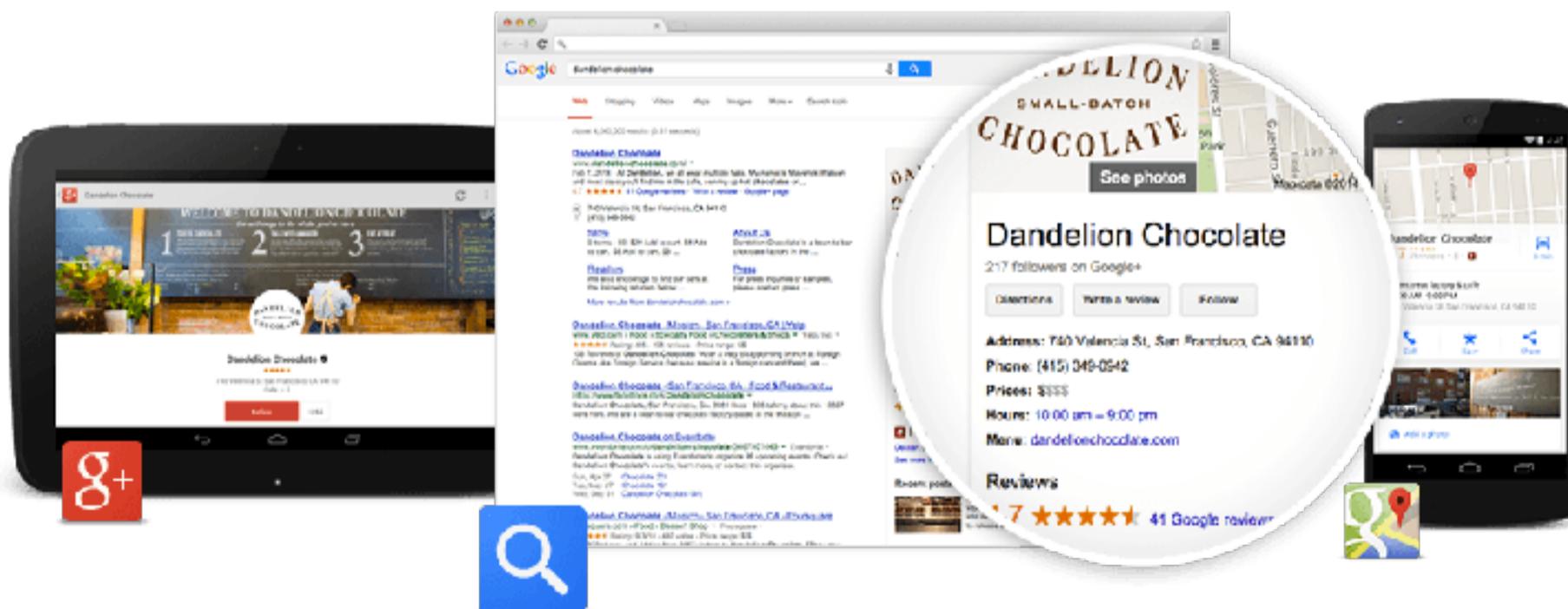
REQUEST BULK UPLOAD VERIFICATION

- Google requires you to verify your locations.
- To request verification for your bulk upload, click the “Verify your locations” link and submit the form.
- Check your email for updates on the status of your verification request.
- Common bulk upload verification questions are [answered here](#).

7

MANAGE AND UPLOAD ADDITIONAL LOCATIONS

- Once you have been verified, you can upload additional locations using new spreadsheets, or add them individually with the Locations tool.
- Duplicate uploads will be merged with your existing locations.
- More information about editing your locations is [available here](#).



8

EDIT YOUR BUSINESS INFORMATION

- Once all your information has been uploaded and is correct, you can go in and edit each location.
- **Tips for optimizing multi-location pages:**
 - We highly recommend putting location terms (neighborhood, city) in each business description (i.e.: New York City's best _____)
 - Upload different content to each page (no duplicate info!).
 - Each location should have an individual webpage (each with Google Maps embedded).
 - Avoid using 800 numbers. Each location phone number should have a local area code.
 - Link to each location's social media pages.
 - Use consistent naming conventions on all pages.
 - Conduct on-page local SEO for each location.
 - Configure Google Webmaster Tools for each page.
 - Setup separate Google Analytics filters so you can view traffic correctly.



CHAPTER 6

YouTube



ABOUT YOUTUBE

Video is an unconventional platform that can help your business grow.

YouTube is a video-sharing website that allows users to upload, view and share videos. A subsidiary of Google, YouTube videos have a significant impact on Google's Search algorithm and can help your business rank higher.

The service was created by three former PayPal employees in February 2005 and bought by Google in November 2006 for \$1.65 billion USD. The 300+ hours user-generated video uploaded to YouTube every minute, covers a wide range of topics, from video blogging and short original videos to educational videos and tutorials.

Large corporations (such as NBC and CNN) use YouTube as a distribution channel for their videos (such as music, TV clips, etc.), but businesses of all types and sizes can benefit from having a presence on YouTube. For businesses that use Google My Business, all the videos you upload are fed directly into your Google My Business feed.



AN INFLUENTIAL SOCIAL NETWORK

YouTube is considered a social network by search engines and, therefore, you will increase your social footprint across the web by having an active page.

We already know the importance social media plays in influencing purchasing decisions of users, but a recent study shows that YouTube beat out other social media platforms when it comes to influencing customer purchasing decisions.

If you're wondering why YouTube beat out other social media platforms when it comes to influencing purchasing decisions, consider the different ways businesses use the platform:

- Product placement with YouTube power players (who have a significant number of followers and are actually paid by YouTube on a PPV — pay-per-view — basis)
- Client testimonials
- Behind-the-scene tours (of an office, event, etc.)
- Interviews with industry leaders
- Q&A sessions that demonstrate your knowledge
- Product demos
- How-to videos (customer service)



The screenshot shows a list of six YouTube comments. Each comment includes a user profile picture, the user's name, the time since the comment was posted, the text of the comment, and a 'Reply' button.

- impressionsbysimon** (44 minutes ago): I think Ed's offering genuine change now not only from the Tories and Lib Dems but from old (once new!) Labour. He is accepting past mistakes which is really important. I just hope people give him a chance because I think he can provide genuine change from the coalition and from the last Labour government.
- CeticWales** (58 minutes ago): This hits the right tone, glad to see that Ed understands why people are concerned about immigration and is taking a truly One Nation approach towards making sure immigration works for all. Immigrants and British nationals alike.
- NLWK110710** (1 hour ago): If he can convince me, i will give politics and Labour another chance
- Elliot Page** (2 hours ago): With a 24% dip in applicants from India to British Universities it's time we recognised high skill immigration is positive for the country, this is a really positive development.
- Keir Stewart** (4 hours ago): Spot on Ed. Priority need to be helping form integrated, functional communities coming into the next election, which starts with understanding concerns such as this. Really promising.
- NightSayana** (4 hours ago): as a non English but a British citizen i agree 100%.

YOUTUBE BEST PRACTICES

A few pointers for using YouTube for your business.

STAY CONSISTENT

Make sure your business branding and information are consistent with other platforms that you use. YouTube lets you customize your channel – take advantage of the opportunity to make it your own.

ENGAGE AND INFORM

As with all social media networks, you will get the best results if your goal is to engage and inform your fans and followers. Users on social media do not respond well to hard-sells or blatant advertising in your content, whether that content is a how-to post on Facebook or a tutorial video on YouTube. The lesson: avoid it at all costs.

SUCCESSFUL VIDEOS

The most successful type of videos that businesses upload provide information, such as testimonials, how-to's and tutorials. These types of videos add a human element to a business and enable you to connect with customers on a deeper level.

ONE TOOL IN YOUR KIT

When using YouTube for your business, it's important to remember that it's just another tool in your social media kit. YouTube is a great audience building tool, but don't put all your eggs in one basket. To make sure you're getting the most out of video creation, integrate all your other social media networks with your YouTube channel.

INFORM, DON'T SELL

Just like all your other social media networks, YouTube's audience does not respond well to businesses that push products/services on them in a "hard sell." YouTube is not the place where you should upload your latest TV commercial (unless you want negative feedback or are entering a contest).

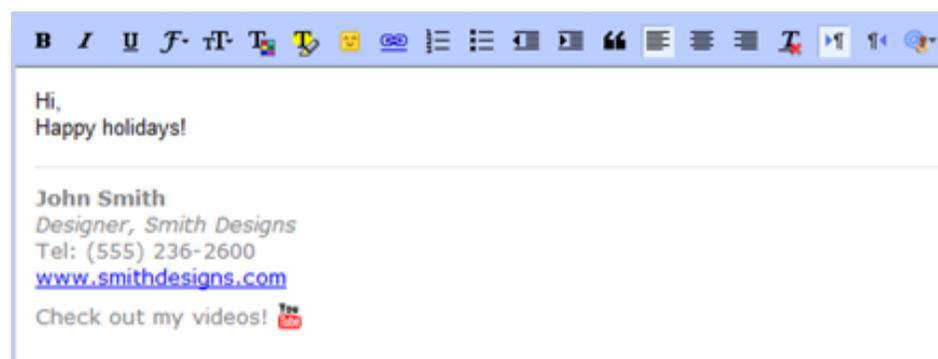
When you are creating videos, you want to inform viewers about a topic that is important to them and incorporate a "soft sell." For example, if you own a restaurant, an interesting YouTube video could be how your chef prepares one of your most popular dishes. At the end of the video, incorporate a soft sell and invite viewers to your restaurant to try it in-person.

PROMOTING YOUR YOUTUBE CHANNEL

Here are a few optimization ideas to get your videos the views they deserve.

SHARE WITH YOUR EMAIL LIST

One of the easiest ways to spread the word about your YouTube videos is to include a link in your email blasts. Customers look for social media links in the top or bottom of an email blast.

