

## Get Listed in Google Maps "local search"

Written by Bryan Lee Hemstad

Wednesday, 27 May 2009 02:14 - Last Updated Wednesday, 27 May 2009 02:23

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So, you have just spent a bunch of money on this great new website. Now the question is how to you get people to come knocking. It is important to view your website in the same way that one would view a storefront location. Depending on your location, in this case your url address the amount of drive by traffic to your business will vary greatly.

Optimizing a website for search engine optimization is a full time job for many people. Luckily, there are some easy ways that you can do yourself for little to no cost. A lot of these even work if you don't have a website all, but as you will and are finding out. A website is a key component of having an effective image cycle.

Two must haves. I can't stress enough how important this is. Get listed with yahoo local and google local search. It is important to have a website address to put on this. The reason is that if you don't a spammer will come along and place their own next to your listing.

If you have had experience using one of these two services you have probably found this out. How many times have you clicked on a listings web address, only to be routed to some unrelated website? You don't want this to happen to you. In a perfect world the customer would first search yahoo or google's local search from their home computer or more commonly these days, from their mobile phone.

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I have at&t service. Recently they have added a function on the Media net home page. This function is a Yahoo one search. When I type something in, such as "oil change" the service automatically searches nearby my billing location. Bingo! I can click on a link and find the closest shop.

Are you beginning to see how effective this low cost form of advertising can be? There are many other locations to post your information for free. What I tell everybody is to do this one thing. Log on to your computer; First perform a google search for "what you think a customer will type in when looking for what it is that you provide."

I detail how to do this and more in my new book, The Contractor Image... You can purchase right from this site, or through a major reseller like Amazon.

P.S. Order the Ebook and save big money.

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P.S.S. You will gain access to the "secret members only" section of this website. You will have access to detailed information and one to one *personal* advice from the author.