



FOSTER WEB MARKETING

How to Rank Better on

Google Local

DSS Webinar
July 15th, 2009

How to Rank Better on Google Local

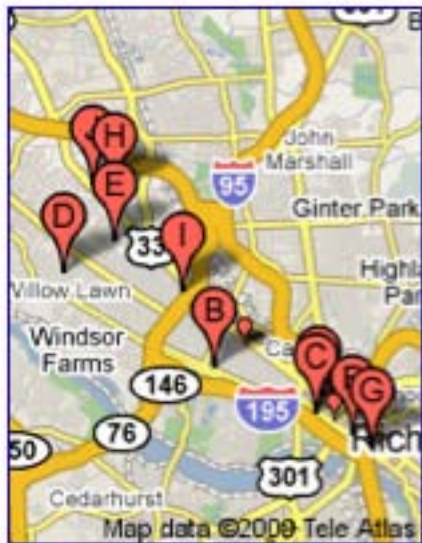
Whether you're a local attorney, barbershop, or retail store, higher rankings on the local Google search is just as important as your organic search engine rankings because of the increased online exposure that it offers as the first displayed results.

But what does Google Local look at when determining how your business should rank?



“Richmond DUI Attorney”

Local business results for dui attorney near Richmond, VA



- A.
- B.
- C.
- D.
- E.
- F.
- G.
- H.
- I.
- J.

[Richmond DUI Lawyer-Bob Battle](#) - www.bobbattielaw.com - (804) 673-5600 - [1 review](#)



#1- CLAIMING (and optimizing) YOUR LOCAL BUSINESS LISTING!! (LBL)

If you haven't claimed your profile yet, go to <https://www.google.com/local/add>.

You then fill out the required fields about your business, and submit it to the Google Local Business Center. They will then ask you to verify the information by either a) them calling you at the phone number you entered, or b) them sending you a post card in the mail and you going back into the Google Local Business Center when the post card arrives and entering a PIN code that is on the post card



Comparison

Bob Battle:

[Overview](#)

Details (2)

[Reviews \(1\)](#)

[Coupons \(1\)](#)

[Photos & Videos \(2\)](#)

[Web Pages \(22\)](#)

Website: www.bobbattlelaw.com

Description: Top Rated Richmond VA lawyer wrote the books on DUI and Reckless Driving/Speeding. Visit website or call to get FREE books on "How to Choose a DUI Lawyer" & "The Shocking Truth about Reckless in Va"

Email: Bob@BobBattleLaw.com

[Provided by the business owner](#)

Tollfree: (866) 419-7229

Products And Services: Criminal, Criminal Defense, DUI/DWI, Defense, Drugs & Narcotics Offenses, Drunk Driving, ...

Payment Options: American Express, MasterCard, VISA

Additional Info: Author: "How to Choose a DUI Lawyer in Virginia"

[More from SuperPages.com »](#)



Comparison

This particular attorney (under the *details* tab) has 8 entries about his or her business. He or she has taken the time to “optimize” their LBL by adding as much information as possible, while also adding keywords in appropriate places.

[Overview](#) [Details \(8\)](#) [Reviews](#) [Photos & Videos \(4\)](#) [User Content \(1\)](#) [Web Pages \(37\)](#)

Website: www.luxtonlaw.com
Hours: Open Weekdays 9am-5pm
Payment Accepted: American Express, Cash, Check, Diner's Club, Discover, Financing, MasterCard, Traveler's Check, Visa
DUI Richmond: DUI
DUI Lawyer Richmond: DUI Lawyer
Criminal Lawyer Richmond: Criminal Lawyer
Description: I have extensive experience in representing people who have been charged with criminal or dui charges ranging from individuals facing the death penalty to a client facing only a fine Dui Lawyer
DUI Attorney Richmond: DUI Attorney
Criminal Attorney Richmond: Criminal Attorney
Email: luxton.mlw@verizon.net
[Provided by the business owner](#)

Drug Attorney Richmond: Drug Attorney
DUI Richmond: DUI, DUI
Drug Lawyer Richmond: Drug Lawyer, Drug Lawyer
Description: Drug offenses including possession; possession with intent to distribute; distribution; conspiracy Traffic offenses including driving under the influence; reckless driving; driving with privileges
[Provided by the business owner](#)

Payment Accepted: American Express, Cash, Check, Diner's Club, Discover, Financing, Invoice, MasterCard, Traveler's Check, Visa
Description: Traffic offenses including driving under the influence; reckless driving; driving with privileges suspended
[Provided by the business owner](#)

Practice Area: Criminal Law, Personal Injury
Lawyer Name: John W. Luxton
Law School: University of Richmond, J.D., 1974
Year Admitted: 1974
[More from Lawyers.com >](#)

Practice Area: Criminal Law, DUI/DWI, Drug Crimes, Personal Injury, Traffic Violations
Lawyer Name: C. David Whaley
Law School: University of Richmond, J.D., 1979
Year Admitted: 1979
[More from Lawyers.com >](#)

