

Local Search Results Success

**How To Get Your Business Website
to the Top of
Google Local Search Results
Quickly and for FREE**



www.BuildAWebsiteAcademy.com

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About Local Search Results

You probably have noticed that all major search engines now provide local search results when you search for a local business. Google, and other engines, is putting more emphasis into local search, so when people search for any local business the first results that will be listed, are the local ones.

For example, if you provide a town name, state, or area in addition to your other search terms - "new jersey cpa", "secaucus realtors" or "jersey city matrimonial lawyer", Google will display a list of local results at the top of the returned results similar to this:

The screenshot shows a Google search for "new jersey cpa". The search bar contains the text "new jersey cpa" and a "Search" button. Below the search bar, the results are categorized into "Local business results for cpa near New Jersey" and "Sponsored Links".

Local business results for cpa near New Jersey

- A** [Coyne Richard C CPA](#)
www.withum.com - (609) 514-5900 - 2 reviews
- B** [Robert R](#)
en.wikipedia.org - (732) 363-1772 - More
- C** [Perry Kathryn CPA](#)
www.jumpcpa.com - (732) 240-7377 - More
- D** [Oriel Arthur J CPA](#)
www.koemercpa.com - (732) 349-6400 - More
- E** [Flanagan Francis CPA](#)
www.hfco.com - (856) 722-5300 - 1 review
- F** [Bauer Gerwin K CPA](#)
mabcpa.com - (732) 363-6500 - More
- G** [Bonamici Colletti PC CPAs](#)
www.bonamiccpa.com - (732) 251-0400 - More

[More results near New Jersey >](#)

New Jersey Society of CPAs
Resource for and about CPA's in New Jersey includes technical content for CPA's, information on how to become a CPA, and tax and financial tips.
[www.njcpa.org/](#) - Similar

New Jersey Division of Consumer Affairs - New Jersey State Board ...
Future Requirements - As of July 1, 2000, applicants for a New Jersey CPA license will be subject to new educational requirements. ...
[www.state.nj.us/oag/ca/accountancy/acc2.htm](#) - Cached - Similar

New Jersey Division of Consumer Affairs - New Jersey State Board ...
Welcome to the Web site of the New Jersey State Board of Accountancy. The practice of Accountancy is a business related discipline that promotes the ...
[www.state.nj.us/oag/ca/accountancy/](#) - Similar

New Jersey CPA exam requirements - Becker Review - Becker CPA Exam ...
Read New Jersey's CPA application process and the education, residency, and age requirements from Becker CPA Review.
[Show map of 124 Halsey St. Newark, NJ 07102-3017](#)
[www.becker.com](#) ; ... > CPA State Exam Requirements - Cached

Sponsored Links

- [Fair Lawn NJ Accountant](#)
We Do Payroll, Tax Prep, Accounting Services & More. Call Us Today.
[www.OurCpas.com](#)
New York, NY
- [New Jersey Cpa](#)
Find A Local Accountant, CPA, Or Tax Professional. Free Search!
[AccountantsWorld.com/NewJersey](#)
- [Need A Good Accountant?](#)
Find A Certified Public Accountant Near You, in New Jersey - For Free.
[www.GoodAccountants.com](#)
- [Need An Accountant In NJ?](#)
We do all the accounting while you focus on your business. Call Today!
[www.coreoutsources.com](#)
New Jersey
- [S Jersey Cpa](#)
For Fast, Expert CPA Services. Call Our Certified Public Accountants.
[www.Grepcpas.com](#)
New Jersey
- [Become a CPA](#)
Earn Your Accounting Degree Online. Launch Your Career at Champlain!
[www.cps.champlain.edu](#)
New Jersey
- [Ambler Accountant](#)
Let Us Help Get Your Finances in Order. Call Us for Accounting Help.
[www.LarryWeissCPA.com](#)
Philadelphia, PA
- [Find a Local CPA Firm](#)

local
search
results

The results on the right are sponsored links, meaning people actually have to PAY MONEY to get listed there.

If you have ever wondered how these businesses got to the local Google results – and how YOU can get there too, that is what I am going to show you in this report. You will learn how you too can get listed on there AND how to use this to your businesses advantage.

The good news is the entire process will only take less than 30 minutes of your time from start to finish – it really is that easy!

It's also absolutely FREE!

Disclaimer

The steps outlined below are the vital steps to get your business into the local business directories of the three major engines, with the main emphasis on Google.

Completing these steps is a prerequisite to get you started in the right direction, however, just it does not GUARANTEE you get on the top of the local search results - that only depends on the search engines and the secret formulas that they use.

