

SAMPLE

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Part 2 – Local Search Players

When you start looking into the economics and possibilities of local search, you cannot focus all of your efforts into one medium. Many times, newcomers to the Internet think that by putting a few solid ads in the online yellow pages, they are set or that if they show up in Google Maps when someone searches for the name of their business, they will not need to do any more work.

Unfortunately, when you have a dynamic new resource like the Internet, there are a few factors you must consider. First, everything is changing all the time. There are constantly new resources that are being utilized by the public. For example, only five years ago, social networks were a novelty. Now they are the core components of most web traffic on any given day. During that time, while Google has continued to grow in size, other sites have created and implemented their own search technologies. Google holds an incredibly healthy majority at 67% of all searches. But that does not mean the remaining 33% should be ignored.

And with all that change constantly occurring and all of those new technologies rotating through the Internet on a regular basis, you cannot rely on just one source to reach your potential customer base. Of course, there is an upside. The cost of doing business online, especially when you know how to do it on your own, can be much lower than the cost of doing business offline. Optimizing a website to appear in local search results is free. Getting listings in the online yellow pages is free (though premium options are available). If you know where to look and how to promote your site, you can do much of the work for a lot less monetary investment.

So, remember, when you start optimizing and integrating your advertising campaign for online local search that you must think beyond the basics. This section will help you do that, showing the wide array of local search engines, directories, portals, and alternate options available online. You will be amazed at how many ways there are to promote your business and how many of them have nothing to do with Google.

A Fragmented Market

As I mentioned above, the Internet is not a single resource. By its very nature it a collage of possibilities, with millions of individuals logging on every day and using it in a different manner. In the past, this kind of variety and scope of options was unheard of. People had phone books or they had nothing and if a business did not list themselves in that phone book, they had to rely on even more arcane methods of advertising such as flyers or radio advertising.

Today, there are dozens of resources and each one is formulated to take advantage of a very specific technology and a very specific type of search for individuals to use.

Local Search Engines – Google Maps is the first thing that comes to most people’s minds. Integrating advanced mapping technology with address and business locator search, these sites allow users to search for keywords as they would for any normal query and find businesses in their local area that match their search. Businesses in turn can optimize their listing to appear for more keywords and higher in the listings by promoting their site, building up reviews from outside sources, and keeping a high quality, content rich website operational.

Local Portals – More and more, websites are popping up that allow users to enter in their nearest region or city and view content specifically for them. The best example of this is craigslist, a service that has been operational for the better part of the last decade and that allows users from hundreds of cities and regions around the world to search for classified ads, personals, forums, and more in their local area. Review sites, event guides, and business locators have similarly taken this approach in recent years and it has made finding information for a particular city that much easier.

Directories – Ironically, the concept that started it all in the form of the phone book is struggling against the technical savvy and sheer numbers of local search engines and portals. However, with millions of queries every month sites like YellowPages.com or YellowBook.com are still a core building block for any online local advertising campaign.

Social Networking – The recent spate of social networking as a staple in digital culture has made it clear that at least part of the future of advertising lies in reaching individuals on these websites directly. Mega-hubs like MySpace and Facebook are homes to millions of users and boast the most advanced demographic splicing tools around making it that much easier to reach people that you want to reach and not waste time or money on those you don’t.

As you can see, there are dozens of options online for anyone seeking to market their business locally and it takes a careful attention to detail and to the method in which you are going to market your business to be sure that you utilize all of these methods effectively.