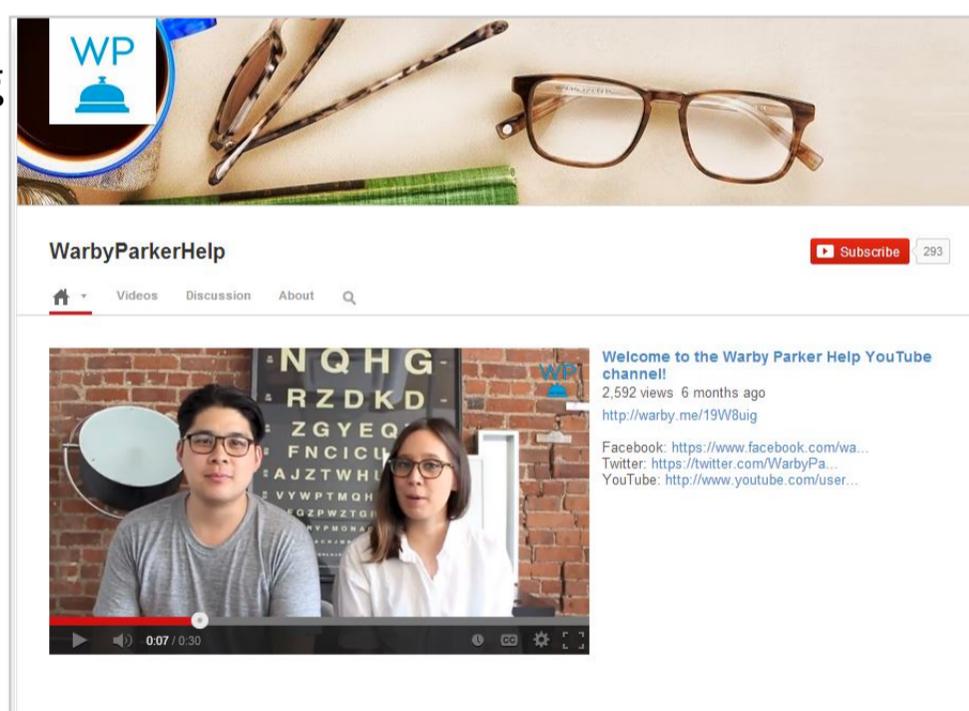


CUSTOMER SERVICE

I'm sure there are at least 10 questions that you get asked a lot about how to best use your products/services. With a YouTube channel, you can now create in-depth responses to these common questions and direct your customers to these videos.

Warby Parker does a great job at providing customer service via YouTube with their Warby Park Help channel (right).

Not only will you enhance your level of customer service, but you'll position your business as an industry-leader that has all the answers. You can either embed the videos into your website or send customers to directly to your YouTube channel.



POST TO ALL YOUR SOCIAL MEDIA NETWORKS

Other social media networks (such as Facebook) are great ways to let your customers know that you have a YouTube channel (and to increase engagement by sharing the videos you create).

Share a video link in a tweet, post to Facebook or on LinkedIn — whatever social network you choose to use, infusing video into your social networks is a great way to diversify the type of content you share.

REUSE YOUR CONTENT

As with all your social media efforts, try to reuse your content as much as possible to make your life easier. Just because you shared content on Facebook doesn't mean you can't share the same content on Twitter or YouTube.

Need a few ideas? Embed your YouTube videos into your website, create a product tutorial page for your how-to videos or a testimonials page with happy customers.

CROSS PROMOTE, CROSS PROMOTE, CROSS PROMOTE!

Along the same lines as reusing content, cross promoting everything you create gives it longer legs and exposure to a bigger audience.

Many social networks actually encourage you to integrate others into them. For example, Facebook lets users install YouTube apps so that every time they upload a video to YouTube, it gets published on Facebook as well.

Another great option is to invest in a social media tool that pushes your content out across multiple channels. [LocalVox Social](#) helps businesses dominate on social media in just minutes a day by letting them publish content to many different networks at the touch of a button.



OPTIMIZE YOUR YOUTUBE CHANNEL FOR SEO

Build in the right elements to your videos and help boost your SEO

YouTube's algorithm takes dozens of signals into account when it ranks videos in search (and for suggested videos).

IMPORTANT SEO ALGORITHM FACTORS

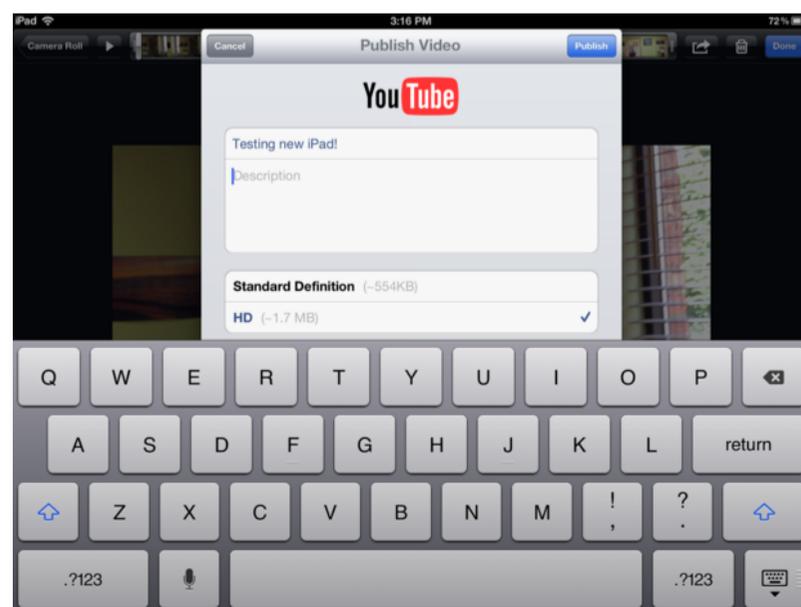
- Title tag information
- Audience retention
- Keywords in description tag
- Tags
- Video length
- Number of subscribers after watching
- Comments
- Likes and dislikes

While you can't always control things like how many times your video is viewed, you can control other elements (such as descriptions and keywords). Below are a few tactics you can use to get more traffic to your videos (and ultimately your website).

WRITE VERY LONG VIDEO DESCRIPTIONS

Depending on how you feel about developing technologies that can translate photos and videos into information (such as Facebook's face recognizing feature), you'll be happy (or sad) to know that YouTube and Google can't watch or listen to your videos...yet.

Since YouTube's search algorithms can't get any information out of the actual video itself, it must rely on the text surrounding your video to understand more about it. By writing a very long video description, you're providing YouTube's search algorithms with all the information it needs to show your video to the right audience and associate keywords with your account.



CHAPTER 7

Google Analytics

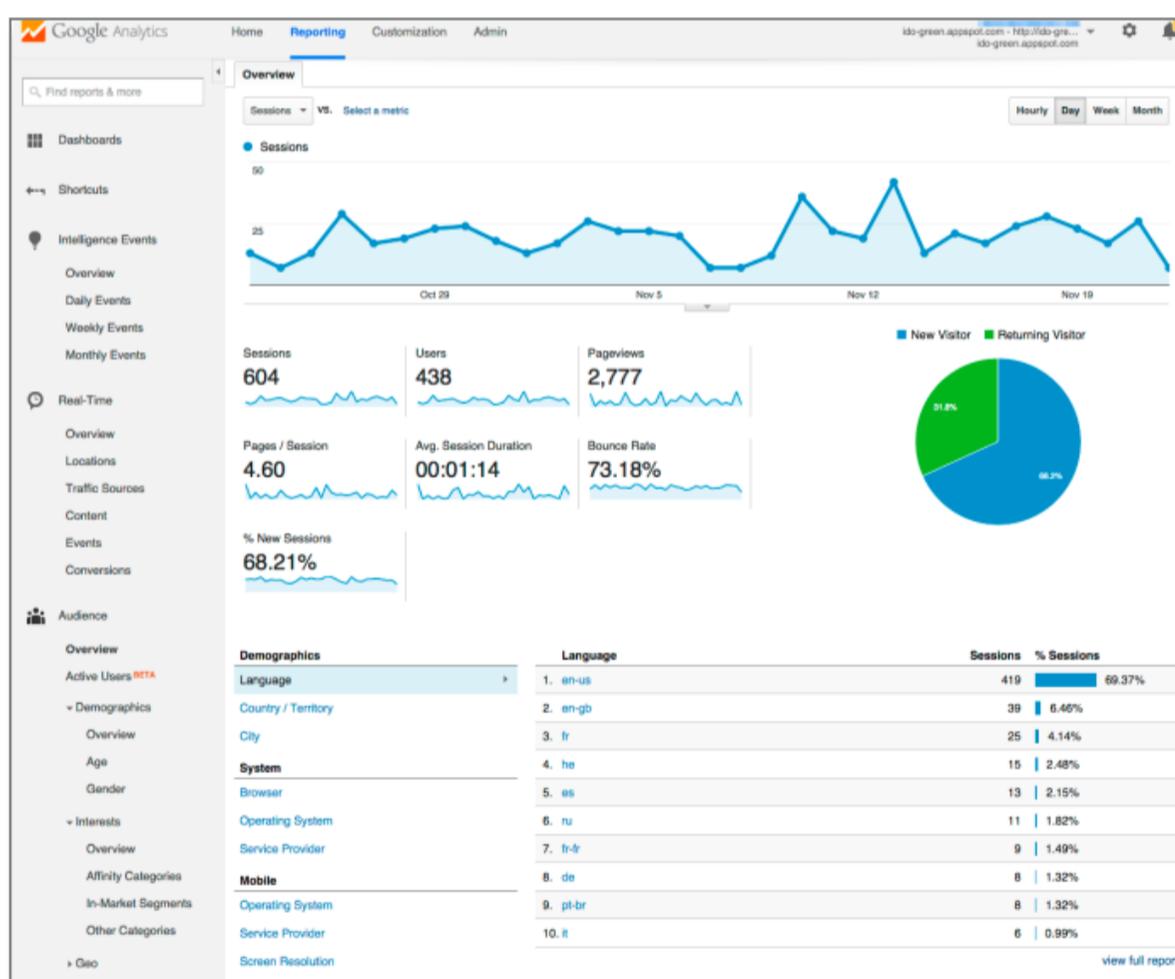


INTRODUCTION

Google Analytics measures your advertising ROI and tracks your Flash, video and social networking sites and applications.

It is arguably one of the most powerful web analytics applications available today and, like many of other business products Google provides, Google Analytics is a free tool – which makes it even more appealing for those on a limited budget.

