



Local Business Center

Product Training



In partnership with:



Product Introduction

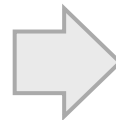
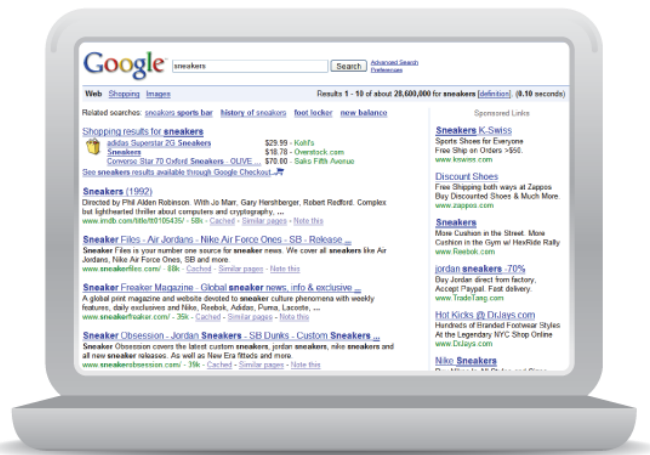


Online presence drives real world customers



89%

of consumers research products
online



93%

of retail sales occur offline
(and 0% of people can eat
on a website!)



Source: Yahoo! and comScore Study Finds Online Consumers Who Pre-Shop on the Web Spend More In-Store. July 2007.

Anatomy of a listing on Google



Accurate address & phone number

Reviews

Additional details

Red Mango

3 reviews - [Write a review](#)

429 University Ave
Palo Alto, CA 94301
(650) 324-1811
redmangousa.com

Get directions: [To here](#) - [From here](#)
[Add or edit your business](#)

Overview [Details \(2\)](#) [Reviews \(3\)](#) [Photos & Videos \(3\)](#) [User Content \(20\)](#) [Web Pages \(63\)](#)

★★★★★ **BEST FROZEN YOGURT** - Stephanie C. - Dec 9, 2008
Wow, Yogurtland and Frozo's can step aside. I used to be into the whole idea of self serve. I mean, it's fun and you get lots of choices, but the frozen yogurt itself isn't exactly ...
[More from Insiderpages.com >](#)

★★★★☆ **Delicious yogurt, but definitely at a...** - Just - Aug 27, 2008
Red Mango is more along the lines of a 'high-end' yogurt place. The quality of yogurt is smooth and creamy.... almost similar to ... [More >](#)

[See all 3 reviews >](#)

Website: www.redmangousa.com
Payment Accepted: American Express, Cash, Discover, MasterCard, Traveler's Check, Visa
Description: Authentic nonfat frozen yogurt
Email: info@redmangousa.com
[Provided by the business owner](#)
[See all details >](#)

Hours

Mon:	11am - 11:30pm
Tue:	11am - 11:30pm
Wed:	11am - 11:30pm
Thu:	11am - 11:30pm
Fri:	11am - 12:30am
Sat:	11am - 12:30am
Sun:	11am - 11:30pm

[See all 3 photos >](#)

[Near Content](#)

Accurate marker location

Photos & Videos

Store hours

Local Business Center **lets you control** everything, except reviews

Drive traffic with local listings



Local Listings on Google.com

The screenshot shows a Google search for "palo alto pizza". The search bar contains the text "palo alto pizza" and a "Search" button. Below the search bar, there are links for "Web" and "Maps". The main content area displays "Local business results for pizza near Palo Alto, CA". On the left, there is a map showing the Palo Alto area with several red location pins. On the right, there is a list of 10 businesses, each with a lettered label (A through J), a name, a website URL, a phone number, and a review count. For example, item A is "Pizza My Heart" with 13 reviews. At the bottom of the list, there is a link for "More results near Palo Alto, CA".

How does it work?

- People search Google.com and Google Maps to find local businesses
- Business listings and enhanced data are gathered from multiple sources, including:
 - Websites
 - Yellow pages data
 - Direct feeds and submissions
- Businesses can add or edit their business listing using Google's free **Local Business Center**

Local Listings on Google Maps

The screenshot shows a Google Maps search for "palo alto pizza". The search bar contains the text "palo alto pizza" and a "Search Maps" button. Below the search bar, there are links for "Get Directions" and "My Maps". The main content area displays "Local business results for pizza near Palo Alto, CA". On the left, there is a list of 3 businesses, each with a lettered label (A through C), a name, a website URL, a phone number, a star rating, a review count, and a short description. For example, item A is "Pizza My Heart" with a 4.5-star rating and 13 reviews. On the right, there is a map showing the Palo Alto area with several red location pins corresponding to the businesses listed on the left.