Local Search Engines

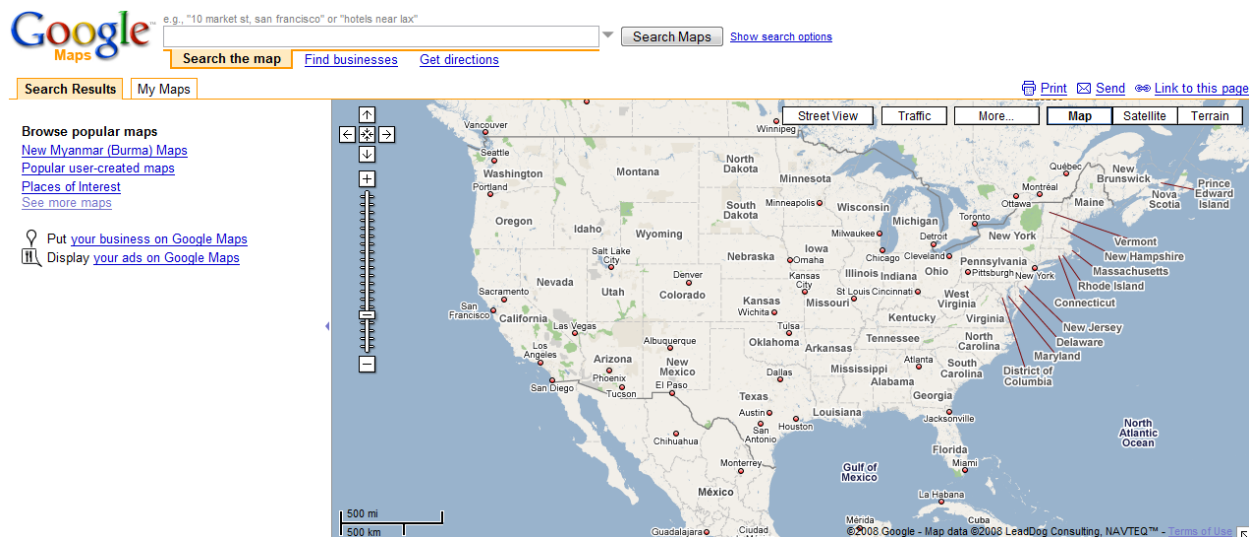
There are four primary search engines. For universal search, Google has and will likely remain the leader, with more than 67% of the total search volume on any given day according to an April, 2008 Hitwise report. Yahoo! is a distant second at 22% with both Live and Ask trailing at about 4.5% each. Many people are immediately tempted to focus solely on Google for this reason.

You should put a majority of your efforts into optimizing your listings for Google, but by understanding what the other three local search engines offer, you can combine your optimization efforts and list well for all four, dramatically increasing your visibility. There are multiple ways in which to utilize online technology to your advantage – the first rule will always be to never put all your eggs in one basket.

Google Maps

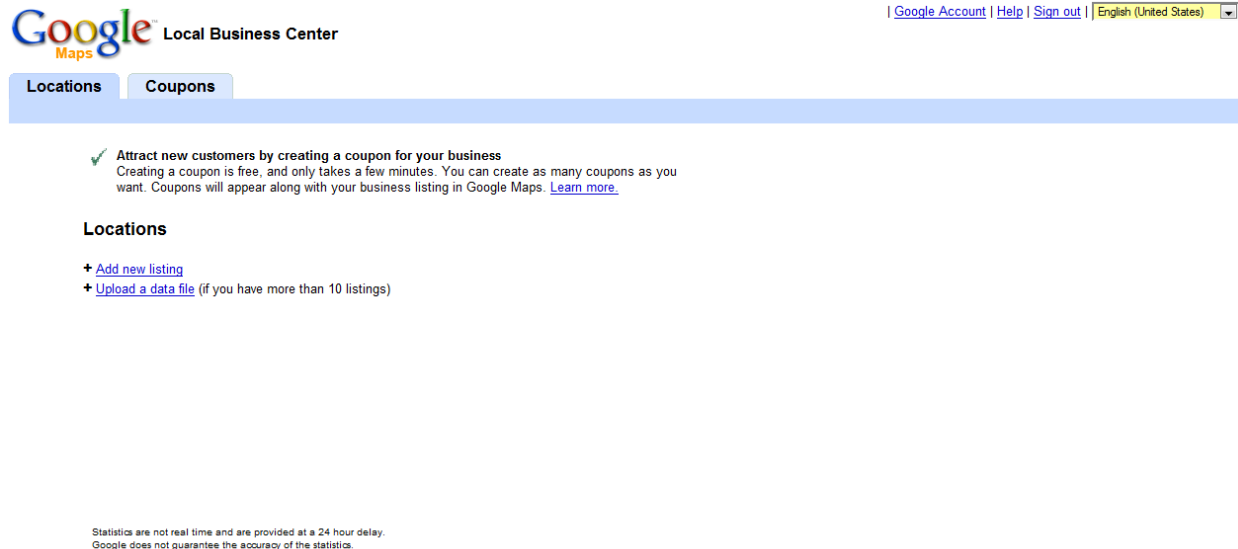
The biggest and best known name in local search just so happens to be the biggest and best known name in all search. It is no surprise that Google has managed to keep up with the Local Search craze and integrate a wide array of new technologies into its Maps service. It is here that you will be spending a great deal of your time.