Getting Listed in the Local Business Search Results

Since more people search for businesses online than anywhere else, it's important to make sure your business listing can be easily found on Google.com and Google Maps, and other search engines. When you submit and verify information about your business, you provide the most authoritative information for your business. Here is what you need to do.

1. Register with the search engines.

Google, Yahoo and Live all have webmaster logins. If you don't have an account, you'll need to set it up first.

- On Google, go to [Google.com/Accounts](https://www.google.com/accounts). (If you have Google Analytics installed or a Gmail account, use Google adwords or have adsense on your website then you will already have a Google account.)
- On Yahoo, go to [Yahoo.com](https://www.yahoo.com) and set up a 'my Yahoo' account.
- On MSN, go to [Webmaster.Live.Com](https://www.webmaster.live.com)

Follow the instructions provided there. That gets you an account so that you can add or edit local listings.

2. Add/edit your listing

- On Yahoo, go to listings.local.yahoo.com/account
- On MSN, go to llc.local.live.com

The rest of this document provides a detailed description of steps you will need to take to get your local business registered with Google:

Go to [Google.com/local/add](https://www.google.com/local/add) and click on **Add New Business**.

New! Now offering a reporting dashboard. Learn how people find your business.



Add new business

Upload a data file

Help customers find you on Google, it's free.



Free listing

Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.



Free updates

Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.



New! Free insights

Use the power of Google's data to learn where your customers come from and what they search for to find you.

- OR-

Go to [Google maps](#) and choose **Put your business on Google Maps**. Once you've clicked on that you will be taken to Google Local Business Center. Click on **Add New Business**.

You will be asked to fill in the country you live in, business name, street address including zip code/post code, contact telephone number, email address, website address and business description. You will also get to add your business to up to 5 categories.

Categories are ways to classify your business that help Google show your business for the right searches. The Local Business Center will suggest categories that match what you type, but you can create your own if you don't see a category that fits your business. Make sure that the categories you choose are accurate and describe your business well. It's OK to be specific; Google's search algorithm makes sure that users looking for a general business type, like 'book stores,' will see businesses in more specific categories too.

As you fill in your address you will see the map on the right hand side display your actual business location!

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country: United States

Company/Organization:

Street Address:

City/Town: Secaucus

State: New Jersey

ZIP: []

Main phone: Example: (650) 555-4000 [Add more phone numbers](#)

Email address: Example: myname@example.com

Website: Example: http://www.example.com

Description: 200 characters max, 200 characters left.

Category:

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant
[Add another category](#)

[Fix incorrect marker location](#)

Next

Click on **Next**.

You will be asked to fill in the details about your business, such as hours of operation and payment options.

You will also have an option to upload up to 10 photos and videos. Including photos and video adds visual appeal to your listing. For example, you may choose to include your business logo, a photo of yourself, your business storefront, and/or photos of your products, samples, etc. When adding a photo to your listing, keep in mind that

- Each photo must be smaller than 1MB.
- Each photo must be under 1024 x 1024 pixels.
- Photos must be in one of these formats: JPG, GIF, PNG, TIFF, BMP

You may also add more details about your business by create custom attributes that allow you to include additional information that you'd like customers to know. For example, you can list what brands you carry, or if your business has parking.

Please enter in some additional details about your business. If people know when you're open or can see some pictures of your business, they're more likely to visit you. All of this information is optional and can be entered in at a later time if you're in a hurry to see your business appear on Google Maps.

If you'd like to skip this step, please scroll to the bottom of the page and click on the 'Submit' button.

Hours of operations

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
 My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/>	Closed	<input type="checkbox"/>	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 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=dFtfxv1JdXI>

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](#)

CPA Services

233 5th Street
Secaucus NJ 07094
United States

(201) 236-9871
njcpaservices.com



Email address: info@cpaservices.com
Description: Certified Public Accountant, Accounting services, tax return, tax advice and information.
Categories: Certified Public Accountant Tax

Once you submit a new business listing, you'll have to verify it before it appears in Google Maps. This will prove that you are in fact the owner of the business, and that the information you've submitted is correct. You will be prompted to select one of two ways to verify a new business listing, or to verify phone number or address changes in an existing listing. You can verify your listing by phone call or postcard.

Google Local Business Center

✓ **Thank you! We've confirmed your PIN and validated your listing.**

Your listing should appear on Google Maps within one day. We appreciate your patience.

- [Go to the Local Business Center](#) (review, edit, and add business listings)
- [Back to Google Maps](#)

If you don't want to verify your listing right away, you'll see your verification options in your listing status when you return to your Local Business Center home page.

What if I already see my listing in Google Maps?