77% of Internet users **search daily**

The screenshot shows a Google search for "palo alto pizza". The search bar contains "palo alto pizza" and the search button is visible. Below the search bar, there are links for "Advanced Search" and "Preferences". The results are personalized based on web history. The main results section is titled "Local business results for pizza near Palo Alto, CA" and is enclosed in a red box. It includes a map of Palo Alto, CA, with several red location pins. To the right of the map is a list of 10 pizza businesses, each with a lettered header (A-J), the business name, website, phone number, and number of reviews. Below the map and list is a link for "More results near Palo Alto, CA". To the right of the main results is a "Sponsored Links" section featuring "Pizza My Heart" with details about their New York Style Thin Crust Pizza, free delivery, website, and address. Below the main results is a section for "Palo Alto Pizza" with a brief description, a link to the Yelp page, and a "Cached" link. Below that is a section for "Patxi's Chicago Pizza" with a brief description, address, phone number, hours, and links to menu, locations, and employment. Below that is a section for "Pizz'a Chicago Home Page" with a brief description, a link to the website, and a "Cached" link.

Google Search [Advanced Search](#) [Preferences](#)

Personalized based on your web history. [More details](#)

Web [Maps](#) Results 1 - 10 of about 1,050,000 for **palo alto pizza**. (0.20 seconds)

Local business results for pizza near Palo Alto, CA



A. **Pizza My Heart** - www.pizzamyheart.com - (650) 327-9400 - [13 reviews](#)

B. **Patxi's Chicago Pizza** - www.patxispizza.com - (650) 473-9999 - [24 reviews](#)

C. **California Pizza Kitchen** - www.cpk.com - (650) 323-7332 - [19 reviews](#)

D. **Round Table Pizza** - www.roundtablepizza.com - (650) 322-2893 - [1 review](#)

E. **Pizz'a Chicago** - www.pizzachicago.com - (650) 424-9400 - [19 reviews](#)

F. **Domino's Pizza** - www.dominos.com - (650) 326-6552 - [1 review](#)

G. **Round Table Pizza** - www.roundtablepizza.com - (650) 322-5914 - [3 reviews](#)

H. **California Pizza Kitchen** - www.cpk.com - (650) 325-2753 - [1 review](#)

I. **Fandango Pizza** - www.fandangopizza.com - (650) 494-2928 - [3 reviews](#)

J. **Spot A Pizza Place** - www.spotpizza.com - (650) 324-3131 - [More](#)

[More results near Palo Alto, CA](#)

Sponsored Links

Pizza My Heart
New York Style Thin Crust Pizza
Free Delivery
www.pizzamyheart.com
850 El Paseo De Saratoga, San Jose

Palo Alto Pizza [+](#) [x](#)
97 businesses reviewed for Pizza in Palo Alto on Yelp. Read about places like: Patxi's Chicago Pizza, Pizz'a Chicago, Mountain Mike's Pizza, Ramona's Pizza, ...
www.yelp.com/c/palo-alto-ca/pizza - 39k - [Cached](#) - [Similar pages](#) - [🗨](#)

Patxi's Chicago Pizza [+](#) [x](#)
Patxi's (pronounced Pah-cheese) Chicago Pizza serves the best pizza in the Bay ... 441 Emerson St, Palo Alto, 94301 | 650.473.9999 | Tues - Sat 11am - 10pm, ...
[Menu](#) - [Locations](#) - [About Patxi's](#) - [Employment](#)
www.patxispizza.com/ - 7k - [Cached](#) - [Similar pages](#) - [🗨](#)

Pizz'a Chicago Home Page [+](#) [x](#)
Voted "Best Pizza"-San Jose Mercury News Voted "Best Pizza" by the readers of the Palo Alto Weekly Rated *** by Sheila Himmel of the San Jose Mercury News ...
www.pizzachicago.com/ - 16k - [Cached](#) - [Similar pages](#) - [🗨](#)

1M

Hours are spent **browsing** Maps and Earth everyday

The screenshot shows a Google Maps search for "palo alto pizza". The search results are listed on the left side of the map. The results are as follows:

