

# Get Your Local Business Listed On Google Local

FACT: everyday you're not on Google Local you're losing customers, profits and ground to your competition.

Now more than ever, your customers use the Internet to search for local goods and services. And if you're not on Google Local, you're not where they're looking.

Go to Google and search for your good or service in your area (ex: dentist, reston va).

Is your business listed next to the map at the top?

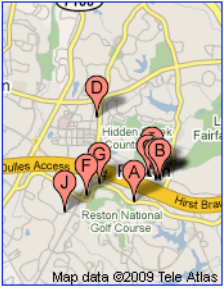
Web [Images](#) [Maps](#) [News](#) [Video](#) [Gmail](#) [more](#) ▾

**Google**   [Advanced Search](#)  
[Preferences](#)

Web [Maps](#) Results 1 - 10 of about

**Joseph D Madison DMD** Sponsored Link  
[www.drmadison.com](http://www.drmadison.com) Gentle and Experienced State of the art  
[Show map of 11800 Sunrise Valley Dr # 1137, Reston, VA](#)

**Local business results for dentist, near Reston, VA**



A. [Dental Arts Center](#) - [www.restondentalgroup.com](http://www.restondentalgroup.com) - (703) 860-3200 - [1 review](#)  
B. [Virginia Dental Solutions: Novick Arthur J DDS](#) - [www.novickhartzhall.com](http://www.novickhartzhall.com) - (703) 437-8811 - [More](#)  
C. [Fields Charles R DDS](#) - [www.dr-fields.com](http://www.dr-fields.com) - (703) 689-4442 - [1 review](#)  
D. [Ternisky Michael J DDS](#) - [restontc.org](http://restontc.org) - (703) 481-9200 - [More](#)  
E. [Dibbs Frederick N DDS Ltd](#) - [www.dibbsortho.com](http://www.dibbsortho.com) - (703) 435-8282 - [1 review](#)  
F. [Kim Sonny DDS](#) - [maps.google.com](http://maps.google.com) - (703) 390-9191 - [1 review](#)  
G. [Joseph D Madison Ltd: Madison Joseph D DDS](#) - [www.drmadison.com](http://www.drmadison.com) - (703) 391-8836 - [2 reviews](#)  
H. [Richardson Joseph L DDS](#) - [www.restondental.com](http://www.restondental.com) - (703) 689-0110 - [More](#)  
I. [Pediatric Dentistry of Reston-Neda Kalantar, DDS](#) - [www.kidsdentalsafari.com](http://www.kidsdentalsafari.com) - (703) 435-1500 - [More](#)  
J. [Aramesh Darvishian DDS](#) - [www.foraperfectsmile.com](http://www.foraperfectsmile.com) - (703) 955-4440 - [8 reviews](#)

[More results near Reston, VA](#)

**Reston Dentist | Dentist located in Ashburn, VA and Reston, VA**  
Dentist with offices located in Ashburn, VA and Reston, VA. Visit our web site to request an appointment online.

If not, don't do another thing before you read this report and get your business listed on Google Local in less than an hour ...

## **What are Google Local Listings and why should you care?**

Google Local is the top 10 businesses that appear along side the local map when you search for a product or service in a specific geographic region.

So, if you searched for a dentist in Reston, Virginia your search results would appear like the screen shot I showed you above.

Notice that after the paid advertisements, Google Local Listings are the first search results to appear.

Statistics show that most people who search on Google won't look beyond the second page of results. And that the higher you are within those two pages, the more likely someone is to visit your website.

When you're one of the top 10 listings on Google Local, your business appears before any others.

## **Why You Should Be On Google Local**

To start, you should always utilize every reasonable marketing and advertising tool available to you.

Google Local is a great way to get local exposure, up your search engine ranking, and to drive traffic to your website and your store.

And best of all, it FREE!

And thanks to recent changes, you don't have to search within in certain city, state or zip to get local results anymore.

Using your IP address, Google can approximate where you're searching from and will give you business results in your surrounding area.

Fact is, there are dozens of reasons you should be on Google Local. And I could go on and on about them or I could tell you ...

## How to Get Listed in 7 Simple Steps

Getting listed on Google Local is fast, easy, and free!

Just follow the 7 easy steps outlined below and within 24-48 hours of submitting your request, you'll be on Google Local.

### Step 1

- Search for "Google local business center"

The screenshot shows a Google search results page. At the top, there are navigation links for Web, Images, Maps, News, Video, Gmail, and more. A search bar contains the text "google local business center" with a search button and links to Advanced Search and Preferences. Below the search bar, it says "Customized based on recent search activity. More details". The search results are for "Results 1 - 10 of about 41,100,000 for google local business center. (0.20 seconds)".