If you have not worked with Google before in optimizing a website, you may still have heard rumors about the company's habit for rampant, seemingly unending change. It is a factor all website owners must deal with and one that can become frustrating at times. However, if you understand the basics of how Google operates and what they look for, their changes will become less frustrating and easier to adapt to with time.



Getting Started with Google Maps

Google Maps draws a great deal of business data from Yellow Pages directories, but you want to ensure the information displayed is both up to date and accurate, as well as optimized, so the first thing we will do is visit Google's Local Business Center and start setting up a business. Throughout the examples in this book, we will be following Bill's Plumbing in Seattle, WA as Bill Shelman works to optimize his business for local search.



The screenshot shows the Google Maps Local Business Center interface. At the top left is the Google Maps logo followed by "Local Business Center". On the top right, there are links for "Google Account", "Help", "Sign out", and a language dropdown menu set to "English (United States)". Below the header is a navigation bar with "Locations" and "Coupons" tabs. The main content area features a green checkmark icon and the text: "Attract new customers by creating a coupon for your business. Creating a coupon is free, and only takes a few minutes. You can create as many coupons as you want. Coupons will appear along with your business listing in Google Maps. [Learn more.](#)" Below this is a "Locations" section with two links: "+ Add new listing" and "+ Upload a data file (if you have more than 10 listings)". At the bottom, a small disclaimer reads: "Statistics are not real time and are provided at a 24 hour delay. Google does not guarantee the accuracy of the statistics."

Step 1 – Required Info



chatfielda@gmail.com | [Google Account](#) | [Help](#) | [Sign out](#) | English (United States)

Required Info

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Enter your business information below. Your listing will appear to the right.

Country:

Company/Organization:

Street Address:

City/Town:

State:

ZIP:

Map marker : [Fix incorrect marker location](#)

Main phone* Example: (850) 555-4000 [Add more phone numbers](#)

Email address Website:
Example: myname@gmail.com Example: http://www.google.com

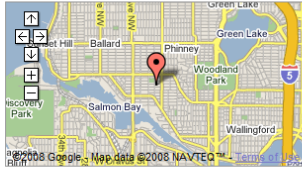
Description

200 characters max, 76 characters left.

Preview your listing

Bill's Plumbing
1443 9th Ave SW
Seattle WA 98107
United States

206-415-4532
<http://www.bills-plumbing.info>



Email address: bill@billsplumbing.com
Description: A plumbing & radiant heating contractor specializing in all phases of residential and light commercial projects and repairs.

The first step in the process will be to add in all of the basic information about your business. As you enter information, Google will display what your listing will appear as on the right side of the screen, allowing you to perform a real time inspection of what will appear when you are done. Most of this information is self explanatory – including your company name, address, phone number, and email address. Ensure your email address is one that you use for incoming queries and new customers, not a personal one. This email address will be visible anytime someone sees your listing. Additionally, ensure the index page for your website (if you have one) is up and running.

The most important part of this step is the small blurb of text at the bottom labeled “description”. This is not only the initial piece of text that your business will be identified with; it is the text Google will index and utilize when a user searches for a plumber. For example, the use of the specific phrase “radiant heating contractor” in the description ensures that if anyone types something specific such as “radiant heating near seattle” your business appears closer to the top instead of relying only on the very broad keyword “plumber”.

