3 Best Ways of Google Places Optimization by James Blee

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In case you are one of those businesses that have been successfully offering competent services in your locality but have not yet claimed the much required Google places listing, there is really nothing to worry as it is a common trend among most businessmen to neglect this very important part of their business.

Now, the problem that arises due to this negligence is the chances of someone else claiming stake to the listing which in turn is going to lead to potential clients being presented with incomplete or wrong information on the leads and traffic. With so many people relying on the web nowadays, you really cannot afford to sit with such negligence. So, here are 3 top ways of google places optimization for local businesss.

Prevalence- While determining a rank of a web portal, Google is going to consider how many times a businesses is listed in the review sites, local directories, social media sites, video sharing platforms and others. Therefore, the objective should be to ensure a presence in most of these places to get a higher priority listing.

Links- As everyone knows, the external links are always of utmost importance for optimization purposes. So, another key object that needs to be achieved at any cost is to drive sufficient links to the listings. This can be done through several software tools such as ping.fm, fiverr.com, posterous.com and others.

Reviews- Finally, try to get as many positive reviews as possible for your business and services. For getting a star rating on Google places listing, you need to achieve a minimum of 5 reviews but your aim should be to get as many reviews as possible to show in your profile.

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