



EDITION 1 : VOLUME 3

*Because we care
about your business,
this guide to
registering your eye
care business on
Google was created
to help promote and
grow your company
right now through
simple strategies at
little or no cost to
you.*

REGISTER YOUR EYECARE BUSINESS ON GOOGLE+ LOCAL **INCREASE EXPOSURE**

If you're on the fence about joining another social media site, you're going to want to think twice about this one! It's becoming an important place for companies to connect with customers and fans. Google, leader in web search, maps, video (YouTube), email (Gmail) and a host of other services, directs potential customers to your Google+ Local when they search for information about your product or service in your area. In attempt to increase its social media presence, Google integrated Google Places and Google Local in its social media, the result of which is Google+ Local, which is more attractive (typical for social media). This helps for a better position in Google Search Engine too.

Why register your business or company in Google + Local?

- 1) It's free and it provides accurate targeted traffic and free advertisement as well.
- 2) The top few results, shown after searching in Google, are the Google + Local results. If your website is not registered with Google + Local, it will not be listed within these results, neither on the map, and will be hidden far away from the visible part of the search engine. This shows how important Google + Local is. This helps a lot in your website optimization.
- 3) Mobile devices are now used more and more to locate service providers, such as their eye care professionals. The consumer is led to the nearest store according to the GPS signal. One of the greatest benefits of using Google+ Local is helping clients find you company more easily.
- 4) At the moment, one-third of the inquiries on Google are related to places. In comparison, in 2010 it was only one-tenth of searches; this is clearly showing a progressive trend. The service allows for your business to be shown on the map with the exact location and address.
- 5) Local search is expected to surpass 50% of the overall search queries for places in the next two years! Using your mobile device for searching queries is now a common practice.

How can you get a prime listing on Google+ Local?

There is still no real definite strategy on how to improve your ranking on Google+ Local, so that it appears closer to the top result. However, there are suggestions on you can take that will improve the chances of your website getting a better position:

- **Register your business.** When you register your company you will need to add information about it. Be careful when typing in your address (Google will send a letter to verify your business at the indicated address) and the phone number you will list.
- **Include your web address, services, hours, contact information, and pictures.** Your name, phone number and address represent your business card all over the web. When you register in Google+ Local you will have the option to include more than one phone number, however, we suggest you to list just one – the primary contact number.
- It's really important that all the information, citations and details about your business are identical everywhere on the web.
- **Encourage your customers to leave you positive feedback.** Ratings and reviews of your business page in Google+ Local could reflect on your ranking in Google + Local, but they should look truly objective – if you receive 10 great positive reviews in just 1 day and none for the next several days or weeks, it will be obvious that this is not very natural, especially when other similar websites have only 1-2 reviews within a whole year.

Instructions on How to Register Your Business for Google+ Local

1. If you don't have a Google account, first you have to create it.
2. Go to <http://plus.google.com> and login there
3. On the left hand side of the page, select "More" and then click on "Pages"
4. In the upper right hand corner of the page, select the 'Create a new page' link
5. Now you have to select the most applicable category for your page.
6. Once you've chosen your category, type in the main phone number for your business and then click on 'Locate' and if there is no other company listed with the same phone number you will continue to the next step of giving your company's info.
7. If your business already has a Google Plus Local page listed, then select it from the list and on it and edit the details. But if your business doesn't appear in the results, select the 'Add your business to Google' link to add your business to Google + Local.
8. Insert your company details.
9. Press the button for creating a new page.
10. After you have pressed it, you will go to another page where you can update or add more information about your business.
11. Click 'Save' and your information will be saved.
12. **Important step:** In order your page to be showed when somebody search in Google +, you have to validate your page. There are buttons to do that in the top and the right hand side. Then you will see a page, where Google asks you to see again your company details and if you confirm them, they will send you a letter with your validation pin code.

For more information, contact our Marketing Department at marketing@bestimageoptical.com.