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For larger sized corporations, the focus of their organic Internet marketing campaign will often be on a national or global scale. But often, for small to medium sized businesses, a more geo-local outlook should be taken to maximize visibility with their target market. This local approach ensures that smaller businesses are reaching their prospective customers and creates a higher return on investment for their Local SEO campaigns.

Along with traditional SEO tactics there are a number ways to increase local strategy success. Google Places is a business directory that focuses on providing their customers (Google Users) localized search results. Local companies can create Small Business SEO profiles that will allow potential local clients to see search results from their locality.

For instance, a search for "Long Island Cosmetic Dentist", would deliver Cosmetic Dentist search results specifically for the Long Island region.

Additional information can be added to the Google Places listing including photos, videos, phone numbers, website links, driving directions, coupons, and a variety of other important data. The Google Places platform allows for its" listing owners" to view a tremendous amount of data on how the listing is performing and provides vital statistics such as impressions and click-throughs. An 'impression' is the number of times your local Local Business SEO listing is displayed; where as a click-through is the number of times a searcher clicks on your listing. These analytics enable the listing owner to assess the success their campaign.

Google Places listings are displayed in Google Maps. The Maps platform generates a listing of your location on a map and the top seven listings are displayed on the first page of Google. For those potential clients looking for to search locally, Google Maps has become the most powerful tool. For the small business, it can get local companies to the first page of Google without the need for Pay-Per-Click or traditional search engine optimization. It is for this reason that Places has become such an asset to local business owners.

How Do I Get in the Top Seven of the Google Places Local Business Listings?

There are various ways to boost your Google Places local business listing. Similar to organic Local SEO, consistently updating of new content to the web is essential for ranking well with the Google algorithm and helps the Local Business Center identify your listing's value. Enhancements could include customer reviews, updated menus or special offers, and photos/videos of your business. Having your customers add reviews and or citations on sites such as Best of Web or Kudzu will help the listing as well.

Establishing backlinks from authoritative websites has also proved to be valuable when promoting your Google Places Listing. These could take the form of links from your local chamber of commerce, trade associations, and other review and authority sites.

The importance of these localized Internet marketing campaigns should never be overlooked. Google Places results are often listed above Google search engine results pages, organic rankings. This area is first visual point interest for web searchers and holding real estate in this position on Goggle can literally transform your business. Taking advantage of this form of dynamic marketing can have huge results for your small or medium sized local based business.

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[Jack Perry](#) - About Author:

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