Finally, proofread everything that appears on the right side of the screen and ensure that the map displays your business in the right location. While NAVTEQ technology is usually quite accurate, it is not unheard of to see the marker placed in the wrong location when the address is correct, especially if your business is on a new lot or a recently developed part of town.

Step 2 – Category Selection

Google Maps Local Business Center

chatfielda@gmail.com | [Google Account](#) | [Help](#) | [Sign out](#) | [English \(United States\)](#)

Category

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Please enter in a few categories related to your business e.g. **Restaurant, Dentist**

Category

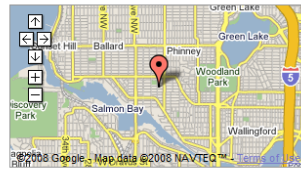
[Add another category](#)

[« Back](#) [Next »](#) [Finish](#)

Preview your listing

Bill's Plumbing
1443 9th Ave SW
Seattle WA 98107
United States

(206) 415-4532
<http://www.bills-plumbing.info>



Email address: bill@billsplumbing.com
Description: A plumbing & radiant heating contractor specializing in all phases of residential and light commercial projects and repairs.
Categories: Plumber

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Step two requests your business's category. Google helps you by filling in the blanks when you type in the first part of a word, displaying a drop down menu of the possible matches and related categories to your query. When a user types in a single word that matches a category that already exists in Google's database, your business will appear in the search results. In this case, Bill's Plumbing will appear if a user types in "plumber near 98107". Be sure to choose multiple categories that match your business's various services to maximize how visible you are for category searches.

Step 3 – Hours and Payment

Hours & Payment

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Make sure your customers know when you're open!
Then clarify the types of payment you accept.

Hours:

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

Mon:	9:00	am	-	5:00	pm	<input type="checkbox"/> Closed
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:	9:00	am	-	5:00	pm	<input type="checkbox"/> Closed
Sun:	9:00	am	-	5:00	pm	<input 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 types:

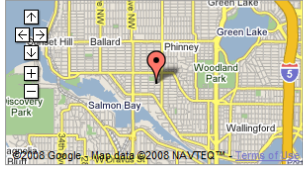
<input checked="" type="checkbox"/> Cash	<input type="checkbox"/> Discover
<input checked="" type="checkbox"/> Check	<input checked="" type="checkbox"/> MasterCard
<input type="checkbox"/> Traveler's Check	<input checked="" type="checkbox"/> Visa
<input checked="" type="checkbox"/> Invoice	<input type="checkbox"/> Financing
<input type="checkbox"/> American Express	<input type="checkbox"/> Google Checkout
<input type="checkbox"/> Diner's Club	<input type="checkbox"/> Paypal

[« Back](#) [Next »](#) [Finish](#)

Preview your listing

Bill's Plumbing
1443 9th Ave SW
Seattle WA 98107
United States

(206) 415-4532
<http://www.bills-plumbing.info>



Email address: bill@billsplumbing.com

Description: A plumbing & radiant heating contractor specializing in all phases of residential and light commercial projects and repairs.

Payment types: Check, Invoice, Cash, MasterCard, Visa

Hours: Mon: 9:00 am - 5:00 pm
Tues: 9:00 am - 5:00 pm
Wed: 9:00 am - 5:00 pm
Thu: 9:00 am - 5:00 pm
Fri: 9:00 am - 5:00 pm
Sat: 9:00 am - 5:00 pm
Sun: 9:00 am - 5:00 pm

Categories: Plumber

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The more information you provide about your availability and payment options, the better you situate yourself for new customers. Be accurate as possible and ensure that you include all hours. Google allows you to include two sets of hours for a single day if you have a split set (as in the case of restaurants that are open in the afternoon and then later in the evening). Also, mark every payment method you accept here, but make sure not to mark anything that you do not accept so as to avoid any potential confusion or conflict with your customers.