- A** **Pizza My Heart** - [more info](#)
220 University Ave, Palo Alto, CA - (650) 327-9400
★★★★☆ 15 reviews - [Write a review](#)
"I love Pizza My Heart's thin, crispy crust pizza. If you want a thick, ..."
- B** **Patxi's Chicago Pizza** - [more info](#)
441 Emerson St, Palo Alto, CA - (650) 473-9999
★★★★☆ 29 reviews - [Write a review](#)
"Also there Calzone's are out of this world. Really good salads too. Service is ..."
- C** **California Pizza Kitchen** - [more info](#)
531 Cowper St, Palo Alto, CA - (650) 323-7332
★★★★☆ 19 reviews - [Write a review](#)
"Do not expect same level of service on those two days. PROS: pizza is awesome, ..."
- D** **Pizz'a Chicago** - [more info](#)
4115 El Camino Real, Palo Alto, CA - (650) 424-9400
Category: Pizza
★★★★☆ 20 reviews - [Write a review](#)
"Pizz'A Chicago is my favorite pizza, hands down. I love the lunch specials, it ..."
- E** **Round Table Pizza** - [more info](#)
263 University Ave, Palo Alto, CA - (650) 322-2893
1 review - [Write a review](#)
- F** **Domino's Pizza** - [more info](#)
240 Cambridge Ave # B, Palo Alto, CA - (650) 326-6552
1 review - [Write a review](#)

The map shows the Palo Alto area with several red location pins corresponding to the search results. The search bar at the top contains "palo alto pizza" and the search results are displayed in a list on the left side of the map. The map itself shows the Palo Alto area with various streets and landmarks. The search results are highlighted with a red box.


Attract new customers



PRINTABLE COUPON Never Expires

Your Business
Create a coupon for free!

Quick and easy



Coupons are a great way to attract new customers to your business.

Google [auto-generated]

Google Maps Local
Locations Coupons

Enter details of your coupon.
Coupons must adhere to Google's [Editorial Guidelines](#)

Business Name
max. 35 characters
Your Business
Example: Giuseppe's Pizza

Headline
max. 25 characters
Create a coupon for free!
Example: 15% off any pizza

Sub-heading
max. 35 characters
Quick and easy
Example: Excellent woodfired pizzas

Details
max. 250 characters
Coupons are a great way to attract new customers to your business.

Image (optional) [Edit Image](#) [Remove Image](#)

Good until date:
 Never expires Choose expiration date

Offer code (optional)
max. 15 characters
If your business has an offer code that you want to display on your coupon, enter it above.

At what locations is this coupon valid?
Currently, only locations in the United States are supported

Princeton Surf Shirt Co
1721 Morgan St
Mountain View CA 94043
United States

[Cancel](#) [Continue »](#)

Preview:
This is how your coupon will look to Google users:


Summary View
[Create a coupon for free!](#)
Quick and easy

Detail View

PRINTABLE COUPON Never Expires

Your Business
Create a coupon for free!

Quick and easy



Coupons are a great way to attract new customers to your business.

Google [auto-generated]

