LBL Optimization: How to Beat Google in Its Own Game by Staci Burruel

Article published on April 17th 2012 | Internet Business

You might have noticed that when you search for a service in Google, the results would include the top seven providers of that service plus a map that shows where they are. Because of the sheer number of people that use Google, most businesses dream of being included in that top ten. But what exactly does it take to make it to the top of search engines?

The Internet has now become the Yellow Pages of modern times. If you want to succeed as a business, you want to be either at the top of search results or at least on the first page. Improving your visibility on Google will help in getting leads and customers. To do this, there are several factors that you need to consider.

Location. When people Google the keyword â€˜restaurants Chicagoâ€™ for example, one of the factors that contribute to a rank among top results would be its proximity to the center of Chicago. Make sure that your current location is known to Google by having your business listed in the top online local business listings. This would ensure that Google is aware of your company and knows exactly where you are to include you in a local search.

Information. By using usually-searched-for keywords in the information you provide in your business listing, Google will have an easier time finding you. If you sell paint for example, using the many variations of the word â€˜paintâ€™ in your listing can increase your ranking in the search engine results. You can run tests regarding the best keywords to use with Google Analytics on Google Local Business Center.

Corroboration. Try to establish a presence on several directories and business listings to have more citations in a search. Build a robust listing in one local business listing service and then use this as a template for other lists and directories. Increased online visibility means a higher rank in search results.

Consumer Input. The number of positive reviews in the Internet is also monitored and considered by Google. Aside from establishing a presence on local business listing services, be sure to encourage your customers to write reviews on relevant sites. For restaurants, for example, Google scours sites like Citysearch, TripAdvisor, and Zagat for reviews.

For a more professional local business listing optimization, you should hire the services of an internet marketing company to get you to that top spot. For more information, you can visit SearchEngineGuide.com or SearchEngineJournal.com.

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For more details, search a local business listing services, a local business listing optimization and a local business listing service in Google for related information.

Article Keywords:

local business listing optimization, local business listing service, local business listing services

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