Step 4 – Photos

Photos

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ Custom ▶ Validation

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

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.

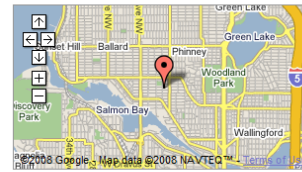
Example: <http://youtube.com/watch?v=dFtfcv1JdXI>

Preview your listing

Bill's Plumbing

1443 9th Ave SW
Seattle WA 98107
United States

(206) 415-4532
<http://www.bills-plumbing.info>



Email address: bill@billsplumbing.com

Description: A plumbing & radiant heating contractor specializing in all phases of residential and light commercial projects and repairs.

Payment types: Check, Invoice, Cash, MasterCard, Visa

Hours: Mon: 9:00 am - 5:00 pm
Tues: 9:00 am - 5:00 pm
Wed: 9:00 am - 5:00 pm
Thu: 9:00 am - 5:00 pm
Fri: 9:00 am - 5:00 pm
Sat: 9:00 am - 5:00 pm
Sun: 9:00 am - 5:00 pm

Categories: Plumber

If you have any photos that enhance the listing, such as a storefront picture, a logo, or a masthead add it in this screen. Google allows up to 10 photos for every business listing, though they must adhere to their quality and content requirements outlined in “photo submission guidelines”. Recently, Google has also made it possible to upload and integrate videos into your listings. If your business has a television commercial, local news story, or online review, this is a good place to include it. All video links are added via YouTube, so you must open a YouTube account as well. **HIGHLY RECOMMENDED**

Step 5 – Custom Attributes

Custom Attributes

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Are there other details you want customers to know about your business? Fill in the topics provided below, or click [Create your own](#) to write your own details.

Experience [Remove](#)

Add additional details

[Create your own...](#)

Preview your listing

Bill's Plumbing

1443 9th Ave SW
Seattle WA 98107
United States

(206) 415-4532
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Email address: bill@billsplumbing.com

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Hours: Mon: 9:00 am - 5:00 pm
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Wed: 9:00 am - 5:00 pm
Thu: 9:00 am - 5:00 pm
Fri: 9:00 am - 5:00 pm
Sat: 9:00 am - 5:00 pm
Sun: 9:00 am - 5:00 pm

Categories: Plumber

[« Back](#) [Next »](#) [Finish](#)

This step can seem a bit abstract and for that reason many users ignore it. However, this is one of the most important steps in the process for anyone that has information that was not already requested by the setup process. For Bill's Plumbing, a custom field for experience was added, a factor that is often taken into consideration for the Plumbing field. If there is a particular attribute of your company such as "pet friendly" for a local coffee shop or "experience" as shown above, use this field to enter it.

Step 6 – Validation

Validation

[Required Info](#) ▶ [Category](#) ▶ [Hours & Payment](#) ▶ [Photos](#) ▶ [Custom](#) ▶ [Validation](#)

Your completed listing is shown at right. Please take a moment to make sure the details are correct. (You can always come back and add more details later.)

How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:



By phone

We'll call you at this phone number (206) 415-4532



By postcard (2-3 weeks)

We'll send you a postcard in the mail to this address

Bill's Plumbing
1443 9th Ave SW
Seattle WA 98107
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:



SMS verification

(not available for this business -- [more info](#))

By clicking "Finish," you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

[Back](#)

[Finish](#)

Preview your listing

Bill's Plumbing

1443 9th Ave SW
Seattle WA 98107
United States

(206) 415-4532

<http://www.bills-plumbing.info>



Email address: bill@billsplumbing.com

Description: A plumbing & radiant heating contractor specializing in all phases of residential and light commercial projects and repairs.