In addition, Google Analytics also seamlessly integrates with other Google programs – such as Ad Sense, AdWords and search console – and pulls all essential metrics and data. For a more in-depth analysis, enable demographics to learn more about your audience. You'll be able to view traffic across multiple channels, so you can determine which campaigns are most successful.



Google Analytics also lets you create custom dashboards so you can organize your data in any type of way you would like (tables, charts, graphs, etc.). As far as free analytics tools go, you will be hard-pressed to find a better tool than Google Analytics. Set up correctly and used on a regular basis, Google Analytics will help you optimize your search engine marketing efforts and measure your website's ROI.

ADVERTISING + CAMPAIGN PERFORMANCE

Google Analytics has many different features and reports that you can use to analyze, understand and optimize your online marketing and advertising efforts.

ADVERTISING PERFORMANCE

If you use Google for any sort of advertising, such as AdWords, Google Analytics can help you learn how effectively your advertising dollars are working. From ad reports that show you metrics on your search, display, social and email campaigns to actual conversion rates across all your digital channels, Google Analytics has no shortage of information and advertising reports available to users.

Google has a [great website](#) that will walk you through how to setup advertising reports, including reports for AdWords, remarketing, display and mobile.

CAMPAIGN MEASUREMENT

The campaign measurement reports will show you if your marketing campaigns are giving you the return on investment that you expect with detailed real-time data.

Google Analytics campaign measurement reports provide you with more information on any engagement and conversion activity for any link that you tag – even email

• Continued on **page 61**



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and banner campaigns. You can segment these reports by channel and even measure inactive (offline) campaigns that are still sending users to your website.

For more information on setting up your campaign measurement reports in Google Analytics, such as adding parameters to URLs so you can identify each traffic-driving campaign, [visit their website](#).

COST DATA IMPORT

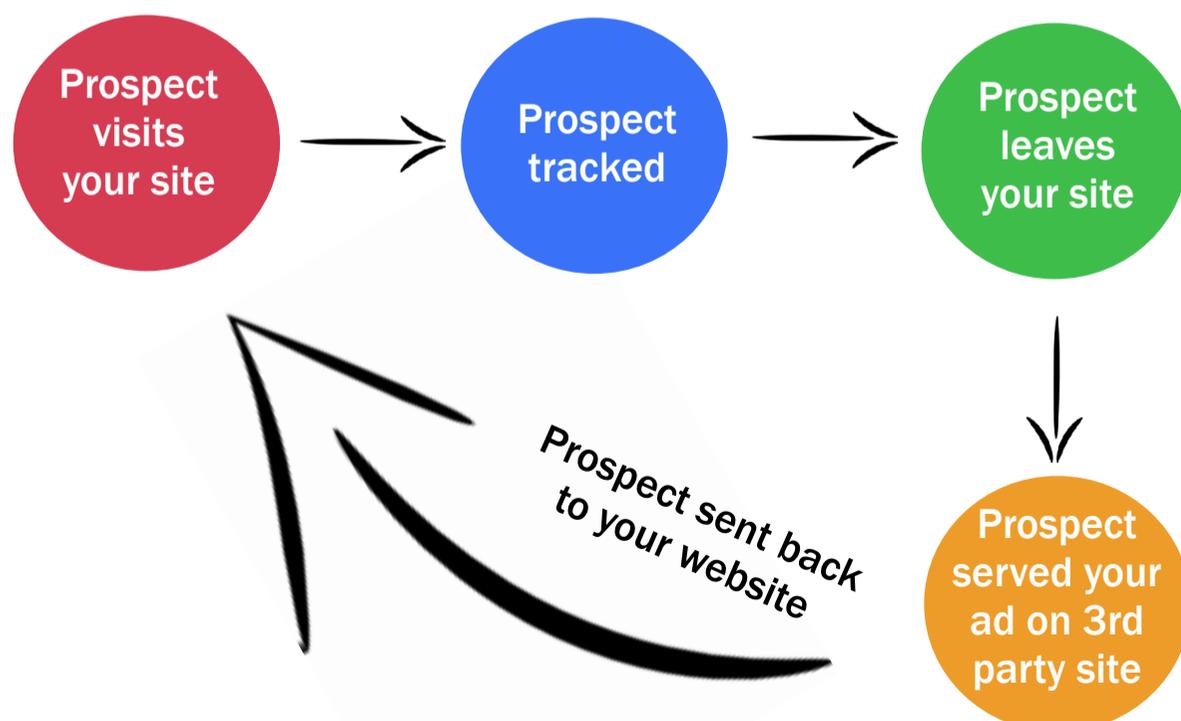
If you have a digital source that you want to import cost data from, Google Analytics can run that report for you in “Cost Analysis” (in Traffic Source and also in the Attribution reports). Digital sources include paid search and display providers, affiliates, social and organic traffic.

Cost data reports give you a comparison of how your non-Google digital marketing channels are doing, giving you the data and information you need to make smarter decisions about your overall marketing strategy. The report compares the cost of each campaign with associated revenue (e-commerce and/or goal value) to calculate your return on ad spend and revenue generated per click.

To get started creating a cost data report in Google Analytics, [check out Google’s support center](#) so you can ensure you import all click and cost data from non-Google properties correctly.

REMARKETING

Remarketing ad campaigns are aimed at consumers who have shown an interest in your product/service, but did not complete a sale or convert. Remarketing advertising — also called behavioral retargeting (or simply, retargeting) — targets consumers who have shown interest (based on previous Internet actions taken with



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your website) but have not converted by re-engaging them (via highly relevant ads).

To setup remarketing reports in Google Analytics, you will first create a “remarketing audience” that is based on user behavior. Next, take that “remarketing audience” and use them as the basis for remarketing campaigns in your other accounts (such as AdWords and DoubleClick Bid Manager). For detailed instructions, including how to determine your target audience, prerequisites and setting up your remarketing audiences, [visit Google’s support center](#).

MEASURING MOBILE ADS

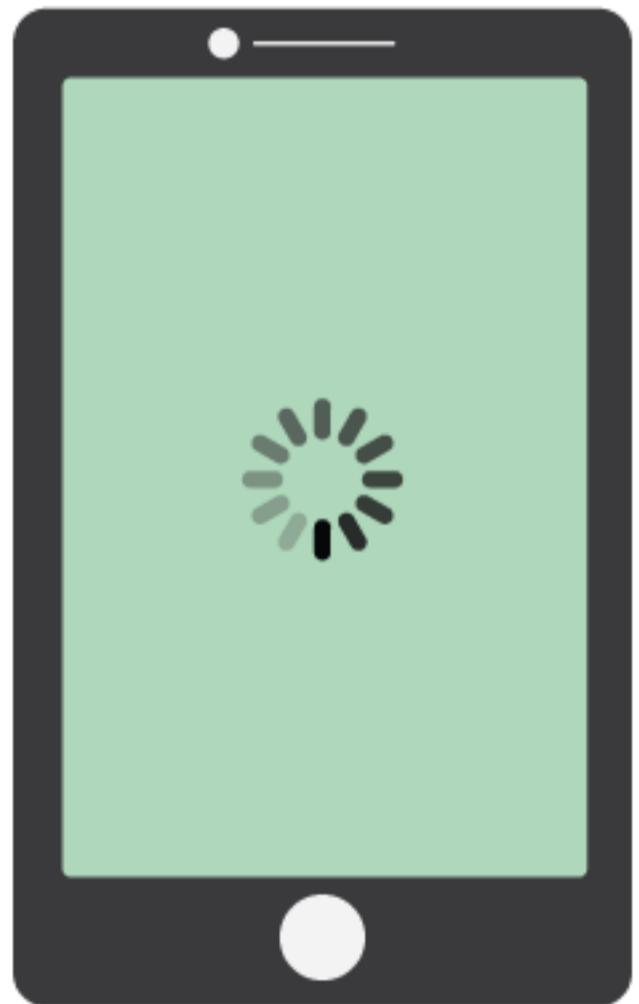
If you are running mobile ads to drive traffic to your mobile-optimized website (your site is mobile-optimized, right?), setting up a custom report in Google Analytics will track the performance and trends from the campaign.

For those who enjoy lots of data, Google Analytics mobile ad reports get very granular, segmenting the data first by device and then by time-on-site, bounce and conversion rates. To setup mobile ads reports and see if you should be investing more in this channel, visit [Google’s support center](#) for detailed instructions.

If you’re wondering why you should care about the type of device your website visitors are using, remember that the device type a person uses actually says a lot about their purchasing preferences and habits.

A recent study by Civic Science (written about on [forbes.com](#)) shows some of the similar and different characteristics of iPhone and Android users. You can take the information from this survey and use it to influence your marketing efforts.

