

# Google Local Advertising Cheat Sheet

There are over 1 billion searches on Google everyday. 53% of these searches are for local information.  
Can locals find your business on Google?

## Google's Free Local Search

1. Open a free account: [google.com/local/add](http://google.com/local/add)
2. Include a picture with your listing. Use a logo.
3. Write coupons with real value.
4. Ask customers to write reviews. This will increase your pagerank, so your listing may come up on page 1, instead of 4.
5. Modify your business name to be more descriptive.

## Google's Pay Per Click Search

1. Open Adwords Account with free \$250 just for signing up: <http://www.google.com/ads/250/v.html>
2. Come up with list of relevant search terms using keyword tool and create an ad.
3. Use regional targeting to reach people searching in your local area for keywords relating to your business (ex. "dentist", "teeth cleaning")
4. Make your business stand out on Google maps: Open up the campaign you made in step 3. Click on the "Local business ad" link next to "Create new ad."
5. Start a new campaign **without** regional targeting and buy keywords specific to your geographic area . (ex. "dentist new york city")

## Google's Organic Search

1. Make sure your Title tag includes the basic info about your business (ex. Dentist – New York City, New York)
2. Repeat that same basic info in your H1 and body tag
3. Work on increasing the number of links to your website. List your site with directories like dmoz and local business directories.

The screenshot shows a Google Maps search for "new york city dentist". The search bar at the top contains "new york city dentist" and "Search Maps". Below the search bar, there are links for "Get Directions" and "My Maps". The results are divided into "Sponsored Links" and "Results 1-10 of about 30,994 for dentist near New York, NY".

**Sponsored Results:**

- Richard Goldstein DDS:** 27 west 96th street, new york, NY 10025. Phone: 1 (212) 864-1390. Website: [www.upperwestsmile.com](http://www.upperwestsmile.com). Description: "Creating Beautiful Smiles Daily. Emergencies Welcome." Includes a "Broken tooth" image and a coupon.
- Sandip Sachar DDS:** [www.sachardental.com](http://www.sachardental.com) - General & Cosmetic Dentistry Ger

**Free Results:**

- Dr Doris Giraldo DDS - website >** Dentist New York City. Creating Healthy Smiles Since 1989. [www.newdimensiondentistry.com](http://www.newdimensiondentistry.com). 133 E. 58th St, New York, NY
- Dr Syngbum Kim, DDS - more info >** 10 East 40th Street, New York, NY - (212) 779-3368. Category: Dentist. 33 reviews - Write a review. "Great Dentist! Dr Lee, Angela started my invisalign treatment five months ..."
- Park South Dentistry - more info >** 30 Central Park S #2C, New York, NY - (212) 355-2000

**Callouts:**

- Sponsored Result:** Points to the Richard Goldstein DDS listing.
- Free Results:** Points to the Dr Doris Giraldo DDS listing.
- Images are free to upload and make your listing stand out. Use a logo:** Points to the "Broken tooth" image in the sponsored listing.
- Modify your business name to be more descriptive and enticing to searchers:** Points to the "Dr Doris Giraldo DDS" listing.
- Ask for customer reviews. Builds credibility and increases your search ranking:** Points to the "33 reviews - Write a review" link in the Dr Syngbum Kim listing.
- Sponsored results can place a text ad below their listing:** Points to the text ad below the Richard Goldstein DDS listing.
- Coupons will show up here:** Points to the coupon in the Richard Goldstein DDS listing.
- Sponsored results are shown with a special icon:** Points to the "Sponsored Link" icon above the Richard Goldstein DDS listing.
- Regular result icons:** Points to the "A", "B", and "C" location pins on the map.

### Your Checklist

- Submitted my business to Google Local: <http://www.google.com/local/add>
- Optimized my Google local ad
- Opened a Google Adwords account: <http://adwords.google.com/>
- Created a local business ad with Google Adwords that will appear on Google Maps
- Created a regionally targeted local business ad with Google Adwords that will appear on Google Search Sponsored Listing
- Created an ad with Google Adwords using local keywords (ex. "New York Dentist")
- Optimized Web Page for Google's regular search engine

Regular Google search results

Your Pay Per Click text ad appear to the right of the search results

