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Spread the Word about Your Local Business with Google+ by Bernadette Coleman

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Spreading the word about your business online has never been more important and more efficient. The age of social media and search engine optimization has leveled the playing field between the company with 100 years of marketing and advertising behind them and the company who sells vintage sports memorabilia out of their parents spare room.

Google+ Business Page Optimization

There seems to be a new social media site entering the arena all the time and it can often be hard to keep up with which new avenue of social media marketing is crucial to the success of a local business. Google launched its social media platform Google+ in mid-2011. In November, Google launched as an addition, the Google+ Business Page. The Internet powerhouse has made it easier for potential clients and customers to find your local business. Local business directory submission experts can assist you with optimizing your social media platforms, such as Google+ Business Pages.

Professional Local Business Directory Submission

Relying on professional Internet submission professionals at a local site submit company is the first step to bettering your online presence. Local business directory submission companies will collect your business data including website address, various names associated with your company, photos, and other forms of media. In addition, social media avenues such as Facebook, Twitter, and YouTube are given consideration. Professional local business directory companies will hand submit your business directory to the Top 100 localized websites with detailed listing information, photos, and videos. Announcing your online presence through social media will drive traffic to your businessâ€™s website, and give you a decided advantage over competitors by simply having more citations.

Optimized Google+ Business Page

With a Business Page from Google+, you can be the first source of communication with your consumers. A local business can help spread word about their product, often offering special online only deals or discounts to make customers for life. With a Google+ Business Page, a business can also reach a multitude of potential new clients, through friends of friends and word-of-mouth. As a business owner, you can also create Circles in your Google+ page, allowing you to easily control who views your content, something other sites such as Facebook or Twitter have been slow to catch up on. Your local business page should always look professional, and with the unique marketing methods possible with a Google+ Business Page, you can ensure that your business is represented in the best light possible.

For all social media needs, a local site submission service is the right choice. Search engine marketing (SEM) experts can help with social media, Google Places, and directory submissions creating uniform data across the internet.

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Bernadette Coleman - About Author:
Local Site Submit is a a business listing directory specializes in assisting companies in increasing their online presence. Whether it is through a local business directory submission or optimizing your Google Places listing, we aim to make sure you dominate the Internet.

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