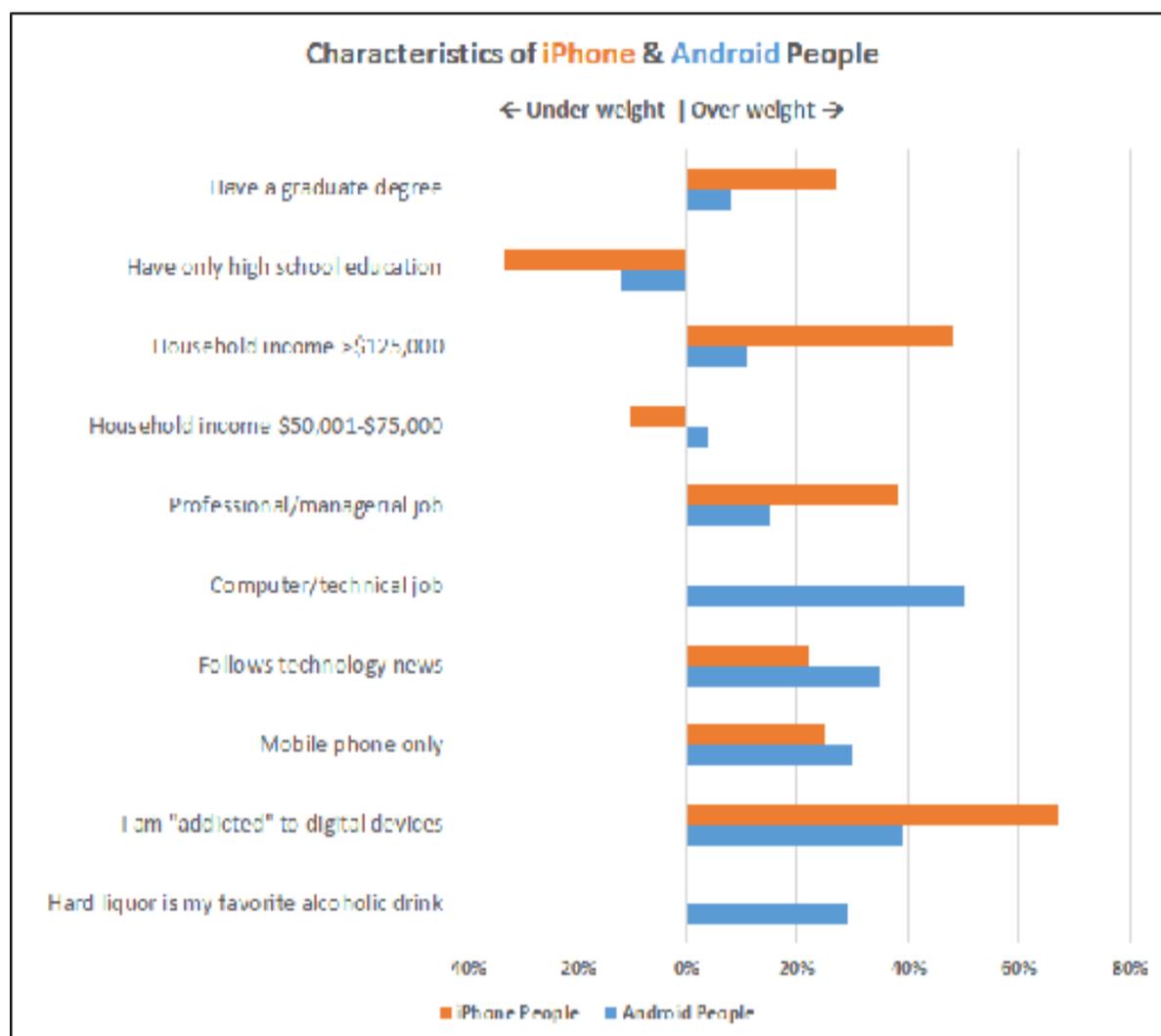
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For example, when asked “how many cars do you have?” Android users were over-weight +20% for 3 cars, while iPhone people over-weight +11% for one car. Does this make iPhone users more urban?

If you are a car dealership, you may want to change the location your Google AdWords are served to target more suburban areas in order to reach people that have more cars (that will most-likely need to be replaced or fixed).



SEO REPORT

One of the most basic reports that Google Analytics provides is the SEO report. The SEO report provides you with information about Google Web Search queries that have returned your URL results from your site.

You can easily get this data by integrating Google Analytics with Google’s Search Console (formerly Webmaster Tools). [Visit Google’s support center](#) for more information about SEO data, metrics, dimensions and how to use the Search Console.

ANALYSIS + TESTING

Google Analytics doesn't just provide you with raw data, served up in any fashion that you desire – it also guides you in your data analysis so you can make educated decisions about optimizing (testing) your marketing campaigns.

ADVANCED SEGMENTS

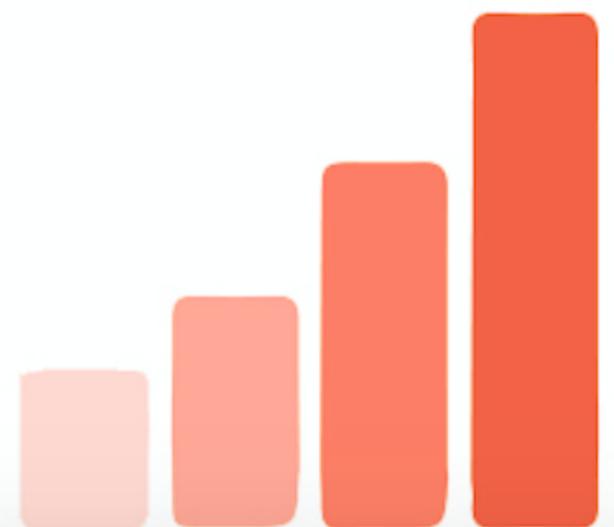
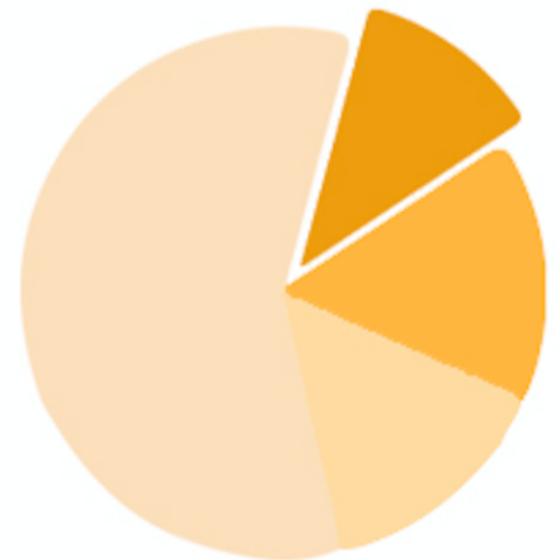
Advanced Segments let you isolate and analyze smaller sections of your traffic, such as paid traffic that comes to your site via AdWords or how many visits it takes for a user to convert to a sale. With this information, you can compare different segments, apply them to current (or historical) data or use them for Remarketing Audiences.

For more information on using the Advanced Segments tool in Google analytics, such as how to apply, remove, build and segments, as well as how to incorporate them into your remarketing, [go to Google's support center](#).

ANNOTATIONS

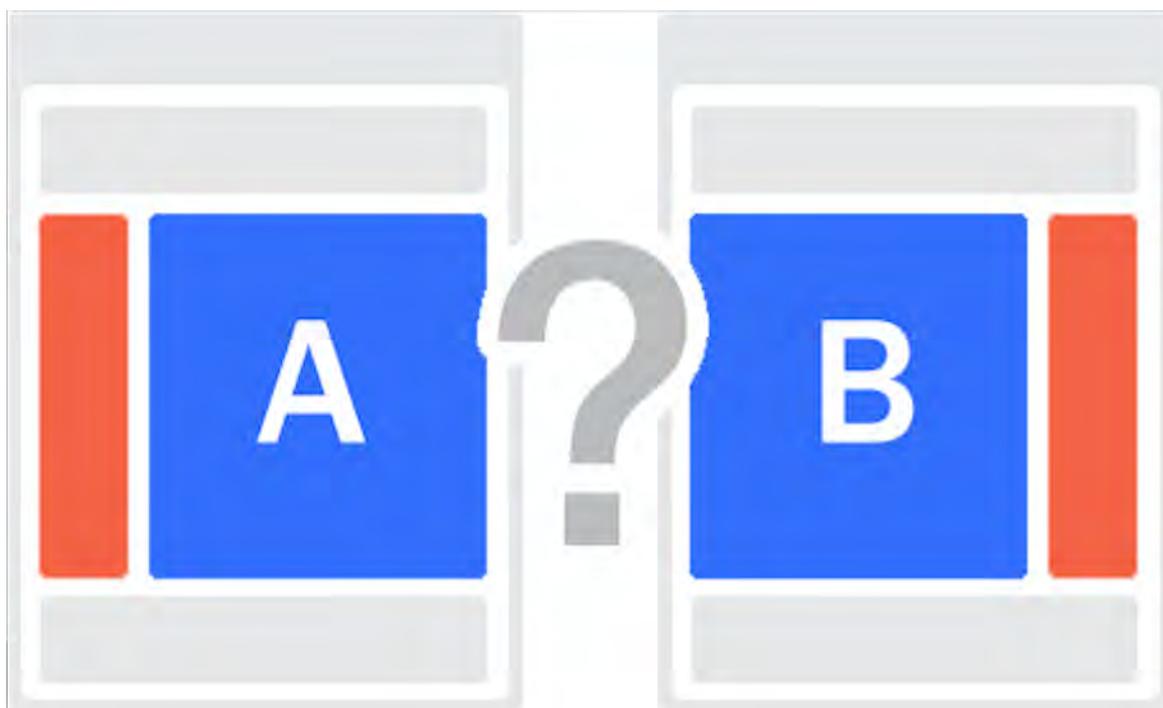
Wouldn't it be nice if there was a tool that let you and your co-workers leave shared (or private) notes directly on all those Google Analytics reporting graphs? Well, you're in luck – Google has a feature just for that!

Use Google Analytics Annotations to remember what caused traffic to spike on a particular day or why a certain page is getting so much (unexplained) traffic. [Click here to watch a YouTube video](#) that walks you through using Annotations.



A/B TESTING

A/B testing is an extremely popular online marketing tactic and can be used on all vehicles from email and display advertising to blog posts and website design. When you use A/B testing to experiment with different types of content and creative, you can use Google Analytics to track results.



Google Analytics calls A/B testing “Content Experiments” and you can use this tool to learn which design gets you the most conversions. To setup a Content Experiment, go to “Experiments in Content” in your Google Analytics account and define your parameters in the interface. If you get lost, go to [Google’s support center](#) for a comprehensive overview of Content Experiments.

CUSTOM REPORTS

Google Analytics lets you setup Custom Reports that give you instant access to the most up-to-date numbers you are tracking. When you are creating a Custom Report, you will pick the dimensions (e.g.: city and device) and metrics (e.g.: sessions, pageviews and bounce rate) and tell Google Analytics how you want the results displayed.

Keep in mind that you must specify at least one dimension and one metric.

