



## **Get [Google] Local – Bringing Internet Success to Your Own Backyard**

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Google has a new search service which may prove to be an important component of the future of online searching – local listings. If your business is locally-based with the majority of its customers or clients also locally-based, then this information is for YOU.

Getting a listing added to Google Local is now free as they build up this new product. This is the time to make sure that your site is listed. It is unlikely that it will ever be this easy again.

This is how Google describes its new service:

“Google Local helps you focus your search on a specific geographic location. Sometimes you want to search the whole worldwide web, and sometimes you just want to find an auto parts store within walking distance.”

### **It won't cost you a thing.**

You can create and display a business listing for free. Period.

### **You'll reach qualified prospects.**

There's a very good chance that lots of people are currently searching on Google Local for the products and services you offer. Why not make it easy for them to find you?

### **You have full control over your listing.**

With Google Local, you don't have to worry about publishing deadlines or outdated content. After we initially verify your address, you can edit your listing whenever you like. You'll see your changes reflected in the search results within four weeks.

**What can you do to take advantage of this service?** If you would like to submit your listing yourself, simply follow the “to do” list below. If you would like us to do it for you, contact Alli Denning at [alli@denningesolutions.com](mailto:alli@denningesolutions.com).

### **To Do List:**

1. Check to see if you are already listed (simply search for your services using your location – e.g. “new haven real estate” and follow the results (listed first) for Local Results)).
  - a. If already listed, check the accuracy of your listing. If the listing is inaccurate, proceed to **2** below.
  - b. If not listed, go to **2** below for instructions on getting added to the Google Local results.
2. Go to <https://www.google.com/local/add/login> and follow the online instructions to set up a Google account (free) and submit your listing.

This is an important and growing source of search engine traffic from the #1 search engine on the Internet. Get your site listed and begin receiving traffic before your competition does!