



**ZEPHYR**  
MARKETING

**Be More Visible**

**With a Google Local Business Listing**

> Promote Your Listing with Reviews

# Topics

- Introduction to Local Business Listings
- How to Create your Local Business Listing
- **Promoting your Local Business Listing**



How to Promote Your Google...

# LOCAL BUSINESS LISTING

## Be More Visible!

Now when potential customers search for your products and services on Google, there's a better chance your business is more searchable and visible.

Encourage your customers to add a review to your listing.

Have a plan to promote your listing.

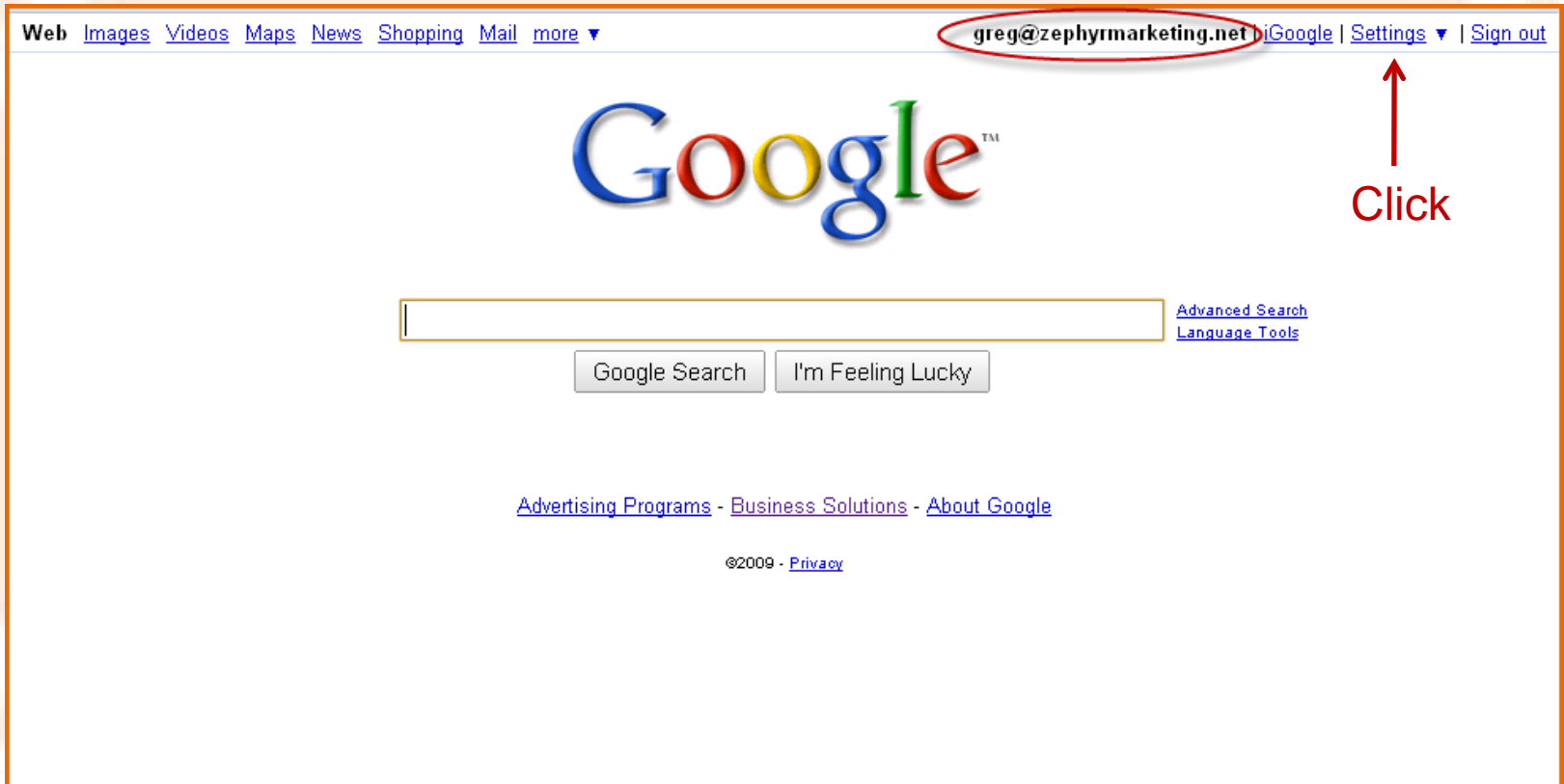




# Have a *Review Plan*

1. Let customers know early.
2. Link them to your listing upon completion.
3. Ask them to write a review.
4. Ask and you shall receive!