Products And Services: & Robbery, & Unlawful Restraint, Abduction, Accidents, Air Accidents, Animal Bites, ...
Areas Served: Virginia
Additional Info: Criminal Cases, Trial And Appeals, State And Federal Courts, Highest National Legal...
Certification And Affiliations: Martindale-Hubbell AV Rated
[More from SuperPages.com >](#)

Products And Services: Business Law, Personal Law
Payment Options: Master Card, VISA
Additional Info: Former Federal Prosecutor, Former US Magistrate, Former FBI Agent
Practice Areas: Criminal Law
[More from SuperPages.com >](#)

Products And Services: Criminal Defense
Payment Options: MasterCard, VISA
Additional Info: Highest Ratings, 30 Years Experience
[More from SuperPages.com >](#)

Note: Data from Google for case study purposes only



FOSTER WEB MARKETING

Optimizing your LBL

After logging into Bob's Google Local business profile we noticed a few things.

Bob has some good text in the "description" field, but we can "optimize" the categories:

Description:

Example: <http://www.example.com>

Top Rated Richmond VA lawyer wrote the books on DUI and Reckless Driving/Speeding. Visit website or call to get FREE books on "How to Choose a DUI Lawyer" & "The Shocking Truth about Reckless in Va"

200 characters max, 200 characters left.

▼ Categories

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

Category

[Add another category](#)












Optimizing LBL

Instead of only having 2 categories, we're going to maximize this section by adding additional keyword-rich categories.

▼ Categories

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

Category	<input type="text" value="DUI/DWI Attorney"/>	
Category	<input type="text" value="Criminal Justice Attorney"/>	 
Category	<input type="text" value="Traffic Violation Attorney"/>	 
Category	<input type="text" value="Personal Injury Attorney"/>	 
Category	<input type="text" value="Drug Defense Attorney"/>	 



Other Ways to Optimize Your LBL

Add Additional Details

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.

nd, Virginia DUI/DWI Law Practice:	se, Richmond, Virginia DWO lawyer.
inia Criminal Defense Law Practice:	attorney, Richmond criminal lawyer.
ginia Criminal Justice Law Practice:	uspended license defense attorney.

Upload Images

You have uploaded 6 of up to 10 images for this listing.

I prefer not to specify operating hours.

My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	↓ Apply to all
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Sat:				<input checked="" type="checkbox"/> Closed	
Sun:				<input checked="" type="checkbox"/> Closed	

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.

Payment options

Specify how customers can pay at your business.

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



Ranking Factors

#2- LBL in City of Search

There is NO way around this. Unlike Organic search where you can make certain on-page adjustments to convince the search engines that you should rank for a search of a specific city, Google local actually CONFIRMS that you are located in that specific city.












#3- Proper Categorization of LBL

“Mary Bowling - It’s hard for them to rank you in a category if they have no basis for it. If you don’t place yourself in categories, they will pull them from another source, such as the IYPS. You know how messed up some of the Yellow Pages categories can be, so do it yourself. Now, Maps will even let you create your own category. If they don’t have categories for your best keyword terms, create your own.”

▼ Categories

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

Category	DUI/DWI Attorney	
Category	Criminal Justice Attorney	 
Category	Traffic Violation Attorney	 
Category	Personal Injury Attorney	 
Category	Drug Defense Attorney	 



#4- Keywords Included in Local Business Listing Title.



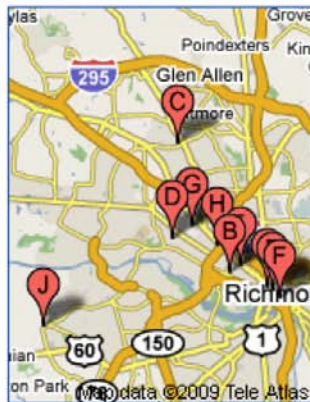
richmond dui attorney

Search

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

Web [Maps](#)

Local business results for **dui attorney** near **Richmond, VA**



- A. [John W Luxton Criminal Lawyer Richmond](#) - [www.luxtonlaw.com](#) - (804) 643-0147 - [More](#)
- B. [Chucker and Reibach](#) - [www.vattrafficattorneys.com](#) - (804) 335-0836 - [More](#)
- C. [DUI Lawyer: Jimison/Homiller](#) - [www.jhplclaw.com](#) - (804) 217-9898 - [More](#)
- D. [Marchant Honey & Baldwin: Honey Jr John K](#) - [maps.google.com](#) - (804) 285-3888 - [More](#)
- E. [Brenner Evans & Millman](#) - [attorneypages.com](#) - (804) 644-1300 - [More](#)
- F. [DUI Lawyer: Crowgey & Grossman](#) - [crowgeyandgrossman.com](#) - (804) 788-1700 - [More](#)
- G. [Richmond DUI Lawyer-Bob Battle](#) - [www.bobbattlelaw.com](#) - (804) 673-5600 - [1 review](#)
- H. [Corry & Corry PC](#) - [www.corryandcorry.com](#) - (804) 254-1026 - [More](#)
- I. [Alexander Law Office](#) - [www.standishalexanderlaw.com](#) - (804) 355-0016 - [More](#)
- J. [Bowen Champlin Carr Foreman](#) - [www.bowenlawfirm.com](#) - (804) 379-1900 - [More](#)

[More results near Richmond, VA »](#)

[DUI Lawyer for Richmond | Henrico| Chesterfield | Hanover Virginia ...](#) [↑](#) [×](#)

During two decades as a trial lawyer, Bob Battle has become well known in Virginia for his DUI defense practice. He has represented celebrities, ...