The first result is "Local Business Center" with a description: "Why not make it easy for them to find you on Google search and on Google Maps? The Local Business Center is the place to start. ...". It includes a link to "www.google.com/local/add - 19k - Cached - Similar pages".

The second result is "Welcome to the Local Business Centre" with a description: "Use the Local Business Centre to edit your listing whenever and however you like. Your Google Maps results will be updated in a few weeks, not next year. ...". It includes a link to "www.google.com/local/add?hl=en-gb - 11k - Cached - Similar pages" and "More results from www.google.com »".

The third result is "Local Business Center - Maps Help" with a description: "Maps Home; Help topics · Google Maps · Local Business Center · Google Maps for mobile · Help forum · Local Business Center · Maps Tour ...". It includes a link to "maps.google.com/support/bin/topic.py?hl=en&topic=13416 - 15k - Cached - Similar pages".

The fourth result is "Adding a listing - Maps Help" with a description: "The Google Local Business Center is currently only available in some countries. ... There's no charge for Local Business Center listings. Google doesn't ...". It includes a link to "maps.google.com/support/bin/answer.py?hl=en&answer=7039 - 21k - Cached - Similar pages".

The fifth result is "Google Local Business Center Adds Photos, Attributes, Maps ..." with a description: "Mar 8, 2007 ... The Google Local Business Center has just added four new features for business owners who want to maintain a Google Local Business listing. searchengineland.com/google-local-business-center-adds-photos-attributes-maps-corrections-stats-10693 - 43k - Cached - Similar pages".

On the right side of the page, there are "Sponsored Links" for "Google Local Listings" and "Local Business Center".

Your search results will appear like the screen shot above.

Click the first link that says, "Local Business Center."

## Step 2

- Sign into the business center through your Google account.

If you don't already have a Google account, you'll need to sign up for you. If you do, enter your Google email address and password in the blue box to the right of the page.

The screenshot shows the Google Maps Local Business Center interface. At the top left is the Google Maps logo, followed by the text "Local Business Center". To the right is a "Change Language" dropdown menu set to "English". Below the header, there is a main heading "Help customers find you on Google Maps" and a sub-heading "Sign up now »" in a blue box. The main text explains that millions of people search Google Maps daily and that a free listing can help them find the business. It also states that the Local Business Center can be used to create a free listing with details like address, hours, and photos. Below this text is a diagram illustrating the process: "People search for products in your area..." (with a map showing search results), "Find your local listing..." (with a callout box for a business listing), and "...And connect to your business" (with a phone icon). To the right of the main text is a sign-in form titled "Sign in to Local Business Center with your Google Account". The form includes fields for "Email:" and "Password:", a "Remember me on this computer." checkbox, a "Sign in" button, and a link for "I cannot access my account".

**Google Maps Local Business Center** Change Language: English

### Help customers find you on Google Maps

[Sign up now »](#)

Millions of people search Google Maps every day. A free listing on Google Maps makes it easy for them to find you.

Use the Local Business Center to create your free listing. When potential customers search Maps for local information, they'll find your business: your address, hours of operation, even photos of your storefront or products. It's easy, free, and you don't need a website of your own.

People search for products in your area... Find your local listing... ...And connect to your business

**Sign in to Local Business Center with your Google Account**

Email:

Password:

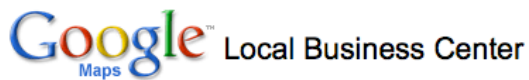
Remember me on this computer.

[I cannot access my account](#)

### Step 3

- Click the “Add new business” button.

Once your local business is listed with Google local, you should come back to this page regularly to update your listing with sales, special events, discounts, and anything else you can use to attract customers and clients.



English (United States) ▾

**Are you a business owner?**  
**Claim your business listing today and let customers find you online!**

Add your business to Google Maps or update your existing listing to include all of your business details. It's easy:



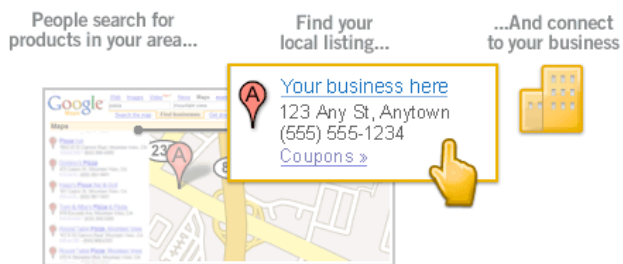
**Create a detailed listing**  
Stand out from your competitors by adding photos, videos and more.



