

May Retail Tips



Balagangroup

Top Tips - Part Fourteen

Is your business on the map?

Even if you don't have a website, this is important for your business. More and more often now customers are searching online for answers to their questions or solutions to their problems. So the biggest determinant to whether or not they walk through your doorway is whether or not they can find you on line when they are searching.....



I used to look at searches for my shops and vaguely wonder how to come up in the results, or why we weren't in the results, but now I have the answer, and its really really easy !

Google has announced its IP-based local search results. So make sure that your business can be easily found by going to the Google local business centre and entering your details. It's as simple as that....!

Ensure that your business can be found by anyone searching online by simply showing up in the searches on Google Maps by using Google's Local Business Center -- it's FREE!

Start by visiting the Local Business Center, and supply your business information. You will then be able to upload photos, specify categories, payment options and business hours and much more.

Google Links:

- Google Maps: <http://maps.google.co.uk/>
- Local Business Center: <http://www.google.co.uk/local/add/businessCenter>

Peterborough example:

- Peterborough giftshop
- <http://www.google.co.uk/search?hl=en&q=gift+shop+peterborough&meta=>

Searching under giftshops and peterborough brings up my shop, sadly at J position, but if I'd known about this earlier we could have been much higher.

Also, when the search results come up, if you scroll down through the entries you'll find lots of review sites, if you enter your details in their lists and directories as well you'll come up even higher. This will probably take you an hour or so to complete, but its free and if it brings your shop to the listings on page one of the Google search engine – then it's a safe bet that its worthwhile!

While you're at it, check out your Google profile and make sure that that's updated too..... There's lots of routes to Rome, so make sure you're leaving some signposts !

<http://www.google.com/profiles>

As always we love to hear your feedback, so if you've tried any of our tips, please let us hear your stories.....

Rachel