

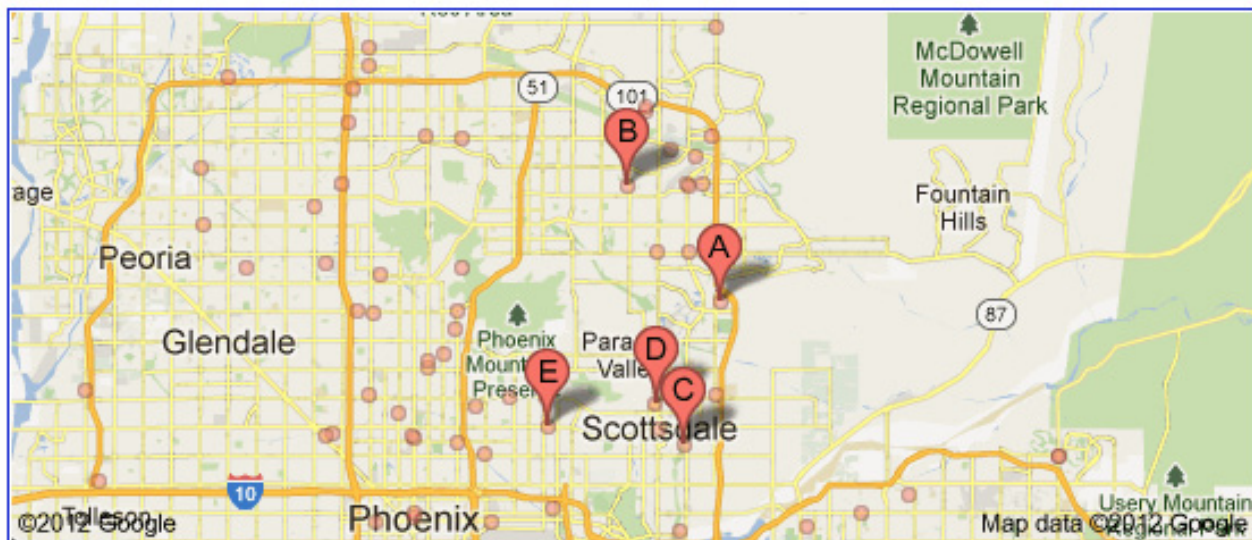


Right On - No Bull Marketing eBook:

LOCAL SEO

HOW TO GET TOP SEARCH ENGINE RANKINGS

Places for local businesses near Scottsdale, AZ



Discover How To:

- Get Top Local Search Rankings
- Get Online Reviews
- Dominate Google Maps
- Crush Your Competition



TO OUR READERS...

Dear Friend,

Did you know that search engines are the number one way that customers find local businesses? According to Google, 97 percent of customers find local businesses by searching online.

That's why we've compiled this guide. It's full of ways to help your local business get found by customers online.

We also publish our [Right On - No Bull Marketing Blog](#). This blog keeps you informed about search engine optimization best practices and trends. The goal of our blog is to help you become better at marketing and selling in the internet era. Our blog gives you an insider's perspective on marketing strategies, tactics and marketing channels.

We hope you enjoy what you read. We also hope you get our free blog updates. They can be sent to you via [email](#) or [RSS Feed](#). And be sure to [like us on Facebook](#). Our Facebook fan page is full of content you won't find anywhere else. We also run Facebook fans only webinars, giveaways and specials. I hope you join us.

Thanks for reading!

Stay Thirsty!

Brian Offenberger, CeM, CSMA

CEO | Right On No Bull Marketing

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Why Your Business Needs Location Based Marketing

With the explosive growth of smartphones and GPS, location based services are becoming all the rage.

If you're unfamiliar with location based services, here's what you need to know.

People use location based services with their smartphones just like they would a map. They use their smartphone to find the products and services they need.

People also use their smartphone to notify friends on social networks of their current location. They also use location based services to post reviews and opinions about different businesses and locations they visit.

Smartphone users do this through a variety of location based service (LBS) platforms. Some of the more popular LBS platforms include:

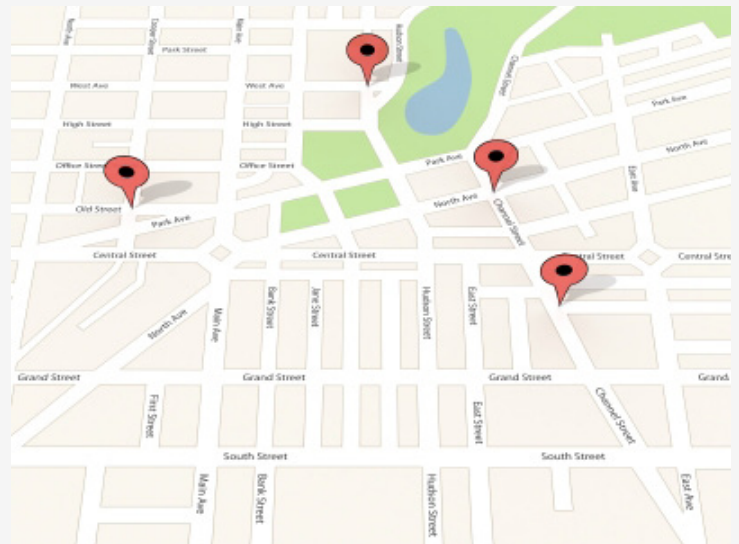
- Google+ Local
- Facebook Places
- Foursquare

So why are people voluntarily broadcasting their current location and opinions on social networks? The answer: Because they receive incentives such as discounts, online badges and other must-have items.

And why do they use their smartphones to find out where businesses are located? Because it's fast, easy, convenient and free.

For businesses, location based services are an exciting opportunity. These platforms allow people to find your business in new ways. As people continue to buy smartphones and use location based services, businesses will need to implement a location based marketing plan if they want to be found by potential customers.

This report will tell you everything you need to know about LBS platforms and why your



Location Based Marketing Continued...

business needs location based marketing.

Why Is Location Based Marketing Important For Companies?

You may be wondering: What do smartphones and location based services have to do with my business?

It's really simple. **Smartphones and location based services help people find your business.**

Think about it for a second.

Let's say someone is out driving around doing Saturday afternoon errands. After grocery shopping, they realize they need to get an oil change. They pull out their smartphone and they search "oil change" in Google.

The person sees a map of all the nearby repair shops in Google+ Local. They then look for discounts on Facebook Places, Foursquare and mobile websites. The person makes their decision.

Would your business be part of that decision? If you don't have a location based marketing plan, then probably not.

If they can't find you, they can't buy from you.

More and more people are turning to their smartphones to find the products and services they need.

Take a look at the numbers:

- One out of every four Americans owns a smartphone (Pew Research)
- More than 70 million people have accessed the internet from their phone last year (eMarketer)
- By 2012, more than 100 million people will be accessing the internet from their phone (eMarketer)

Here's the most interesting statistic, Google is reporting more than 30 percent of all mobile internet searches are "local searches." By comparison, only 20 percent of Google searches on

Location Based Marketing Continued...

regular computers are “local searches.”

This means more people are using their phones to search for addresses and other information to find the nearby products and services they need.

What Are The Benefits Of Location Based Marketing?

There are several important benefits you get with a location based marketing plan. **Most importantly**, you increase your visibility among potential customers near your business.

Here are some additional benefits:

- **Proximity:** With location based marketing, a nearby customer is more likely to visit your business than a competitor that is a 15-minute drive away.
- **More Impulse Buying:** By receiving information and discounts in real-time from their smartphone, it is more likely to buy from your business on impulse, which will lead to more impulse buying.
- **Higher Search Ranking:** Google is starting to give top billing to more of its products and services in its search results. A Google+ Local listing ensures that people searching nearby for the products and services you sell will find your business.
- **Hassle Free:** Customers don't have to go through the hassle of printing online coupons or clipping coupons from direct mail advertisements with LBS. It's also a lot harder to lose a discount on your smartphone. The phone is presented to the employee for the discount, making the shopping experience hassle free.
- **Higher Return On Investment:** Using location based services costs next to nothing. The ROI on location based service is much higher than other marketing channels such as direct mail, TV and radio.
- **Spreads Word Faster:** Location based services are tied to larger social networks such as Facebook. This leads to more people learning about the products and services you sell. Additionally, loyal customers can post reviews about your products and services. It's free word of mouth advertising.

These are just a few of benefits of implementing a location based marketing plan. As these

Location Based Marketing Continued...

technologies add more features, you can expect more benefits.

What Location Based Service Platforms Should You Use?

There are several LBS platforms you should include in your location based marketing plan. The list includes Google+ Local, Facebook Places and Foursquare. Here is what you need to know about each of these platforms.



Google+ Local

What It Does: Allows people to search Google for nearby businesses with their mobile phone. Search information results include phone number, address, map with directions and customer reviews. It's a map, phone book and review guide all in one place.

What Information Is Required: To maintain your Google+ Local listing, you need to verify you are the business owner/manager with a Google+ account. You will need to provide: phone number, address, website, hours of operation and a short business description. This service is free.



Foursquare

What It Does: Allows people to share their current location with friends by “checking-in.” Information is shared with the Foursquare social network and Facebook social network if connected. Users are awarded points and badges for check-ins.