If your listing is already in Google Maps, claiming it through the Local Business Center will give you full control over how your listing appears. This means, when you verify that you are the business owner, the information that you submit will replace the information from third parties that already appears in Google Maps. You'll be able to make your listing better with more useful information, as well as photos and video. Other users will no longer be able to edit your listing.

To claim your listing, search for it in Google Maps. When you've found it:

1. Click on the name of your business in the search results in the left-hand panel of Google Maps.
2. Click **Edit** in the white info bubble that appears on the map, and then click **Claim your business** as pictured below. If the info bubble doesn't have an **Edit** link, click **more info**, then **Add or edit your business**. This prompts you to submit your business information as a new listing.
3. Three options appear. You can:
 - Edit the information in the listing.
 - Suspend it to stop it from appearing on Google Maps.
 - Add your business as a new listing, if you realize that the business you're trying to claim isn't yours.
4. For each of these options, we'll ask you to [verify](#) that you are the business owner.

3. Get reviews from your customers.

All three search engines include reviews in their local listings. More reviews definitely equals a higher ranking. Encourage your customers to write a review for your business as this will help you to use Google Local Business to your advantage.

To make it easy for your customers to write a review, go to your listing on each search engine and find the 'write a review' link. Copy that link into an email message requesting a review that you will send to your current and past customers.

Note for more advanced users: To make that link more elegant, and use a TinyURL.com or Wordpress redirection plugin (if you have a Wordpress site) to change it from something like:

<http://maps.google.com/maps/place?cid=1372510178974399184&q=secaucus+real+estate+agents&gl=us&cd=3&cad=src:ppwrev,view:text&ei=GM0TS7-HZngygSlr4QX&sig2=pXfQrAZG7tfEDplmfAwUug&action=open&dtab=2>

into something like this:

<http://yourclientwebsite/reviews> or

<http://tinyurl.com/92s8hq>.

This is not absolutely necessary, but will make the link look much better.

Send that link to all of your customers, asking them politely to leave a brief review.

Do not be shy about it. Most businesses run on referrals, and reviews are basically referrals that everyone can read. You may be pleasantly surprised at how many of your customers will be happy to give you great reviews.

If you're concerned about a review that was submitted through Google Maps, you can use **Flag as inappropriate** link found under the review, and submit a report. If the review is in violation of Google policies, they'll remove it.

4. Create Coupons

Coupons are a great way to provide special discounts and deals to potential customers who come across your listing in Google. Once you design a coupon, customers can print it out and present it at your business location.

To create a coupon:

- Log in to the Local Business Center.
- Click on the Coupons tab in the top left corner of your screen, then click **Add new coupon**.
- You'll be taken to a page where you can fill out different fields of information that you want to appear on your coupon. On the right of the page, a preview of your coupon will update itself as you enter new information.
- When the preview of your coupon looks the way you want it to, click **Continue** at the bottom of the page.
- Your coupon will appear in your business listing within 24 hours. Find it in Maps by clicking **more info** in your listing's info bubble, and clicking the 'Coupons' tab.

5. Get listed in directories.

You will need to get your site listed and categorized in the third-party directories the major search engines use to inform their local search rankings. These include Yelp.com, SuperPages, YellowPages.com, and many of others.

You can find a great list here: <http://www.ecommerceoptimization.com/local-business-listing-guide/>.

Start with the free ones, like Yelp, and then hit a few of the majors, like SuperPages. If you are in a competitive space, of course, they may need to spend some money on paid listings.

6. Don't forget onpage optimization.

Make sure the address appears in at least a few places on the site, as crawlable text. Also make sure the city name shows up in key places like title tags and headings here and there, and that you've got a good, crawlable contact us page with all your information on it.

6. Tracking results with Google Analytics.

If you have Google Analytics installed (and you should!) you will see visitors arriving at your site by searching for your chosen category AND your local area.

7. Be Patient.

Don't expect results overnight. To get the results you want, you need to keep working on it. Keep gaining reviews, too.

About BuildAWebsiteAcademy.com

BuildAWebsiteAcademy.com provides resources for people who want to build their website themselves, but don't know where to start. You may think that building a website is way too complicated, time consuming or expensive. What you may not realize is that with the new generation of tools you can easily create professionally looking websites very quickly and inexpensively. My goal is to empower you to get your first site up and running in just a few days - it's really not that hard!

Why build your own website? While you can certainly outsource your site building to somebody else (I'll be happy to do that if you'd like me to :-)), learning as much as you can about building and growing your own site gives you a powerful advantage: You'll be able to change and expand your site, so it can GROW with your business. Today's websites have come a long way from the static brochure-type of pages that were popular in the past. What I will teach you, is how to build a website that is easy to expand, add new content, and functions.

[http:// BuildAWebsiteAcademy.com](http://BuildAWebsiteAcademy.com)