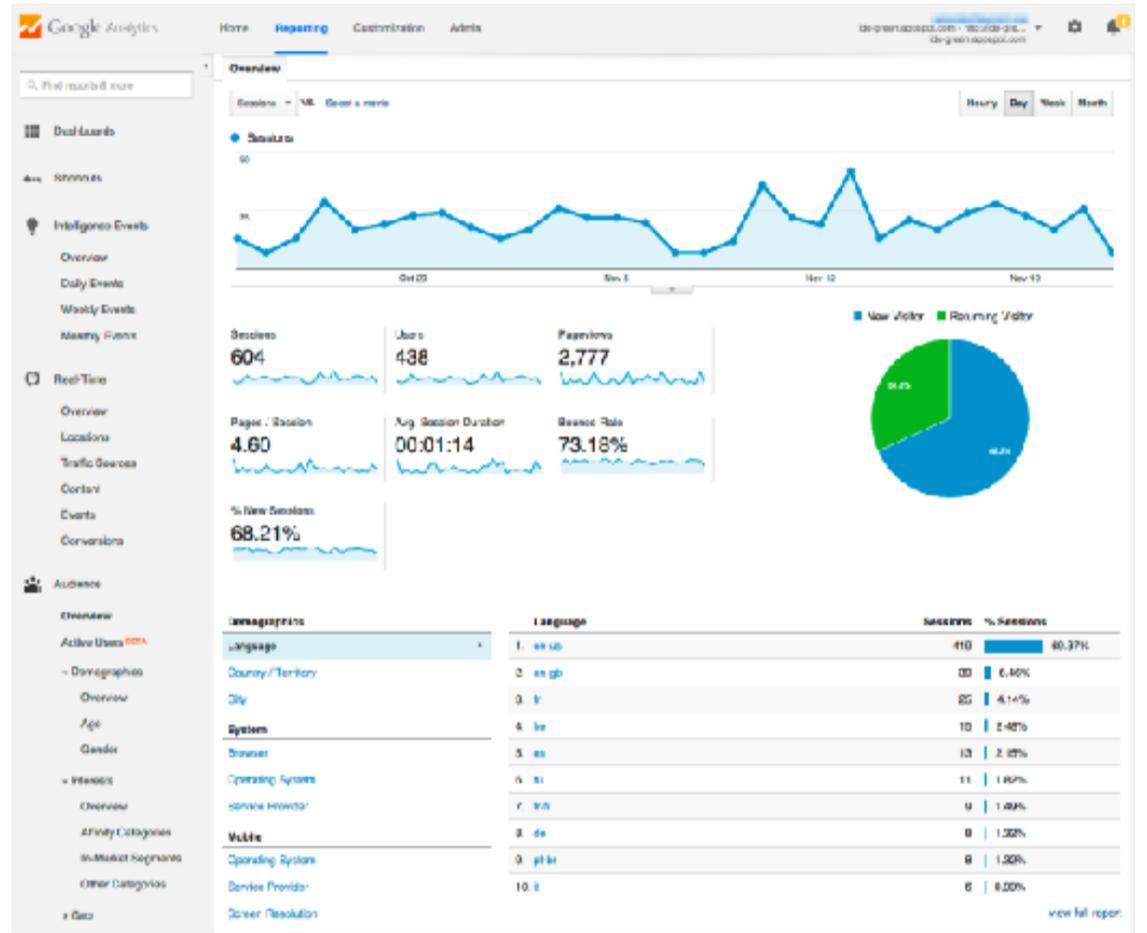
For more information on setting up and managing Custom Reports, [check out this step-by-step guide](#).



DASHBOARDS

The Dashboards in Google Analytics will give you a top-line summary of multiple different reports on a single page, making it ideal for marketing managers working in large corporations that often provide senior level executives with high-level metrics.

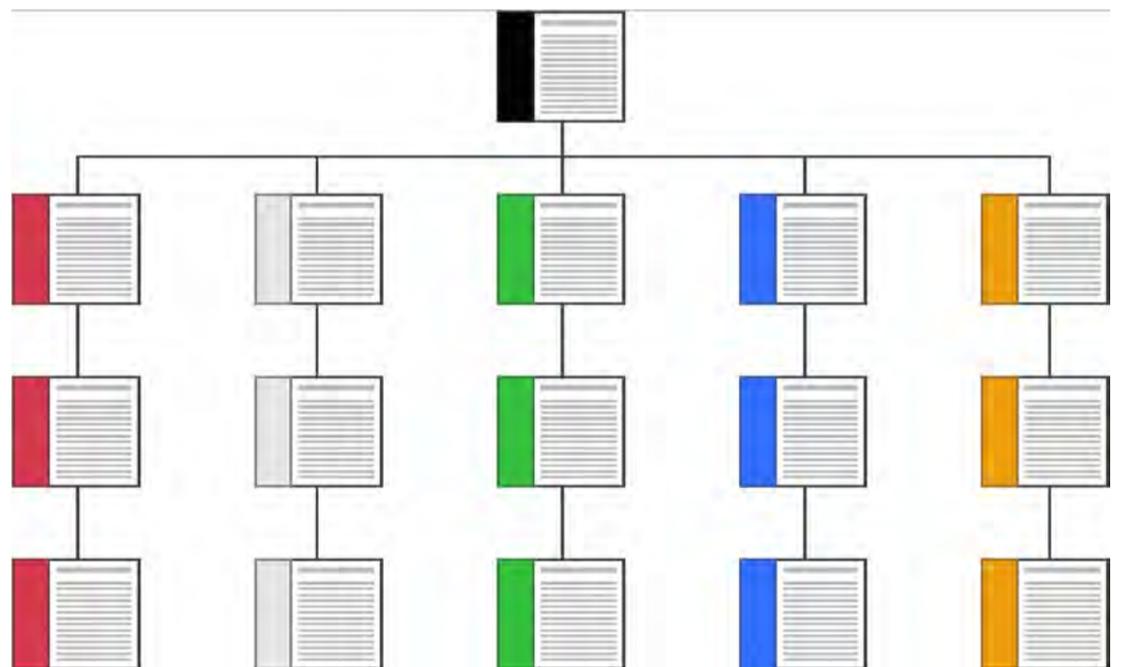
Dashboards are very user-friendly and have use drag-and-drop widgets so you can customize quickly and easily. To directions about setting up, managing widgets and sharing high-level Dashboards, [visit the Google support center](#).



REAL-TIME REPORTING

Google Analytics has dedicated Real-Time Reports that show you how many people are on your website right now, where they came from and what they are viewing.

Real-Time Reporting is helpful if you want to know what content is most-popular, how much traffic a live promotion is receiving or if there is a delay in when you tweet (or post to Facebook) and when your follower clicks-through to your website.



[This is a great YouTube video](#) that walks you through how to setup a Real-Time Report.

AUDIENCE CHARACTERISTICS + BEHAVIOR

Understanding how different characteristics influence the behavior of your customers is a crucial in order to create effective marketing campaigns.

Google Analytics might not give you an email address or phone number associated with each customer, but it will provide you with other characteristics that you can use to build out robust audience demographics and buyer personas.

AUDIENCE DATA REPORTS

Google Analytics provides you with a lot of information about the people who visit your website: their geographic location, how they found your website, how often they visit and how engaged they are, to name a few.

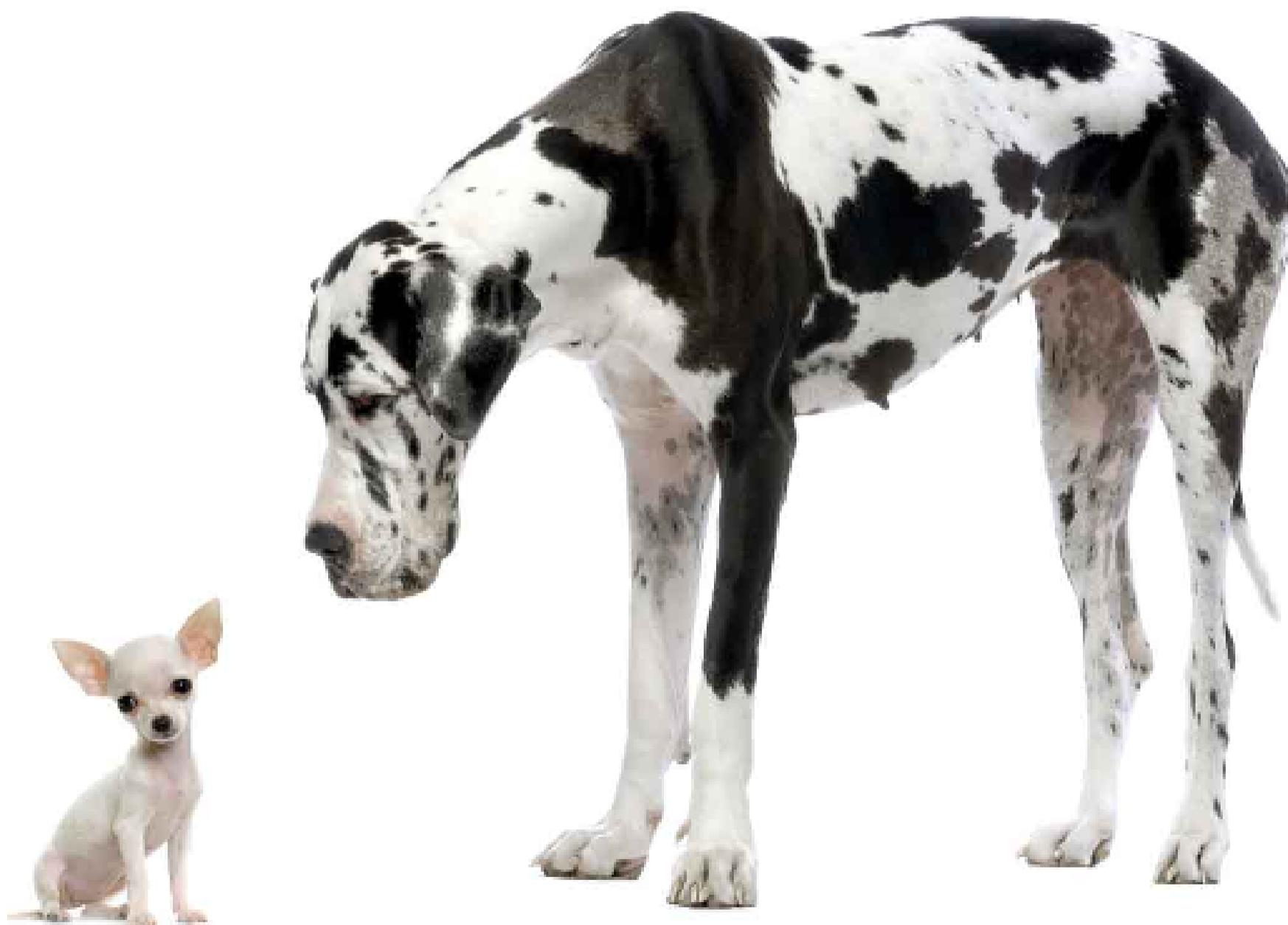
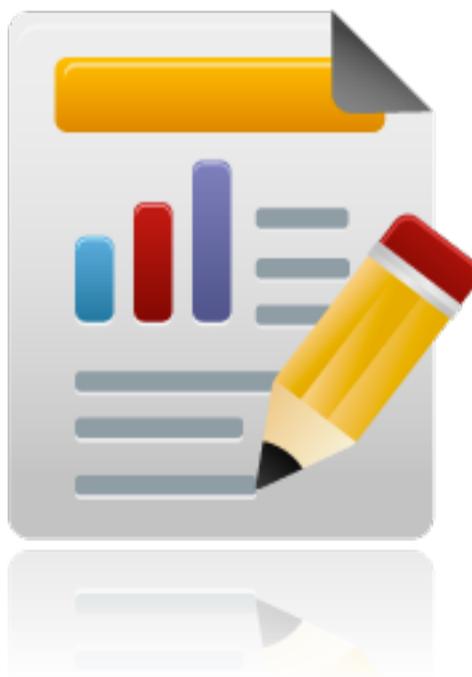