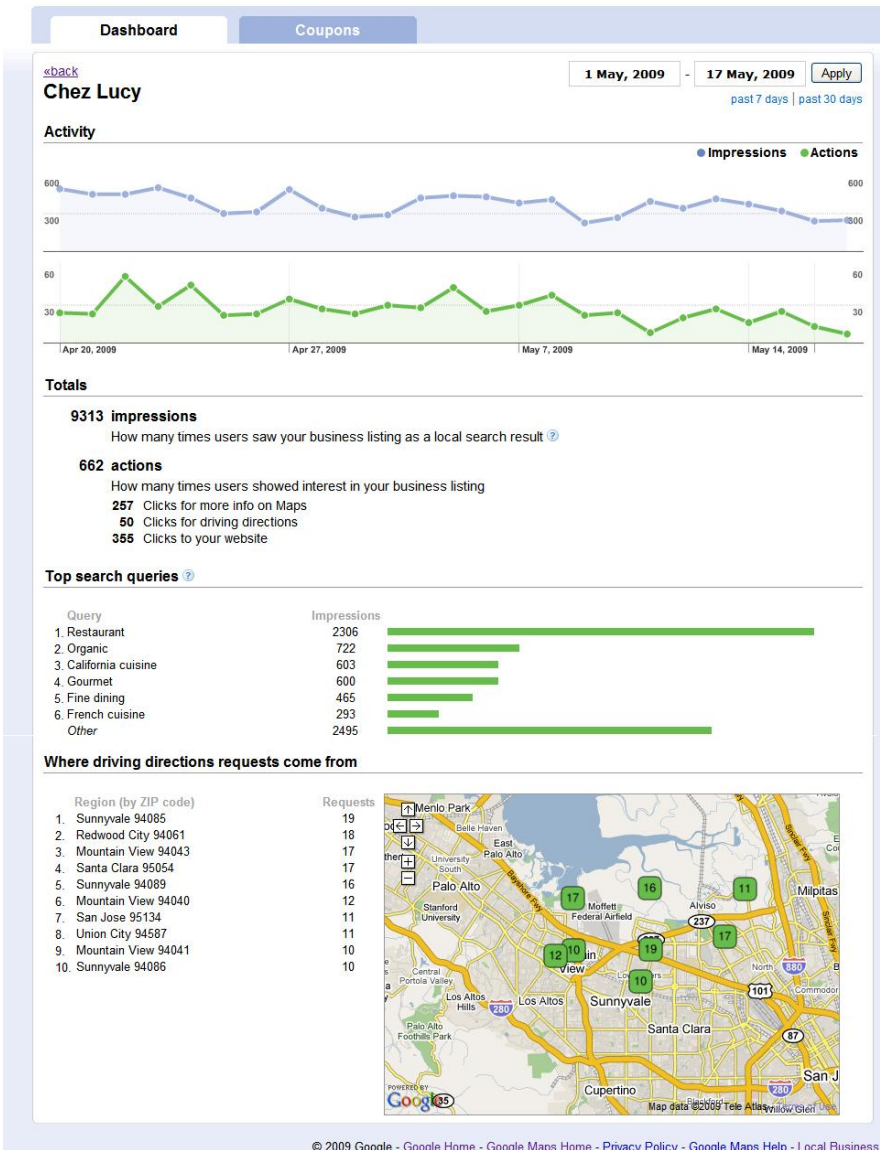
Businesses can **add coupons** to their listing for free

163%

Increase in **searches for coupons** in 2008



* Source: Google Insights for Search



Metrics Dashboard

- Businesses can monitor their listing using the **Local Business Center** dashboard
- How many people saw my listing?
- How many people showed interest in my business?
- What search terms triggered my business?
- **Make advertising or business expansion decisions with data you can't get anywhere else**

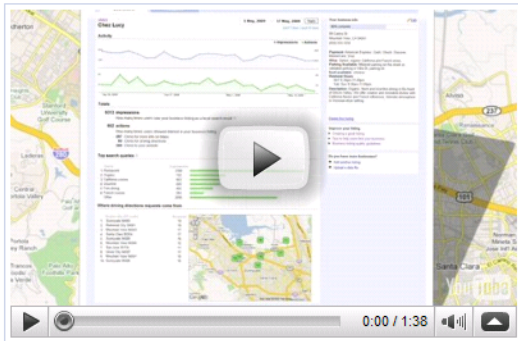
How-to



Google Local Business Center

In partnership with:

Good things come from Sysco iCare
Your potential customers are hungry.
Make sure they can find you on Google, it's free.



Change Language: English

[Sign up now »](#)

Sign in to Local Business Center with your

Google Account

Email:

Password:

Stay signed in

[Can't access your account?](#)

google.com/lbc/syscoicare

- Sign in with your Google account, or create a new one
- You can also check out our overview video, with a restaurant “Chez Lucy” as the focus



Free listing

Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.



Free updates

Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.



New! Free insights

Use the power of Google's data to learn where your customers come from and what they search for to find you.

List your business



Google Local Business Center

haywryan@gmail.com | [Settings](#) | [Help](#) | [Sign out](#) |

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment business hours and much more.

Country:	<input type="text" value="United States"/>
Company/Organization:	<input type="text" value="Ryan's Cool Restaurant"/>
Street Address:	<input type="text" value="340 East 18th St"/> <input type="text"/>
City/Town:	<input type="text" value="New York"/>
State:	<input type="text" value="Select state"/>
ZIP: ?	<input type="text" value="10003"/>
Main phone:	<input type="text" value="415 309 2895"/> <small>Example: (650) 555-4000 Add more phone numbers</small>
Email address:	<input type="text" value="ryanscoolrest@gmail.com"/> <small>Example: myname@example.com</small>
Website:	<input type="text" value="ryanscoolrestaurant.com"/> <small>Example: http://www.example.com</small>
Description:	<input type="text" value="The food is really good here. I promise."/> <small>200 characters max, 100 characters left.</small>

[Fix incorrect marker location](#)

© 2009 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Maps Help](#) - [Local Business Center Home](#)

Enter basic information

- Enter your address, phone, description, and other details

See if your business is already listed



Already on Google Maps?

