

HOW TO RANK LOCAL IN 5 EASY STEPS



Leverage your
local web presence &
attract more
customers

A publication of



Location-based Automotive Marketing Specialist

IS THIS BOOK RIGHT FOR ME?

This Ebook is designed for local small business owners who are looking to grow their business on the web.

WHAT YOU WILL LEARN

- + Leverage Google My business for better exposure in your local area.
- + How to setup your Google plus business page for optimum conversions.
- + Get listed on the big 5 directories to generate more business.

WHAT THIS EBOOK TEACHES YOU

We will take you through a step by step guide to list and optimize your business on the big 5 search engines.

- + Google my business
- + Yahoo Local
- + Yelp
- + Bing Local
- + Yellowpages.com

CW TAYLOR MARKETING ALL-IN-ONE WEB MARKETING SOLUTION FOR CUSTOMER ACQUISITION GENERATION

Get Found: Help prospects find you online

Convert: Nurture your leads and drive conversions

Analyze: Measure and improve your marketing

[Request a Demo](#)



HOW TO RANK LOCALLY IN 5 EASY STEPS

by Skip Beals

Skip works with our clients on performance reports, Google+ coaching while keeping the channels of communication between our clients and our company open. He's also an avid researcher of the latest SEO techniques.

Skip has made himself an invaluable member of our team by individualizing search engine marketing strategies to each of our clients' specific needs. Skip believes that committing to an SEO strategy needs to become habitual for our clients to see the best results.



Account Manager / SEO Specialist /
Social Media

SETTING UP YOUR GOOGLE+ ACCOUNT

Once you create your Google Plus profile you'll be able to set up your dashboard using the email that you either have access to or just created.

Step 1

Create a **Google+** profile by entering the shop owners name and relevant information from the auto shop.

1. Client Name
2. Shop Name
3. Phone Number
4. Use an existing email address or create a new one.
(Use the shop name if possible when creating a new email e.g. autoshopname@gmail.com)

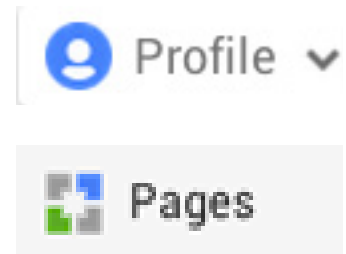


Be sure to document the email and password for your Google Plus profile!

SETTING UP YOUR GOOGLE+ DASHBOARD

Step 2

Log into your **Google+** profile and select the Home/Profile button in the top left corner and select the Pages Option.



NOTE: If you already have a Google+ Dashboard, you can still update your information by selecting “Manage This Page”

Select **“Get your page”** and choose your **BUSINESS TYPE**

Get your page

Search for your business

Find your business, then proceed to the following steps to ***claim and verify*** the listing.

If you **DO NOT FIND** your business, then click “Add your business”



NOTE: Autoshops should select the storefront option.

Google

My Business | Find y

Your Autoshop Name Here

VERIFYING YOUR GOOGLE+ DASHBOARD

Step 3

You can verify your **Google+** account by **PHONE VERIFICATION** or through **POST VERIFICATION** (postcard sent in the mail).



NOTE: Phone is always preferable since it is immediate and there is no chance of the postcard getting lost in the mail.

Phone Verification:

- 1.** Make sure you can directly answer your business phone number to receive your verification code.
- 2.** Click Verify by phone to have the code sent to your phone via automated message.
- 3.** Enter the code from the message to verify your business.

VERIFYING YOUR GOOGLE+ DASHBOARD

Step 3

Postcard Verification:

1. On the postcard request screen, make sure your address is displayed accurately on your postcard. You can also add an Optional contact name to help your postcard reach you. Then click Send postcard.
2. When you receive your postcard, enter your verification code into your dashboard to verify your business.

Once you've verified, you may see a banner asking you to review your information and make any final changes.

Click **Done editing** when you're certain everything is up to date.

Note that you won't be able to update the business's name until the verification process is complete.

SETTING UP YOUR BING DASHBOARD

Step 1

Click [HERE](#) and select “**Get Started**”

Search for the client’s business by either using their phone number or their shop name and address. This is fairly self-explanatory on the website. IF the listing pops up you will ask if you would like to verify the listing. Then proceed to follow the steps for Verification.

IF the listing DOES NOT pop up we will have to create the listing first before it can be verified.

Click on the “Create new business” button. Then Bing will prompt you to login in.

Fill out the appropriate fields for your business.



Be sure to document the email and password for your Bing account!

VERIFYING YOUR BING DASHBOARD

Step 1

To verify your BING Listing, click the **Verification Tab**

Phone Verification:

An automated Bing phone message will call you with a six digit PIN number.

1. Record the six digit PIN number
2. Enter in the pin number to Verify the business

Postcard Verification:

1. Put your name in the Attn: field e.g. [Attn: Shop Owner]
2. Confirm that the address is correct, take a screenshot and email it to the client to inform them that they should look for the verification postcard in the mail.
3. Enter the PIN number to verify your BING listing.

SETTING UP YOUR YELP DASHBOARD

Step 1

Click [HERE](#) Click the Banner at the top of the page: Create your free account. You will be prompted to enter your business name, address, phone number and hours.



NOTE: Make sure the email address entered at the bottom of the page is one that you can access. Yelp will send an email that you will use to confirm the business listing.

Step 2

Verification:

Check the email to see if the business was successfully reviewed and set up an Business Owner Profile.

The listing will be claimed and verified. Yelp does not require you to verify the business when creating a free listing.

SETTING UP YOUR YELLOW PAGES DASHBOARD

Step 1

Click [HERE](#) and select **“Get Your Free Listing!”**

Enter: Business Phone Number, Business Name, Email (one that we can access), Categories for Business (Keywords), Street Address and Year Established

Step 2

Verification:

YP will prompt you to verify the listing with a phone call.

Record and enter the PIN to verify your business listing!

SETTING UP YOUR YAHOO LOCAL DASHBOARD

Step 1

Click [HERE](#) and select “Yahoo Local Basic Listing” / Sign up Now

Populate the informational fields with details from the client. Under Business Category you should put: Auto Repairs(optional).

If you are able select a listing to claim, do so. If not click create new listing.

To do either of these things you will have to create a new account. They will make you create a Yahoo.com email address. Use the name of your shop as your email address and record the password!

Enter all the business information including, business website, business hours, shop phone number, photos and business categories.

Verification:

Verfiy your listing with SMS, Phone call, Email or Post card. Enter the PIN and your listing will be verified!

GET STARTED WITH CW TAYLOR MARKETING TODAY

Learn how we can help you
increase your car count by
5 - 12 new customers a week.

Sign up For CW Taylor's Free
Web Consultation!



Skip Beals
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Get Started Today