Payment types: Check, Invoice, Cash, MasterCard, Visa

Hours: Mon: 9:00 am - 5:00 pm
Tues: 9:00 am - 5:00 pm
Wed: 9:00 am - 5:00 pm
Thu: 9:00 am - 5:00 pm
Fri: 9:00 am - 5:00 pm
Sat: 9:00 am - 5:00 pm
Sun: 9:00 am - 5:00 pm

Categories: Plumber

Custom Attributes:

Experience :: 25 Years

The final step in the process for Bill's Plumbing is to verify the information provided. This involves requesting a phone call or a postcard. In both cases a pin number will be provided that must be entered into the Local Business Center to verify that your business information is correct. A phone call will be made immediately via an automated service from Google while a postcard will take anywhere between 2-4 weeks to complete.

Thank you! Your last step is to verify your information by phone. Your listing will not appear until you complete this validation process.

1. Prepare to pick up the phone located at (206) 605-6063
2. Click a button below. Our system will call you shortly.
3. Follow the voice prompts and enter the PIN listed below.

[Call Me Now](#) [Call Me in 5 minutes](#)

Number to be called: (206) 605-6063 [\[Edit\]](#)
Your verification PIN: 9849

What if I'm not by the phone right now?

If 5 minutes is not enough time to get to your phone, you may verify later from a different location. When you get to your phone, log into your [Local Business Center](#). Find this listing, click 'Verify by phone', and you'll be returned to this page so you can complete the process.

What if I'm unable to verify by phone, after all?

No problem. Click the link below to receive a postcard at your business address instead.

[Verify by postcard instead](#)

[« Back to Business Center](#)

After verification is complete, you will be able to access and edit your listing in the Local Business Center home page as seen below:

✓ **Attract new customers by creating a coupon for your business**
Creating a coupon is free, and only takes a few minutes. You can create as many coupons as you want. Coupons will appear along with your business listing in Google Maps. [Learn more](#).

Locations

- + [Add new listing](#)
- + [Upload a data file](#) (if you have more than 10 listings)

Business	Status	Statistics (last 30 days)	Actions
Seattle Freelance 13341 15th Ave NE A304 Seattle WA 98125 United States	Active Posted Feb 27, 2008 0 coupons (0 active)	• 7 Impressions • 0 Views	Edit Delete
Bill's Plumbing 6128 8th Ave NW Seattle WA 98107 United States	Active Posted Jun 4, 2008 0 coupons (0 active)	--	Edit Delete

Statistics are not real time and are provided at a 24 hour delay. Google does not guarantee the accuracy of the statistics.

To increase your marketing reach, you might consider:

- [AdWords](#) - Target customers locally or anywhere in the world. Pay only for ads that bring prospects to you.
- [Google Base](#) - Add your entire catalog to our free product search site.
- [New! Google Checkout](#) - Let your customers buy from you quickly and conveniently using a single Google Checkout login. And process all of your Checkout sales for free through the end

As you can see, Bill's business is listed with the address, its current status (active), the last update of the posting, and the number of total coupons currently active. Also, the Local Business Center will provide

basic statistics for how many impressions and views you have received in the last thirty days and an option to delete or edit your listing. Elsewhere in the Business Center, as you can see the bottom of the page are three additional options – AdWords, Google Base, and Google Checkout – all features that will be discussed shortly.

Google Coupons

The Local Business Center now provides additional options for promoting your business in the form of coupons. Coupons are an easy way to promote offers and special deals that you would normally use print advertising means to distribute via Google Maps. The Coupons tab, located across the top of the Local Business Center homepage, contains a simple option to create new coupons and add them to your map listings.

The screenshot shows the Google Local Business Center interface. At the top left is the Google Maps logo and 'Local Business Center'. On the right, there is a user profile 'chatfielda@gmail.com' with links for 'Google Account', 'Help', 'Sign out', and a language dropdown set to 'English (United States)'. Below the header are two tabs: 'Locations' and 'Coupons'. The 'Coupons' tab is active. The main content area contains the following text:

Add Coupons to Your Google Maps Listing - Free!

Let Google users print your coupons and bring them to your business. Coupons will appear alongside your business listing on Google Maps.

A new way to attract customers. Adding coupons to your listing in Google Maps will bring new customers to your business. The better savings you offer, the more customers you'll gain.