The listing you entered closely matches the following listings already on Google Maps. If you are referring to one these listings, please click on the 'Claim Listing' button next to it.



Ryan's Daughter

350 E 85th St New York NY United States

Claim Listing



Sidewalk-Bar Restaurant

94 Avenue A New York NY United States

Claim Listing



Elizabeth Restaurant

265 Elizabeth St New York NY United States

Claim Listing

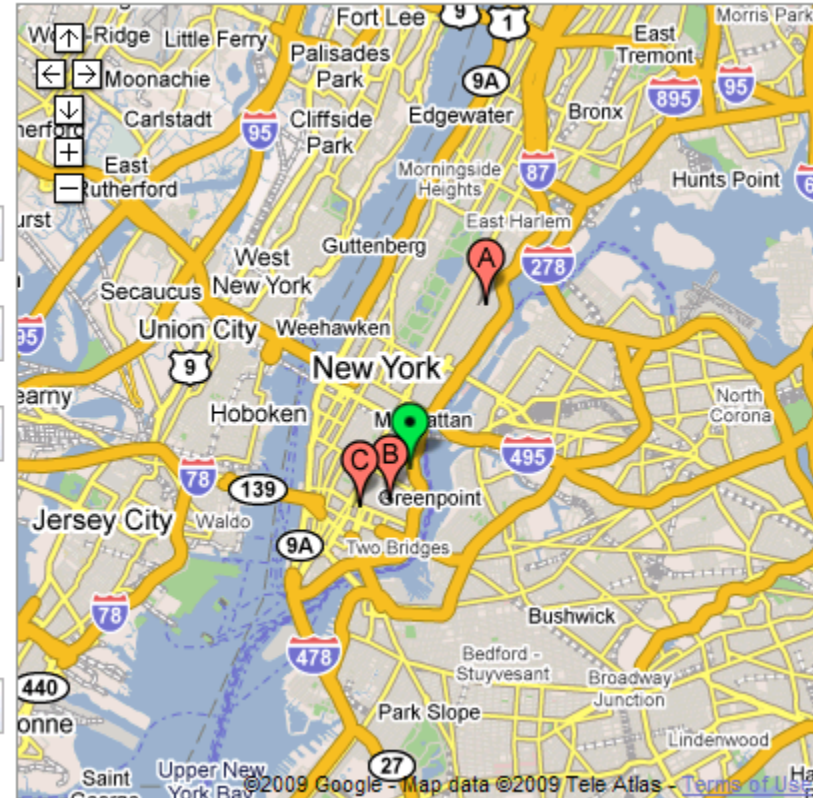
If none of the above is the listing you were trying to add, please click on the 'Add Listing' button.



Ryan's Cool Restaurant

340 East 18th St. New York NY United States

Add Listing



- If it's already listed, [claim it](#)
- If you don't find it, [add it](#)

Enhance your listing



▼ Payment options

Specify how customers can pay at your business.

- | | | |
|---|---|--|
| <input type="checkbox"/> Cash | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover | <input type="checkbox"/> Google Checkout |
| <input type="checkbox"/> Invoice | <input type="checkbox"/> MasterCard | <input type="checkbox"/> Paypal |

▼ Photos

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 0 of up to 10 images for this listing.

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfxv1JdXI>

You have uploaded 0 of up to 5 videos for this listing.

▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

Make your listing as useful as possible

- Enter categories that describe your business
- Add hours by day
- Payment options you accept
- Photos
- Videos
- Anything else!

Verify that it's your business



How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:



By phone

We'll call you at this phone number (415) 309-2895



By postcard (2-3 weeks)

We'll send you a postcard in the mail to this address

Ryan's Cool Restaurant
340 East 18th St.
New York NY 10003
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

Contact name:

Ryan Hayward

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Finish

2 ways to verify

- Recommended:
Get a phone call at your business number (be sure you're by the phone!)
- By postcard (2-3 weeks)
- Click "Finish" and you'll be taken to a page where you can enter your verification ping

Thank You!

Q&A