Photo credit: 3milliondogs.com

OTHER TYPES OF AUDIENCE REPORTS

- **Active users** lets you track in 1, 7, 14 and 30 day increments.
- **Lifetime value** determines how valuable a user is to your business based on lifetime performance.
- **Cohort analysis** lets you isolate and analyze behavior by a group of users who share a common characteristic.
- **Demographics** such as age and gender.
- **Interest** information gives you insights about certain users who are likely to convert.
- **Behavior patterns**, such as how often a user returns.
- **Technology used**, such as browser, operating system and network.
- **Mobile** traffic and device used.
- **Benchmarking data** so you can compare your data to aggregated industry data.
- **Users flow** shows you how users came to your site and interact with it in a visual way (also called “[Flow Visualization](#)”).
- **Map overlay** breaks down visitor stats by continent, country and city so you can understand the origins of your traffic.
- **Social reports** show you how social media impacts your defined business goals and conversions.
- **Traffic sources** show you the effectiveness of referrals, where your direct traffic is coming from and what search keywords fuel your organic (unpaid) growth.

If you are interested in setting up reports for any of these data points, [visit the Google support center](#).



PRODUCT INTEGRATIONS

To make your life easier (and to make it as easy as possible to use their paid products), Google seamlessly integrates business products into Google Analytics.

As someone who regularly works on both a Mac using OSX and a PC running Microsoft Office, I can attest to the fact that the two operating systems don't seamlessly integrate applications. This is not the case with Google's different product lines; the technology giant does an amazing job of having multiple tools talk to each other (with nothing getting lost in translation) and giving the user a consistent experience no matter what type of device they are using.

The fact that you can install other Google applications in Google Analytics ensures that you are getting the most complete view of your online marketing activities.



AD SENSE

Google Ad Sense is a unique product that is specific to content publishers and bloggers because it gives them a way to earn money by placing relevant ads on their websites, mobile sites and site search results.

If you use Ad Sense, Google Analytics can directly import your Ad Sense data so that display your ads get the best possible position on your site. To link your Ad Sense and Google Analytics accounts, [follow these steps](#).



ADWORDS

Google Analytics imports AdWords data seamlessly and brings you crucial information about what visitors do after they've clicked on your ad. By syncing Google Analytics and Ad Sense, you get deeper insights into how your ads and campaigns are performing.

To integrate your AdWords information into Google Analytics, [follow these step-by-step instructions](#).

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GOOGLE DISPLAY NETWORK (GDN)

The Google Display Network is a collection of websites, including specific Google websites, such as Google Finance, Gmail, Blogger, and YouTube, that show AdWords ads. The GDN also includes mobile sites and apps.

You might not use the GDN for your business, but I'm sure you've seen the ads before; if you've ever been in your Gmail account and wondered why you were being served an ad about cookie recipes when you were searching for that an hour ago, you've been served an ad from the GDN.

If you do use GDN for your business, you can use your AdWords account to create and manage campaigns and simply insert Google Analytics tracking tags on your GDN campaigns so you can measure success. Link your accounts to see your GDN campaign data in Google Analytics. You can learn more about the GDN [here](#).



Illustration credit: Google Display Network

TAG MANAGER

[Google Tag Manager](#) is a free tool that lets you add or update website tags and mobile applications easily (so you don't have to bother your web developer). Configure your tags for Google Analytics (and for many other online marketing tools) from one easy user interface.

CHAPTER 8

The Google Mobile-Friendly Update (or #Mobilegeddon)



WHAT ON EARTH IS #MOBILEGEDDON?

In past years, when a business owner heard the words “April” and “deadline,” he/she could safely assume the reference was to tax day on April 15. This year, however, there is another date businesses counted down to: the Google mobile update on April 21.

On April 21, 2015, Google changed its search algorithm so “mobile un-friendly” sites will rank lower in search results vs. those that are optimized for mobile (i.e.: “mobile-friendly”).

Google has gone on record saying that this update (dubbed #mobilegeddon and #mobilecolypse on social media) will have more of an impact on mobile search than Penguin or Panda did when they were released.

By embracing mobile, your business will be engaging buyers, wherever they are. With mobile search officially surpassing desktop, combined with Google’s algorithm favoring local businesses when a searcher is on a mobile device, having a mobile strategy is no longer an option for businesses – it is an absolute necessity.

Today’s consumers are on-the-go and want to engage with your business in the way that is most convenient for them, an opportunity for mobile-friendly businesses to stand out from the competition.

Keep in mind that 90% of consumers say that they want a seamless buying experience, no matter what sales channel they choose. As the sales channel of choice continues to shift to mobile, businesses that have a mobile-friendly website will capture more customers vs. their un-optimized counterparts.

Think you’re off the hook because mobile search doesn’t impact your business?

Consider the following stats from a Google/Nielsen study.

HALF

of local searches happen on mobile devices (and it’s only increasing)

74%

of mobile users begin their search on a search engine (vs. an app)

69%

Expect a business to be within five miles of their current location

93%

Go on to purchase

ENSURE YOUR WEBSITE COMPLIES

Currently, there are **182.6 million** smartphone users in the U.S. — and that number is forecasted to grow to **220 million** by 2018.

Ignoring the Google mobile update would be the same as shooting yourself in the foot...right before you run a marathon; if you're determined (and have a high pain threshold) you can still run, but you'll be slower and spend a lot of effort trying to catch up with the other runners.

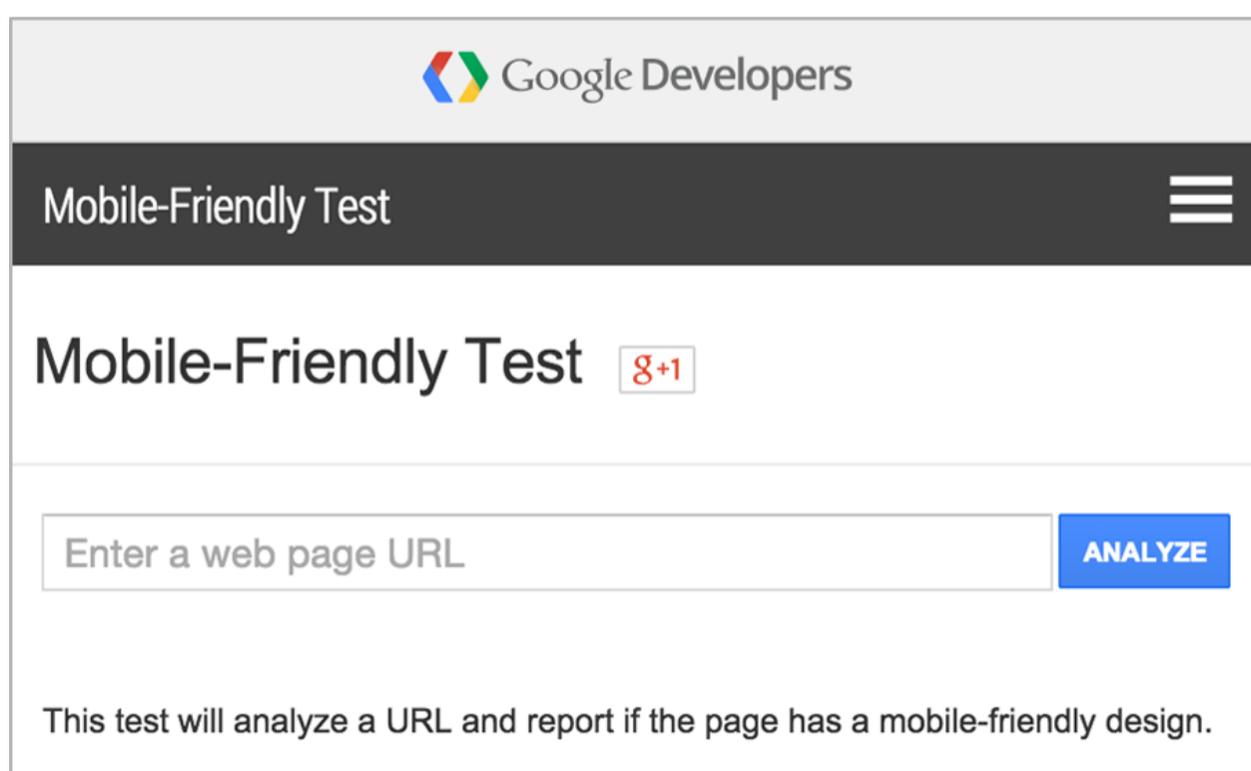
Luckily, there are a few things you check to make sure your business starts off on the right foot (pun intended) for the Google mobile update. If you run into any problems along the way — or have questions — you can ask us in the comments section or email us at gethelp@localvox.com.