[www.bobbattlelaw.com/practice_areas/dui-defense-for-drive.cfm](#) - 36k -

[Cached](#) - [Similar pages](#) - [☺](#)

[Richmond Criminal Law | Virginia Criminal Defense Lawyer, Felonies ...](#) [↑](#) [×](#)

Richmond firm offering defense services for state and federal crimes.

[www.richmondcriminallaw.com/](#) - 10k - [Cached](#) - [Similar pages](#) - [☺](#)

[Richmond DUI Lawyer](#) [↑](#) [×](#)

Richmond DUI Lawyer - The DUI defense attorneys at the Law Offices of Lawrence Taylor are here to assist if you have been accused of driving under the ...

[sanfrancisco.duicentral.com/richmond.html](#) - 13k - [Cached](#) - [Similar pages](#) - [☺](#)

#5- Proximity to Centroid of City Being Searched



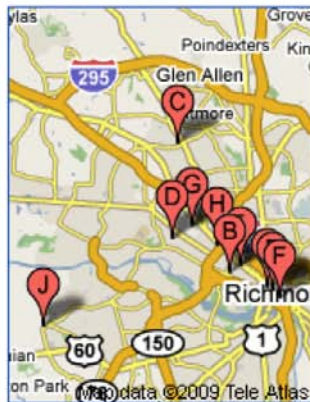
richmond dui attorney

Search

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[Preferences](#)

Web [Maps](#)

Local business results for **dui attorney** near **Richmond, VA**



- A. [John W Luxton Criminal Lawyer Richmond](#) - [www.luxtonlaw.com](#) - (804) 643-0147 - [More](#)
- B. [Chucker and Reibach](#) - [www.vattrafficattorneys.com](#) - (804) 335-0836 - [More](#)
- C. [DUI Lawyer: Jimison/Homiller](#) - [www.jhplclaw.com](#) - (804) 217-9898 - [More](#)
- D. [Marchant Honey & Baldwin: Honey Jr John K](#) - [maps.google.com](#) - (804) 285-3888 - [More](#)
- E. [Brenner Evans & Millman](#) - [attorneypages.com](#) - (804) 644-1300 - [More](#)
- F. [DUI Lawyer: Crowgey & Grossman](#) - [crowgeyandgrossman.com](#) - (804) 788-1700 - [More](#)
- G. [Richmond DUI Lawyer-Bob Battle](#) - [www.bobbattlelaw.com](#) - (804) 673-5600 - [1 review](#)
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- I. [Alexander Law Office](#) - [www.standishalexanderlaw.com](#) - (804) 355-0016 - [More](#)
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[DUI Lawyer for Richmond | Henrico| Chesterfield | Hanover Virginia ...](#) [↑](#) [×](#)

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[sanfrancisco.duicentral.com/richmond.html](#) - 13k - [Cached](#) - [Similar pages](#) - [☺](#)

#6- Validation of Business Information with Third-Party Vendors

InfoUSA

Superpages.com

Citysearch.com

Yellowpages.com

Localeze

Insiderpages.com

Yelp.com

Merchantcircle.com

Local.com

TrueLocal.com



How to Get More “Local Links”

Local business results for **dui attorney** near **Richmond, VA**

[More](#)

[Overview](#) [Details \(8\)](#) [Reviews](#) [Photos & Videos \(4\)](#) [User Content \(2\)](#) **Web Pages (20)**



Cherry Picking



#7 Number of Inbound Links to Website

This is similar to organic SEO where the **number of inbound links determines where you rank.**

Link building techniques is another service that we offer, but the free advice that we **will** give you is that the authority and relevancy of websites linking to you is important, so be careful who your inbound links are from.



#8- Location KW'S- Anchor Text

Having location-based keywords in anchor text of you inbound links, such as “Richmond DUI attorney” also influences local search engine spiders and is also very important to your organic SEO rankings.

Example:

[Click Here](#)

vs

[Richmond DUI Attorney](#)



Other Ranking Factors

#9 Number of Reviews- GET TESTIMONIALS ON YOUR LBL!

#10 On-Page Site Optimization- If you have a website, make sure your address is listed and location-based keywords are in your page titles and content. The more that you can prove to Google local by using your website that you deserve to be ranked for a search in your city, the better chance you have of being ranked higher.





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End of Presentation

How to Rank Better on Google Local