It's free and it only takes a few minutes. Just enter a few lines of text for your coupon, set an expiration date, and tell us which of your locations accept the coupon. Users will start seeing your coupons within a few hours.

[Add a coupon now >](#)

To the right, there is a 'Coupons' section with two examples:

- 10% off any medium pizza**
Choice of toppings. Free delivery.
- Two topping pizza for \$10**
Free delivery

Below these examples is a screenshot of a Google Maps listing with a coupon overlay. An orange arrow points from the coupon examples to the coupon on the map listing. The coupon on the map listing is highlighted with a yellow box.

After clicking the “Add a coupon now” button, you will be taken to the necessary form with all of your coupon’s information. If you have used Google AdWords before, the interface may look familiar as the text and character limit is almost identical:

Locations **Coupons**

Enter details of your coupon.
Coupons must adhere to Google's [Editorial Guidelines](#)

Business Name
max. 35 characters
Example: Giuseppe's Pizza

Headline
max. 25 characters
Example: 15% off any pizza

Sub-heading
max. 35 characters
Example: Excellent woodfired pizzas

Details
max. 250 characters


Image (optional)

Good until date:
 Never expires Choose expiration date


Offer code (optional)
max. 15 characters
If your business has an offer code that you want to display on your coupon, enter it above.

At what locations is this coupon valid?
Currently, only locations in the United States are supported
 All my business locations (2)
 Choose locations:

Preview:
This is how your coupon will look to Google users:

Summary View


Detail View

 [auto-generated]

Your Headline should be something enticing and direct, something along the lines of “15% off Large Pizza”. Tell your customer exactly what they get from your coupon. The subheading can contain more information about your business such as “Top New York Style Pizza”. Finally, the details section will contain the information necessary to describe what your business provides that others do not. Describe the offer in greater detail here as well, telling your users any limits, exceptions, or additions to the rules of using your coupon.

Finally, set the expiration date and choose which of your business locations (if you have more than one) the coupon is valid at. You also have the option of providing an offer code if your business uses them or you would like to keep track of coupons more directly.

✓ Your coupon was successfully created and saved.
Your new coupon should appear on the details page for your listing in Google Maps within a few minutes.

Coupons

+ [Add new coupon](#)

Coupon offer	Status	Valid at locations	Actions
15% off Winter Checkups 25 Years of Local Experience	Expired - Not showing Nov 30, 2007	1 location: Bill's Plumbing 6128 8th Ave NW Seattle WA 98107 United States	Edit - Pause - Delete

Finally, when you are finished, you will be returned to the Coupons home page in Local Business Center where you can edit, pause, or delete your coupon or simply add a new one. Coupons are a valuable way to promote your business when so many options are presented to someone searching, adding yet another additional visual element to the page. Use them wisely and they can boost your new customers and sales through Google Maps.

Viewing Your Listing in Google Maps

With a listing completed and your business now appearing in the Google Maps interface (there may be a delay in this happening for anyone who opted to utilize the postcard verification method) it is time to start spending some time working with your listing, understanding how it will appear to your visitors, and what you can do to improve its performance.

First, let's take a look at what happens when we search for Plumbing in Seattle, about as general of a search as you can perform within this niche. There are a few elements in image below to point out.

Google Maps search for "plumbing" in Seattle, WA. The search results list five plumbing companies, with Gene Johnson Plumbing Inc. at the top. A map on the right shows the Seattle area with red location pins for each company. The search results include:

- Gene Johnson Plumbing Inc.** - more info >
10011 Greenwood Ave N, Seattle, WA
(206) 789-6610 - ★★★★★
Coupons >
- Fischer Plumbing Co Inc.** - more info >
1115 NW 51st St, Seattle, WA
(206) 285-4081 - ★★★★★
- O'Neill Plumbing Co.** - more info >
6056 California Ave SW, Seattle, WA
(206) 932-5283 - ★★★★★
- Evan Conklin Plumbing & Heating Inc.** - more info >
116 North 36th St, Seattle, WA
(206) 281-8855 - ★★★★★
- Best Plumbing & Sewer.** - more info >
4129 Stone Way N, Seattle, WA
(425) 453-4003 - ★★★★★