# When signed in click on the Settings Link next to your email



This will take you to your Account Profile page

Then click on the LBC link →



Business	Status
<b>Zephyr Marketing LLC</b> 1060 Grant Street Suite 1-D Benicia CA 94510 United States	<b>Active</b> Posted Dec 9, 2009 0 coupons (0 active) <a href="#">See your listing on Google Maps</a>

Click →



Google maps  Search Maps [Show search options](#)

Find businesses, addresses and places of interest.

[Get Directions](#) [My Maps](#) [Edit this place](#) [Print](#) [Email](#) [Link](#)

**Zephyr Marketing LLC**  
 1060 Grant Street, Suite 1-D, Benicia, CA  
 (707) 745-3503 – (707) 980-4213 (Mobile)  
[zephyrmarketing.net](http://zephyrmarketing.net)  
[Directions](#) [Search nearby](#) [more](#)

Category: Internet Marketing Service



Provided by the business owner



Click the "Link"




You can then copy and paste this link in an email to send to current customers who've done business with you. Ask them to visit y our listing and write a review!

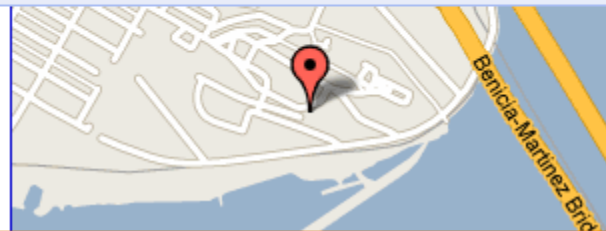
[Edit this place](#) [Print](#) [Email](#) [Link](#)

Paste link in **email** or **IM**

[https://www.google.com/maps/place?georestrict=input\\_srcid:18ee7deee2773650](https://www.google.com/maps/place?georestrict=input_srcid:18ee7deee2773650)



Provided by the business owner



# Email Link

The screenshot shows an email client window titled "Google Maps - Messa". The interface includes a ribbon with tabs for "Message", "Insert", "Options", "Format Text", "Add-Ins", and "Adobe PDF". The "Message" tab is active, showing options for "Send", "Account", "Paste", "Format Painter", "Clipboard", "Basic", "Address Book", "Check Names", "Attach File", "Attach Item", "Business Card", "Calendar", and "Signature".

The email composition area shows the following fields:

- To...: [Empty]
- Cc...: [Empty]
- Bcc...: [Empty]
- Subject: Google Maps

A text box with a white background and black border contains the text: "Info pre-populated in your email message when clicking on the 'Email' link in your local business listing." Two red arrows point from this text box to the "Subject" field and the email body.

The email body contains a blue hyperlink: [http://maps.google.com/maps/place?georestrict=input\\_srcid:18ee7deee2773650](http://maps.google.com/maps/place?georestrict=input_srcid:18ee7deee2773650)

# Sample Email

Hello,

Thanks for your recent business. I've included a link below to my local business listing on Google.

I would like to ask you for a review of your recent experience with Zephyr Marketing.

Please take a moment to click on this link and provide one:

<http://maps.google.com/maps/place?georestrict=input+srcid:18ee7deee2773650>

Thanks! And please don't hesitate to contact me with any concerns. I appreciate your business!


Sincerely|

Greg Elwell

Zephyr Marketing LLC

Off: 707.745.3503

Fax: 707.745.3506

 Twitter: <http://twitter.com/gregelwell>

 LinkedIn: <http://www.linkedin.com/in/gregelwell>

 Blog: <http://www.zephyrmarketing.net>

 Facebook Business Page

Client Wiki: <https://wsiwikiworks.clientsection.com/login>

# Key Takeaways

- Look for ways to enhance your listing: keywords, details, photos, videos, hours, coupons, reviews
- Establish a plan to collect reviews
- Send customers an email with a link to your listing.
- Place a link to your local business listing on your web site – and ask for reviews
- Ask for the review while mitigating any issues

# For more information...

- Greg Elwell, Principal, Zephyr Marketing LLC
  - Phone: 707.745.3503
  - Blog: <http://ZephyrMarketing.net>
  - Email: [greg@ZephyrMarketing.net](mailto:greg@ZephyrMarketing.net)
  - Twitter: <http://twitter.com/ZephyrMarketing>
  - Zephyr Marketing Facebook Fan Page
    - <http://www.facebook.com/ZephyrMarketing>

*Helping local businesses be more visible, credible and remarkable*