What Information Is Required: You will need to create a Foursquare profile. You will need to enter your name, email and location. Once you have a profile, you will need to add your business to the venue listings if one does not exist. You will need to add: business name, address, cross streets, phone and Twitter handle. You can then register as owner of the business to create special and discounts. A Foursquare representative will call you to confirm you are the owner.

Promotional Features: Foursquare allows business owners to post specials. Specials can include free items and discounts on purchases. Specials are earned based on “check-ins.” They can be based on frequency or given every single time. Specials are free to run.

Location Based Marketing Continued...



Facebook Places

What It Does: Allows people to share with friends their current location by “checking-in” using the Facebook Places feature on the Facebook Mobile App on their smartphone.

What Information Is Required: To register a Facebook Place you will need the Facebook Mobile App. Search for your business using the application. If your business does not exist, enter the company name and a short description of your company. Be sure you are at your place of business when registering.

You can then visit Facebook and claim your page. After you claim your page, you can merge your places page with your business page on Facebook. A Facebook representative will call you to verify that you are the owner of the business. This service is free.

Promotional Features: Within Facebook Places there is Facebook Deals. This service allows you to offer customers special deals when they check into your business using Facebook Places. Deals can include: coupons, free items and donations to charitable organizations. Currently, it is free to post deals on Facebook Places.



How to Build a Powerful Google+ Local Listing

In the good old days, customers flipped through the Yellow Pages to find a local business.

Today, it's practically all done via computers and smartphones. According to Google, 97 percent of consumers search for local businesses online.

If you want local customers to find your company, it's important to have a Google+ Local listing. **Google+ Local** is the top online location for local search results on the web.



What is the difference between local search results and traditional search results and queries?

Local search adds a WHERE component like an address to the WHAT component most commonly used in search queries (keyword, product, service, etc).

This article will show you how companies can use Google+ Local to drive more local customer traffic to your business locations.

What is Google+ Local?

Google+ Local is an area on a search result page for local business listings. This area is often referred to as a Zero Pack. Here's an example if you search for security companies in Scottsdale, Arizona.

LOCAL SEO

Google+ Local Continued...

Bolt Security Guard Services is based in Scottsdale and offers security guard services to the greater Phoenix area.

[Home Security Companies | Scottsdale | Yelp](#)

www.yelp.com/topic/scottsdale-home-security-companies

Apr 21, 2011 – There are a lot of home alarm monitoring companies out there and they are often times hard to find out if one is better than the other. Any advice ...

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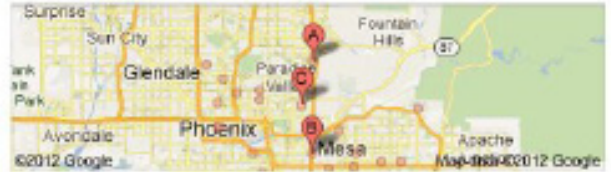
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As you can see from the above picture, Google+ Local gives you the top seven local security companies on its search results page. Google will give you anywhere from zero to seven local search results. That's why it's called the Zero Pack.

To be included in the Zero Pack local search results, Google uses mathematical algorithms. We won't bore you with all the details, but we'll show you the best way to get into the top seven search results later in the post.

If you click on the **"More Results"** link at the bottom of the Google Zero Pack, you'll be taken to a complete listing of all the local businesses ranked for a various search term.

Each Google+ Local search result also includes additional details for each of the businesses.

Google+ Local Continued...

The additional details include:

- Pictures and Videos
- Maps
- Business Hours
- Main Cross Streets
- Online Reviews

So now that you have a background on Google+ Local, you need to understand why it's important to your business.

Why is Google+ Local Important?

Businesses should use Google+ Local for the following reasons:

- **It's Where Google Shows Local Search Results** – This is where Google displays local search results. This is where customers expect to find information about local businesses.
- **Maximum Exposure** – As noted earlier, 97 percent of customers search for local businesses online. A lot is done through Google.
- **It's Free** – It costs nothing to list your business on Google+ Local. Yellow Pages listings can sometimes cost thousands of dollars.
- **It Appears on Smartphones** – Customers are using their smartphones to search for the addresses and phone numbers of local businesses. Google+ Local helps people find your business.

Most importantly, Google+ Local drives local customer traffic. It's more powerful than any type of advertisement. That's because many people using Google+ Local are ready to buy.

For instance, people searching for “grocery stores in Scottsdale” on Google+ Local are looking to find a nearby store now or in the near future.

How Does Google+ Local Work?

Before you start creating your own Google+ Local listing, you need to better understand how it works.

You also need to complete all your other citation services such as Bing Business Portal.

Google+ Local ranks local businesses similar to standard Google searches. Google uses a mathematical algorithm to determine where your business will rank among various keywords.