1. Notice the sponsored link at the top of the page. As is the case with Google’s normal search results, there will almost always be sponsored links in the results for most general terms. Keep this in mind as you start looking for ways to optimize your business in local search. We will come back to it in a little while and discuss what this option has to offer you.
2. There are more than 4,900 results for “Plumbing in Seattle”. Bill’s competition for this niche is fierce and appearing at the top will take a little bit of work for that reason. It is going to be a more complex process than simply advertising as a “Plumber”.
3. Notice that the top spots in the search listings are not always those that are closest to the city center. While there are two results that appear in the center of the city, the rest are scattered throughout the city limits and if you were to continue to the second page of results, they start spreading even further into the greater metropolitan area. Even plumbing companies that are located within the central Seattle area may not appear at the top of the listings if they do not provide what Google’s local search algorithm is looking for.
4. At the top of the left pane above the search results, you will see a pair of links – Refine by: Distance and User Rating. These two links allow users to break down the results in different manners. Neighborhoods can include local named neighborhoods or zip codes. In Bill’s Plumbing’s case, the zip code would be 98107. Now, his listing appears on page 5 of the results in Spot “F”, still considerably lower, but with promise.

Google Maps Search Results for "plumbing" near "98107".

Search Results: My Maps

Refine by: [Distance](#) | [User Rating](#)

Results 41-50 of about 4,954 for plumbing near Washington 98107

Categories: [Plumbing Contractors](#)

- A** [Home Service Plumbing](#) - more info »
7302 15th Ave NW, Seattle, WA
(206) 783-8932
- B** [Masters Guild Plumbing](#) - more info »
6552 10th Ave NW, Seattle, WA
(206) 762-0349
- C** [Archie's Plumbing Services Inc.](#) - more info »
7705 15th Ave NW, Seattle, WA
(206) 364-8401 - 1 review
- D** [Queen Anne Plumbing](#) - more info »
7211 3rd Ave NW, Seattle, WA
(206) 283-5364
- E** [Alpine North Plumbing](#) - more info »
4225 Linden Ave N, Seattle, WA
(206) 632-1752
- F** [Bill's Plumbing](#) - more info »
6128 8th Ave NW, Seattle, WA
(206) 605-6063
- G** [Keller Supply Co.](#) - more info »
3209 17th Ave W, Seattle, WA
(206) 285-3800

Bill's Plumbing
Write a review - more info »
6128 8th Ave NW
Seattle, WA 98107
(206) 605-6063
[bills-plumbing.info](#)
Get directions - Search nearby
Save to My Maps - Send
Edit New!

When a user types in the exact name of Bill's business, the only listing that appears is his, a valuable piece of information. This means that should someone see a flyer or hear from a friend that "Bill's Plumbing" is a good business their search will only yield Bill's posting. However, this is not nearly enough to draw new customers. To do this, you Bill will need to start optimizing his listing.

Search Results My Maps

Print Send Link to this page

Results 1-1 of about 173 for **bill's plumbing** near **Seattle, WA**

Categories: [Auto Repair](#), [Hardware](#)

Bill's Plumbing - [more info >](#)
 6128 8th Ave NW, Seattle, WA
 (206) 605-6063

[See all 173 results for bill's plumbing](#)

Bill's Plumbing

[Write a review](#)

6128 8th Ave NW
Seattle, WA 98107
(206) 605-6063
[bills-plumbing.info](#)

Get Directions: [To here](#) - [From here](#)
[Add or edit your business](#)

Details (1) [Reviews](#)

Hours: Open Daily 9am-5pm
Payment Accepted: Check, Invoice, Cash, MasterCard, Visa
Experience: 25 Years
Description: A plumbing & radiant heating contractor specializing in all phases of residential and light commercial projects and repairs.
Email: bill@billsplumbing.com
Provided by the business owner