**People find you**  
Millions of people search Google Maps every day. Make your listing look its best.

**Add new business**

**Upload a data file**

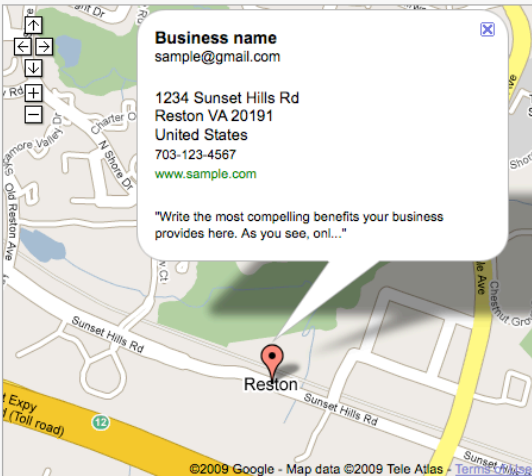


## Step 4

- Fill out your brief company profile.

As you type, you'll see your location on the map and preview of what will appear when your prospect rolls their mouse over your location.

Country:	United States
Company/Organization:	Business name
Street Address:	1234 Sunset Hills Rd
City/Town:	Reston
State:	Virginia
ZIP: <a href="#">?</a>	20191
Main phone:	703-123-4567 <small>Example: (650) 555-4000 <a href="#">Add more phone numbers</a></small>
Email address:	sample@gmail.com <small>Example: myname@example.com</small>
Website:	www.sample.com <small>Example: http://www.example.com</small>
Description:	<p>Write the most compelling benefits your business provides here. As you see, only about the first sentence appears in the box. So you need to grab your prospects' attention in as few words as possible</p> <p><small>200 characters max, 0 characters left.</small></p>



**Business name**  
sample@gmail.com

1234 Sunset Hills Rd  
Reston VA 20191  
United States  
703-123-4567  
[www.sample.com](#)

"Write the most compelling benefits your business provides here. As you see, onl..."

Reston

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[Fix incorrect marker location](#)

**Next**

## Step 5


- Click the “Add Listing” button.

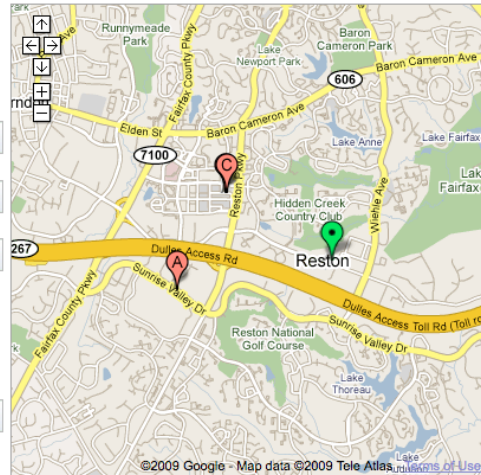
### Already on Google Maps?

The listing you entered closely matches the following listings already on Google Maps. If you are referring to one these listings, please click on the 'Claim Listing' button next to it.

-  **Regus/HQ Business Centers**  
Ste 100, 12020 Sunrise Valley Dr Reston VA United States [Claim Listing](#)
-  **Regus Business Center**  
11951 Freedom Dr Reston VA United States [Claim Listing](#)
-  **Regus Business Centers**  
Ste 550, 11921 Freedom Dr Reston VA United States [Claim Listing](#)

If none of the above is the listing you were trying to add, please click on the 'Add Listing' button.

-  **Business name**  
1234 Sunset Hills Rd Reston VA United States [Add Listing](#)



## Step 6

- Fill out your extended company profile.

The more information you provide –pictures, videos, promotions, ect.- the higher your business will appear in the search results so include any and everything you have. You can even ask happy customers and clients to give you favorable reviews.

**▼ Categories**

Please enter in a few categories related to your business e.g. **Restaurant, Dentist**

Category

[Add another category](#)

**▼ Hours of operations**

Make sure your customers know when you're open!

I prefer not to specify operating hours.

