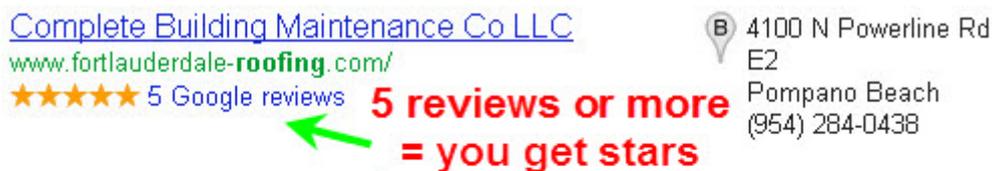


14 ways you can rise your Google Places listing page

1. Get your Google Places page to 100% completeness, before you do anything else. Your Places page if Google itself is telling you you're missing some of the basics.



2. Make sure you get at least 5 Google reviews from your customers, so that your average customer-review rating shows up on your Places page and on the SERPs.



3. Upload as many photos as you humanly can to major third-party sites, local directory website. You personally can only upload 10 photos to your Places page, but it's possible to have more than 10 show up on your Places page. How? Google pays attention to the info that third-party sites have on your business. If you can supply those third-party sources with plenty of photos, Google often will grab those photos and put them on your Places page (in addition to the 10 photos you personally can upload directly to your Places page. Upload photos as many different sites as you can (it's OK to reuse some of the same photos from site to site).

Bonus tip: before uploading, geo-tag them with the lat and long of the business, and add keywords to the meta data.

Photos & Videos **QR code as photo**



From the owner



From the owner



From the owner

4. Add a "post" to your Places page that includes a link to a particularly cool page, photo gallery, special offer, or newsletter sign-up area on your website. One of the most basic purposes of your Places page is to get people to check out your site. It's easy to forget about the humble "post" feature-most business owners never even learn of it-but it's worth using if there's a specific area of your site you'd really like potential customers to see.

Your rating: ★★★★★ **Example of a "post" to your Places page**

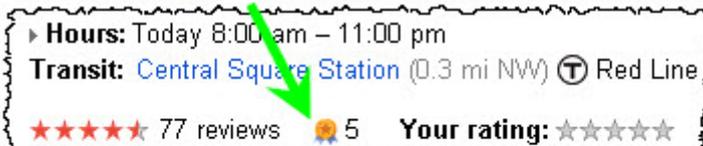
 **Dec 16** - Hi folks, Join my mailing list and enjoy savings year round. SAVE \$2.00 now!
<http://www.barbernorthtonawanda.com/optin.html> - From the owner

We're North Tonawanda's home of the \$10.00 quality haircut. Why Pay More? Our professional great value and savings! We cater to all gentlemen and children are always welcome. - From the owner

5. Reply to every customer review written on your Places page. Fine, maybe you don't have reply to every one, but you should get in the habit of thanking the customers who leave you nice reviews, and graciously responding to the few who don't. Most importantly, this looks good to potential customers. It's also good way to fill out the reviews area of your page a little more, and to slip in occasional tidbits about your services that maybe you didn't have a way to mention anywhere else on your page.

6. Get "Best Ever" reviews. These little badges make for nice "bling" on your Places page. Plus, they automatically count as 5-star reviews. Your customers need to go to places.google.com/rate and search for your business by name in order to leave you "Best Ever" reviews.

"Best Ever" reviews show up here...



Hours: Today 8:00 am – 11:00 pm
Transit: Central Square Station (0.3 mi NW)  Red Line
★★★★★ 77 reviews  5 Your rating: ★★★★★

...and in the reviews themselves

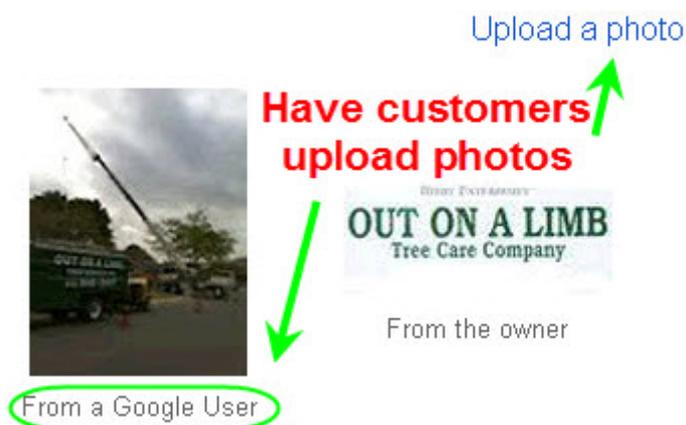


 **Gideon** - Feb 2, 2011
★★★★★  **Best ice cream in the world.**
Liked: Food

7. Turn a couple of customer testimonials into photos, and upload the photos to your Places page. This is useful if a great customer wrote you a shining testimonial (in an email, in a letter, on a grain of rice...whatever) that you'd like potential customers to see, but you never asked that person to post a review for you.

8. Get as many customer reviews as you can on 3 or 4 third-party sites. Those links show up in your "preview" area, which customers see when they hover their cursors over your Places listing from the main search results page.

9. If possible, ask your most loyal customers - or bestest friends ;) - to upload photos to your Places page through their Google accounts. These will show up as "From a Google user." This is another approach to getting more than 10 photos on your Places page (which is the maximum number that you can upload personally). This can help potential customers realize "Hey, these people actually have customers who give a rip...they might be OK. Maybe I'll give them a buzz."



10. Add a caption (phone number) to the first photo you upload. You'll want to pick this photo-and its caption-carefully because everyone who's on your Places page will see it. Unlike Bing, Google Places doesn't have a way to add captions to photos, so you'll have to save the caption as part of the image itself, and then upload the photo to your places page.

11. Add several different "Offers"-AKA coupons-to your Places page. You could absolutely go crazy with offers and add tons of them, if you wanted to. As long as you comply with Google's guidelines, you can add a several of coupons to your listing.

12. Add photos to your "Offers." However many of them you have on your page, they'll be a little more noticeable and enticing if they're not just blobs of text.

13. Get enough reviews that the "At a glance" snippets appear on your Places page. I've yet to discover exactly how many reviews you need in order for "At a glance" snippets to appear on your page, but I do know these snippets are extracted from some combination of your Google reviews, reviews written on third-party sites, and other info on third-party sites (like business descriptions). If you're more or less diligent about citation-building and asking customers for reviews, you'll almost certainly get good "At a glance" snippets.

Austin Best Tree Care

8910 Research Blvd, Austin, TX 78757

(512) 401-8733

besttreecare.com

[Directions](#) [Search nearby](#) [more](#) ▾

**Best way to get good
"At a glance" snippets:
get lots of good reviews**

WRITE A REVIEW

Upload a photo

► **Categories:** Tree Service, Tree Service Austin, Austin Arborist, ...

► **Hours:** Today 8:00 am – 5:00 pm

Transit: [Burnet/Polaris](#) (0.3 mi NW)  3

★★★★★ 41 reviews **Your rating:** ★★★★★

At a glance: well done · professional job · work ethic · ball moss · trimming

14. Upload a photo of a QR code to your Places page. Even these days, not everyone has a smartphone, so not everyone can scan QR codes, but many people just LOVE scanning them. QR codes are like catnip for some people. You can have the QR code take them to a page of your website, another website-pretty much anything. It doesn't really matter: the idea here is to boost engagement and make your Places page a little flashier.

Photos & Videos **QR code as photo**



From the owner



From the owner