1. TAKE GOOGLE'S MOBILE-FRIENDLY TEST

Google's mobile-friendly test will analyze your website and tell you if its design is compatible with the algorithm changes.

• Continued on **page 74**

google.com/webmasters/tools/mobile-friendly/



The screenshot shows the Google Developers Mobile-Friendly Test tool interface. At the top, the Google Developers logo is visible. Below it, the title "Mobile-Friendly Test" is displayed in a dark header bar. The main content area features the title "Mobile-Friendly Test" with a "g+1" social share button. Below the title is a text input field labeled "Enter a web page URL" and a blue "ANALYZE" button. At the bottom, a brief description states: "This test will analyze a URL and report if the page has a mobile-friendly design."

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You'll get one of two responses from the Google mobile update test:

1. Your site passes! Google will still provide you with some advice on how to make your site even more mobile friendly.

The questions they ask you will help the April 21 mobile search algorithm understand your site better.

2. Your site fails: If your website doesn't pass, don't immediately panic!

Google has published [detailed instructions](#) about how to optimize your website for the mobile update. Usually, the changes Google will tell you to make are minor (such as creating larger buttons so people using touch-screen devices can easily navigate with their fingertips).

If you want to scrap your current site and start over (or you don't have one to begin with), Google has published the [html code](#) you'll need to create a mobile-friendly website, along with step-by-step directions.

If you are a beginner-intermediate html coder, using the mobile-friendly html code Google provides to you will be a fairly easy project. For advanced html coders, it is a cakewalk.

Not up for coding? Ask around and see if anyone you know can help. You might even have an employee who knows html and is willing to spend a few hours with you building your website.

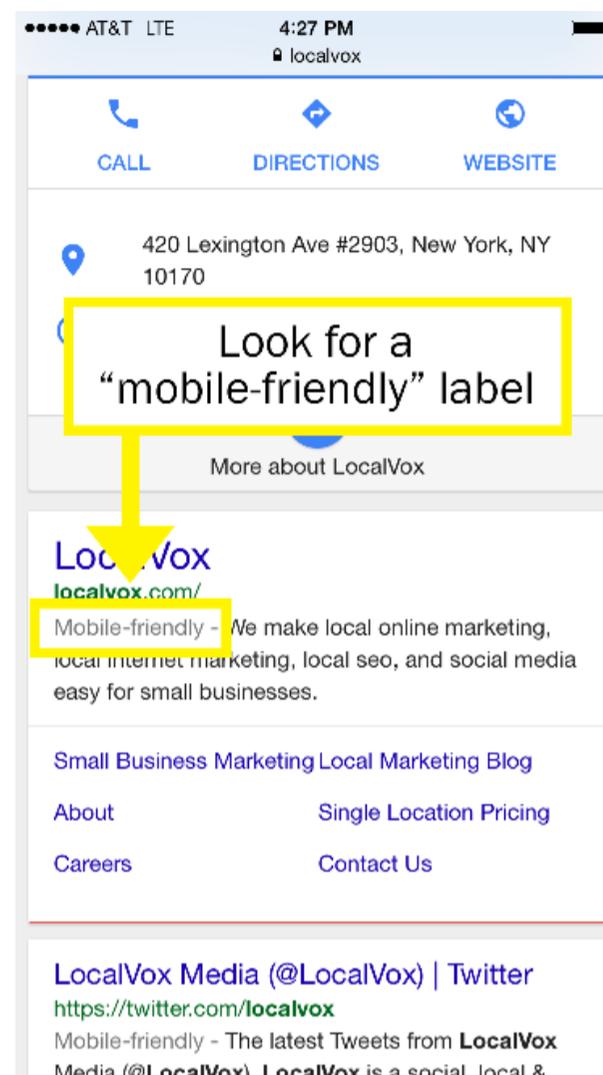


2. GOOGLE YOURSELF

(on a mobile device)

After passing Google’s mobile-friendliness test, you need to make sure your site shows up correctly in search.

To do this, open a browser on your mobile device and go to the Google homepage. Type in your business’s name and find your website listing. If you see a “mobile-friendly” snippet next to meta description, you are good to go.



3. CHECK FOR ERRORS

To check for errors in Google’s mobile usability report, visit Google’s webmaster tools site.

Under the “Search Traffic” section, you’ll see errors that you need to fix. Remember, just because your website is mobile-friendly doesn’t mean you should abandon all your other online marketing and SEO efforts. “Mobile-friendly” only means that your website renders well on a mobile device, which is important, but not the only factor that will help you show up on the first page of search results.

Local businesses have an inherent advantage with mobile search: Google gives higher priority to local results when a searcher is on a mobile device. Why? Research shows that mobile searchers expect to receive results that have businesses within five miles of their current location. Basically, Google is giving searchers what they want — results that are highly relevant to the searcher at that location and point in time.

One of the easiest ways to boost your rank (including mobile), is to optimize all you online directories. If you haven’t done so already, [run a free SEO report](#), which will show you how your business is listed. Quantity and consistency are key to improving your rankings with directories, so if the report comes back with errors, you should make it a priority to fix them.

Dashboard		Status: 3/31/15
Messages		2 Pages with errors
Search Appearance		
Search Traffic		
Search Queries		
Links to Your Site		
Internal Links		
Manual Actions		
International Targeting		
Mobile Usability		
Google Index		
Crawl		
Security Issues		
Other Resources		
		Download
		Show 10 rows 1 - 4 of 4
Usability error	Pages with errors	
1 Viewport not configured	1	>>
2 Small font size	1	>>
3 Touch elements too close	1	>>
4 Content not sized to viewport	1	>>

CONCLUSION

We hope this e-book was helpful and you are now busy setting up all the Google products we covered.

Google understands the power of small and local businesses (after all, they make up half of all GDP in the United States and create two-thirds of all new jobs). At the same time, Google also understands that nearly all consumers look online for products and services – and that many local businesses have no web presence at all. To help businesses establish a web presence and be discovered by current and potential customers, the search giant has created products and services specifically for the local and small business communities (with a low cost-entry price to encourage use).

Taking a deeper look into Google's strategy, technology developments and overall consumer behavior, there is a large opportunity for early-adopting local businesses to capture new customers with local online marketing. Google's most-recently mobile-friendly algorithm update is the result of providing consumers the type of experience they want (local results, mobile format) – and by creating free (and low-cost) products and services for businesses, Google is doing everything they can to encourage you establish an online presence sooner rather than later.

While you see the importance of local online marketing, you're probably thinking "I don't have time to manage all this...I have a business to run!" Which is where LocalVox can help. Our technology is simple, easy and affordable and have helped thousands of businesses (many of which are just like yours) grow their sales by reaching new customers online.

To learn more about how LocalVox can help grow your business, please contact us. We look forward to showing you how our software can help you with your unique local online marketing challenges.

Ph: (844) 654-6169
gethelp@localvox.com
localvox.com

P.S.: Don't forget to [run your free SEO report!](#)

Glossary



GLOSSARY

This glossary is a compilation of terms that you may come across when you are marketing your local business online using Google's products and tools.

Google is always creating new tools and, therefore, this glossary will be ever-evolving. If you come across a word or phrase that we haven't included here, please email us at gethelp@localvox.com and we'll get you an answer (and add it into this glossary).

301 REDIRECT

A way to make one web page send the visitor to a different page. It is a best practice to apply a 301 redirect whenever you redirect a webpage to ensure that people who have linked to or bookmarked the old address will automatically be sent to the new one. Search engines will also be able to update their index when you use a 301 redirect.

ACQUISITION RATE

The total participants who were offered to opt-in on a mobile marketing campaign divided by the total audience.

AD DELIVERY OPTIONS

You can tell Google AdWords how quickly you want your ads to be shown on any given day. It is possible that your ads will be shown slightly more on some days (over-delivery) and less on slower days (under-delivery), therefore, Google AdWords uses the daily budget you set as an average daily budget amount.

AD EXTENSIONS

Additional information that you supply about your business that shows up alongside your Google AdWords ad.

AD GROUP

A Google AdWords group contains a set of ads which target a shared set of keywords. Using ad groups, you can organize ads that have a common theme into one group.

AD RANK

Where on the search results page your Google AdWords ad will show up, based on your Quality Score and your bid amount.

AGGREGATOR

An intermediary company that provides services to content and application publishers, as well as mobile phone service carriers. Aggregators may manage campaigns, analytics, administration or billing.

ALT TEXT, TAG OR ATTRIBUTE

The description of an image in a the HTML of a webpage.

ANCHOR TEXT

The actual text of a link to a webpage that helps search engines understand what the page is about. You can find the anchor text by looking for the dark blue underlined copy (or purple if you've visited the site before).

BANDWIDTH

A measurement of how much data can be pushed through a connection. Bandwidth is measured in the number of bits per second (bps), kilobits per second (kbps) or megabits per second (mbps).

BID STRATEGY

Google AdWords uses a bidding system for keywords to determine how much you pay for a click. A higher bid will help your ad show in a higher position on the page (as a rule of thumb). You can choose manage your bids manually or have Google do it for you (automatic).

BLOG

A section of a website where content is regularly published (such as thought-leadership articles on industry/company topics, how-to videos, photos of your store, customer testimonials, etc.).

BOOKMARK

A link to a website saved for later reference in your web browser or computer.

CALL TO ACTION (CTA)

The action you want a searcher to take when they see your ad. The best CTAs are short, simple and include action-oriented words ("Click here" or "Buy now").

CAMPAIGN

A campaign is a set of Google AdWords groups (ads, keywords and bids) that share the same budget, target customers in a specific location and other parameters that you set forth.

CANONICAL URL

The best address on where a user can find a piece of information. Specifying a canonical URL will search engines understand the best address for a piece of content.

CASCADING STYLE SHEETS (CSS)

The part of your code that defines how different elements of a website will look visually (examples: headers, links).

CLICK

When someone takes the action of clicking on your ad, Google AdWords counts that as a click. Use clicks to understand how well your ad is performing with the audience you have targeted. The more relevant and highly-targeted your ad is, the more likely it is to receive clicks.

CLICK-THROUGH RATE (CTR)

Tells you how many people have seen your ad and click on it. Look for your CTR in your Google AdWords account statistics and you'll be able to tell how enticing your ad is to people searching for your keywords (and other parameters).