My operating hours are:

Mon:	<input type="text" value="9:00 AM"/> - <input type="text" value="5:00 PM"/>	<input type="checkbox"/> Closed	<a href="#">Apply to all</a>
Tue:	<input type="text" value="9:00 AM"/> - <input type="text" value="5:00 PM"/>	<input type="checkbox"/> Closed	
Wed:	<input type="text" value="9:00 AM"/> - <input type="text" value="5:00 PM"/>	<input type="checkbox"/> Closed	
Thu:	<input type="text" value="9:00 AM"/> - <input type="text" value="5:00 PM"/>	<input type="checkbox"/> Closed	
Fri:	<input type="text" value="9:00 AM"/> - <input type="text" value="5:00 PM"/>	<input type="checkbox"/> Closed	
Sat:		<input checked="" type="checkbox"/> <b>Closed</b>	
Sun:		<input checked="" type="checkbox"/> <b>Closed</b>	

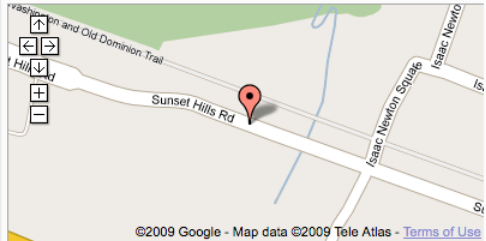
Are your hours split during a single day, such as 9-11am and 7-10pm?

I'd like to enter two sets of hours for a single day.

**Business name**

1234 Sunset Hills Rd  
Reston VA 20191  
United States

(703) 123-4567  
[www.sample.com](http://www.sample.com)



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[Fix incorrect marker location](#)

**Email address:**

**Description:** Write the most compelling benefits your business provides here. As you see, only about the first sentence appears in the box. So you need to grab your prospects' attention in as few words as possible

▼ **Payment options**

Specify how customers can pay at your business.

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Cash             | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa            |
| <input type="checkbox"/> Check            | <input type="checkbox"/> Diner's Club     | <input type="checkbox"/> Financing       |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover         | <input type="checkbox"/> Google Checkout |
| <input type="checkbox"/> Invoice          | <input type="checkbox"/> MasterCard       | <input type="checkbox"/> Paypal          |

▼ **Photos**

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

▼ **Videos**

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtbv1JdXI>

You have uploaded 0 of up to 5 videos for this listing.

▼ **Additional Details**

Please enter in any other details you want customers to know about your business, for example:

**Parking available** : Yes.  
**Brands carried** : Sony, Panasonic and Toshiba.

:

[Add another](#)

In the “Additional Details” section, be sure to include all keywords your prospects might search for. You can add up to five one to two-word category descriptions like the ones you see above (Ex. “Parking available: Yes; Brands carried: Sony...; Spanish speaking: Yes; Service dogs: Allowed; ect.).

## Step 7

- Validate your business information.

In the last step you'll be asked to validate either by phone or by postcard.

Choose to confirm by phone to have your local listing up in less time.

When Google's phone system calls you, enter the 4-digit verification number you see you on screen.

**Locations** **Coupons**

**Thank you! Your last step is to verify your information by phone.**  
*Your listing will not appear until you complete this validation process.*

1. Prepare to pick up the phone located at (703) 123-4567
2. Click a button below. Our system will call you shortly.
3. Follow the voice prompts and enter the PIN listed below.

[Call Me Now](#) [Call Me in 5 minutes](#)

Number to be called: **(703) 123-4567** [\[Edit\]](#)  
Your verification PIN: **5764**

**What if I'm not by the phone right now?**  
If 5 minutes is not enough time to get to your phone, you may verify later from a different location. When you get to your phone, log into your [Local Business Center](#). Find this listing, click 'Verify by phone', and you'll be returned to this page so you can complete the process.

**What if I'm unable to verify by phone, after all?**  
No problem. Click the link below to receive a postcard at your business address instead.  
[Verify by postcard instead](#)

[« Back to Business Center](#)

After you've completed verification, you can also promote relevant specials by clicking the "Coupons" tab.

**Add Coupons to Your Google Maps Listing - Free!**

Let Google users print your coupons and bring them to your business. Coupons will appear alongside your business listing on Google Maps.

**A new way to attract customers.** Adding coupons to your listing in Google Maps will bring new customers to your business. The better savings you offer, the more customers you'll gain.

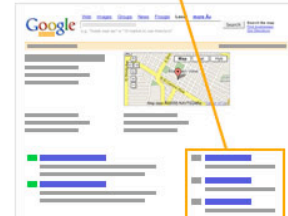
**It's free and it only takes a few minutes.** Just enter a few lines of text for your coupon, set an expiration date, and tell us which of your locations accept the coupon. Users will start seeing your coupons within a few hours.

[Add a coupon now »](#)

**Coupons**

 [10% off any medium pizza](#)  
Choice of toppings. Free delivery.

 [Two topping pizza for \\$10](#)  
Free delivery



And you're finished.

Congratulations! You're now on Google Local.

Your listing should appear in 24-48 hours. If your business doesn't show up in at least two days, contact Google so they can fix the problem.