COMMON SHORT CODE (CSC)

Numeric digits (four to six characters in length) that a mobile device user will enter to send a message related to a campaign. Example: "Text 'YES' to 12345 to receive special offers." 12345 = CSC code. CSC codes are registered with the Common Short Code Administration.

CONVERSION FORM

A form where you collect information about your website visitors.

COST-PER-CLICK (CPC)

The amount you'll spend per click for Google AdWords or other Internet-based ads, such as banner ads.

COST-PER-MILLE (CPM)

The amount you'll spend per thousand impressions for Google AdWords or other Internet-based ads, such as banner ads.

DAILY BUDGET

The amount that you want to spend for your Google AdWords campaign each day, on average. Google AdWords tries to show as many of your ads as possible in order to get clicks and meet your budget. Once your daily budget is reached, Google AdWords will stop showing your ads for the remainder of the day.

DATA COLLECTION

Information that you gather, such as website traffic, email addresses or demographics, to analyze and plan campaigns.

DESTINATION URL

The URL address of the page in your website that people will go to when they click your Google AdWords ad. Your destination URL should always match your domain.

DIRECTORY

Online listings for people and businesses. There are hundreds of online directories and it's important that businesses be listed correctly so that customers can find them and search engines receive consistent information. To see how your business is listed in the major directories, [this free report](#) can give you a topline overview.

DIRECT TO CONSUMER (D2C)

Services or products delivered to an individual consumer (as opposed to a business).

DISPLAY URL

The webpage address that appears inside your Google AdWords ad (it's usually shown in green text) and gives people an idea of where the ad is going to take them.

DOMAIN

The main address of your website (example: <http://localvox.com>).

END-USER (OR CONSUMER)

The person or business that is actually using the product or service provided. Example: your local address, phone number or a coupon.

FINAL URL

The URL address of the page in your website where people will be when they click on your Google AdWords ad. The domain of the final URL needs to match the domain of your display URL. If you are using tracking information (UTM codes), you'll include it in your final URL.

FREE TO END-USER (FTEU)

A product/service that is made available to a mobile end-user at no cost other than an opt-in subscription. The costs (such as SMS data) that would normally be charged to the end-user are often absorbed by the product/service provider.

GOOGLE ACCOUNT

Your unique username and password that you use to access multiple products.

GOOGLE DISPLAY NETWORK

Google's display network of websites (such as YouTube, Blogger, etc.).

GOOGLE SEARCH NETWORK

Google's search page results pages.

HEADINGS

Text on your website that is placed inside of a heading tag (H1 or H2).

HTML

The code for your website that tells search engines how to read it. Put as much layout-related code as possible in your CSS instead of your HTML.

IMPRESSIONS (IMPR)

The number of times your ad has been shown on a search results page or other site in the Google Network.

INBOUND LINK

Also called "backlinks," these links direct a user from one site to another. A link from another site will improve your SEO, especially if that site has a high PageRank.

INDEXED PAGES

The pages of your website that are stored by search engines.

INFORMATION ON-DEMAND (IOD)

Delivering messages to mobile subscribers in real-time (i.e.: sports scores, weather updates, stock alerts).

INTERACTIVE VOICE RESPONSE (IVR)

Technology that enables a mobile user to respond to questions using voice (vs. text or numeric) on his/her mobile device.

INTERNAL LINK

A link that takes a user from one page to another on the same website.
Interstitial ad - an ad that is inserted in the normal flow of content on a website, app or MMS.

JAVA SCRIPT

A scripting language that dynamically modifies or changes to the content of a website as different users look at it.

KEYWORDS

Words or phrases that describe your product/service and help determine when and where your Google AdWords ad will appear on a search results page or in the Google Network. Highly sought after keywords command a higher price (vice versa).

LANDING PAGE

The webpage where people will be when they click on your Google AdWords ad.

LINK BUILDING

The process of getting more inbound links to a website so that it is ranked more favorably by search engines.

LOCATION-BASED SERVICES (LBS)

The customization of a message based on the geographic area of the user.

LONG-TAIL KEYWORD

A keyword that isn't searched for very often and usually contains two or more words in the phrase.

MAXIMUM CPC BID (MAX. CPC)

The most amount of money that you're willing to pay for a click on your Google AdWords ad.

MAXIMUM CPM BID (MAX. CPM)

The most amount of money that you're willing to pay for 1,000 impressions.

METADATA

Information that tells search engines what your website is about.

META DESCRIPTION

A brief description about the contents of the webpage and why someone would want to visit it. Meta descriptions are <160 characters and are often displayed on search engine results pages (below the page title as a sample of the content on the page).

MMS MESSAGING

Multimedia messaging that is a picture, video or audio clip.

MOBILE ADS

Ads that are shown to searchers using a mobile device. Searches on mobile devices passed desktop in [May 2015](#), bringing the platform to the forefront of many marketing strategies.

NO FOLLOW

When a link on one site doesn't pass SEO credit to another.

NON-PERSONALLY IDENTIFIABLE INFORMATION (NPII)

The information that gives – this is data that provides metrics and statistics, but does not provide specific information to contact or identify a specific end-user.

ONLINE PERFORMANCE MARKETING (OPM)

This process gathers metrics and statistics over a period of time and analyzes the results to predict and report trends and habits of subscribers.

OPT-IN AND OPT-OUT

The decision mechanism that lets a subscriber to become part of a campaign (or to take themselves off a campaign).

OPTIMIZATION

Changes you make to your ad so that you get the best results possible.

PAGE TITLE

The name of your webpage (displayed at the top of your browser window). Page titles should contain keywords related to your business.

PAY-PER-CLICK (PPC)

The amount you'll pay every time someone clicks on your ad.

QR CODE

A quick response code is a matrix barcode that is readable by an app on a mobile phone. QR codes are scanned using the camera on a phone.

QUALITY SCORE

An evaluation of how effective your ads, keywords and landing page will be, based on expected click-through rate, ad relevance and landing page experience. Higher quality ads are more cost-effective and receive better positions vs. lower quality ads.

REAL-TIME STREAMING PROTOCOL (RTSP)

A way to give media systems basic control commands (such as pause, play, rewind, etc.).

REAL SIMPLE SYNDICATION FEED (RSS FEED)

A way to get real-time updates on when new content is published on a website.

REFERRER STRING

A piece of data sent by a user's browser when they navigate from page to page on the web, including information on where they recently were.

RELEVANCE

How closely the components of your ad campaign match what a searcher is looking for.

SEARCH ENGINE RANKING PAGE (SERP)

The page that a searcher is directed to after they run a query on a search engine.

SHORT MESSAGE SERVICE (SMS)

A way to send text messages via mobile devices.

SITE MAP

A hierarchy-based map of a website that is created to help search engines read it correctly.

SOCIAL MEDIA (SOCIAL NETWORKS)

Online websites where individuals create and share content with others. Popular social networks are Facebook, YouTube, LinkedIn, Google+ and Twitter.

SPIDER

A program that scans the Internet and collects data about websites.

SPLIT TESTING

A method of conducting controlled, randomized experiments with the goal of improving the clicks your ad receives. A/B and multivariate testing are two split testing methods.

THE FOLD

The point on a website where the page gets cut off by the bottom of a monitor or browser window. Content “below the fold” can be scrolled to, but isn’t seen right away.

TITLE

The title of a website page is enclosed in a HTML tag <title>.

TRAFFIC

The number of visitors that go to your site.

TRAFFIC RANK

How much traffic a website receives vs. others on the Internet. You can check your traffic rank at alexa.com.

URL

The web address of a page on a website site (example: <http://localvox.com/contact>).

Did we forget something? Email us at gethelp@localvox.com and we’ll be sure to add it into the next edition of this e-book.

ABOUT THE AUTHORS



CATHERINE SCHUTTEN, CONTENT + BRAND STRATEGY

Catherine oversees content and brand strategy at LocalVox. You're probably most familiar with her voice, as she regularly co-hosts LocalVox's webinars. Prior to joining LocalVox, Catherine worked in the publishing industry, handling marketing for publications of all types, from *Crain's New York Business* to *Prevention*.

When she isn't writing, designing and analyzing (while drinking a good cup of coffee), you can find her walking her two Dachshunds around Inwood.



CAMI BIRD, CONTENT AND PARTNERSHIPS

Cami is the Content and Partner Marketing Manager at LocalVox, the online marketing platform for local businesses. Cami did her undergraduate work at St. Francis College in New York, NY and went on to get her Master's Degree at Northeastern University in Boston, MA.

She is an expert in social media engagement, inbound marketing and loves Welsh Corgis.



JOSH MELZER, VP OF MARKETING & EDITOR-IN-CHIEF

Josh leads the marketing department at LocalVox and works with the team to ensure daily activities fit into larger strategic initiatives. Prior to joining LocalVox, Josh spent 15 years at American Express where he led many different types of marketing teams, from travel to social media.

When Josh isn't working, he can be found attending Broadway plays in NYC or walking his French Bulldog, Duke.

ABOUT LOCALVOX



LocalVox is a simple, effective and affordable online marketing platform that helps local businesses be found by new customers. From deals, mobile, social media, maps, syndication, search, reviews, article writing, email and websites, LocalVox drives more leads to businesses of all types and sizes (single location shops to multi-location franchises) — all with the touch of one button.

In 2015, LocalVox became part of The Berry Company family and we can now offer local businesses access to a complete suite of marketing products. The Berry Company has been providing marketing products and services to small and medium-sized businesses across the U.S. for 100+ years, from cutting-edge digital solutions, such as websites, search engine marketing, video and more, to print directories.

Our mission is to help you grow your business, whether that is with our easy-to-use and affordable self-service LocalVox technology or a custom marketing campaign that we create, implement and monitor for you. With either option, you have a dedicated Account Coordinator available to help answer questions, guide your campaign and oversee your custom program. Our turn-key solutions let our customers get back to running their business while we work behind the scenes to get them results.

LocalVox has won numerous awards for the innovative solutions we provide. Our greatest pride comes from our customers, their successes and the long-term partnerships we build with them.

For more information, please visit our website at localvox.com.