The algorithm takes into account the information that you include in your Google+ Local profile. This includes:

- Company Information
- Contact Information
- Company Address
- Company Website
- Service Radius

While the algorithm is top secret, many search marketing experts agree that other online business listings and online reviews about your business affect your business' placement in the Zero Pack and Google Maps. The more places your business is listed and the more reviews you have, the higher your business will rank.

Properly listing your business on online business directories and reviews sites is a very important first step. It helps to get your business to rank high for certain search phrases in Google+ Local.

Be sure to list your business on lots of online business directories and review sites before filling out any Google+ Local information. You can find a list of great directories and review sites later in this article.

How Do I Create a Powerful Google+ Local Listing?

Google+ Local is fairly easy to set up. To start, all you have to do is have a Google ID and visit www.Google.com/+/learnmore/local/, and fill out the information in all of the fields.

It's rather simple to fill out. The challenge lies in creating a high-ranking Google+ Local listing.

To create a powerful, high-ranking Google+ Local Listing, we recommend the following tips.

- **Completely Fill Out Information** – It's very important to accurately complete all the requested information about your business for Google+ Local. This includes the picture and video fields.
- **Be Consistent** – Google crosschecks the information that you enter with your website. Make sure all the information that you enter is the same as on your website.
- **Use a Mix of Custom and Standard Categories** – Google has an established list of categories. Use a few of those as well as a few custom categories. Google limits you to five categories.
- **Avoid Location Terms in Categories** – Don't enter location-based terms such as "Phoenix Car Repair" or "Phoenix Drug Store." Google may think that you're keyword stuffing, which is a way to try to manipulate the system.
- **Include Your Categories in the Description** – Google gives you 200 characters to describe your business. Try to use them all and include the categories you selected in the description as seen in the picture above.
- **Include Photos and Videos** – The more photos and videos the better. Include your company logo as well as pictures of your business as well as the products and services that you offer.
- **Avoid Toll Free Phone Numbers** – Google+ Local is for local listings. Avoid using toll free numbers. Be sure phone numbers with area codes are also listed on your website for consistency.
- **Use Bulk Uploading For Multiple Locations** – If you have multiple locations, you will need to create a profile for each of those locations. Google has a bulk-uploading tool to help you with this. All you need to do is fill out the Bulk Uploading Template and load it into Google+ Local.

Google+ Local Continued...

- **Update Your Website** – You want to make sure all the information is consistent between your website and Google+ Local. If it's been a few years since you last updated the info on your website, be sure to make the changes.
- **Create Google+ Local Last** – We said this earlier, and we'll say it again. Wait to fill out your Google+ Local information until you list your business on online business directories and review sites.

How Can I Increase My Google+ Local Ranking?

After you fill out all the information in the Google+ Local form, Google spiders crawl the web searching for your business, its address and other information.

The chances are better that you'll have a higher Google+ Local ranking if your business and its address appear on lots of different review websites and online directories.

That is why you need to have your business listed on other online review websites and online listings. Make sure your business is on:

- Yelp
- Foursquare
- Merchant Circle
- Yellow Book
- Yellow Pages
- Judy's Book
- Super Pages
- CitySearch
- Dex Knows
- Manta.com

Google+ Local Continued...

- Local Chamber of Commerce Website

The more places that your business is listed the better chance that you'll make it into one of the top seven spots on the Zero Pack of Google+ Local. It's important to make sure that your business address is listed the same way for all of these websites.

Most of these websites have ways for you to claim your online listing to ensure the information is correct.

Once your business is listed on all of these sites, you'll want to encourage people to submit online reviews. The more reviews that you have the better the chances you'll rank higher in Google+ Local.

Train your employees to ask customers to submit reviews on Yelp or CitySearch. The more reviews the great the likelihood for higher rankings within the Zero Pack of Google+ Local.

These are some of the best ways to improve your ranking in Google+ Local.



How Bing's Business Portal Helps Local Search Engine Optimization

More and more consumers are using search engines to find nearby businesses.

Just look at the stats. According to Google, 97 percent of customers search for local businesses online. By comparison, 81 percent of consumers no longer want a printed phonebook like the Yellow Pages.



It's a sign of the times. Local search is a great way for your business to get found. The two top local search platforms are Google+ Local and Microsoft's Bing Business Portal. Your business should be on both.

That's because Google and Microsoft control a majority of the online search market in the United States. Google has 64 percent. Microsoft has 30 percent between Bing and its partner Yahoo! That's almost 95 percent of the market!

To take advantage of this, your business needs to be using platforms such as Google+ Local and Bing's Business Portal.

This article will focus on Bing's Business Portal. You'll learn how it can help lots of local customers find your business.

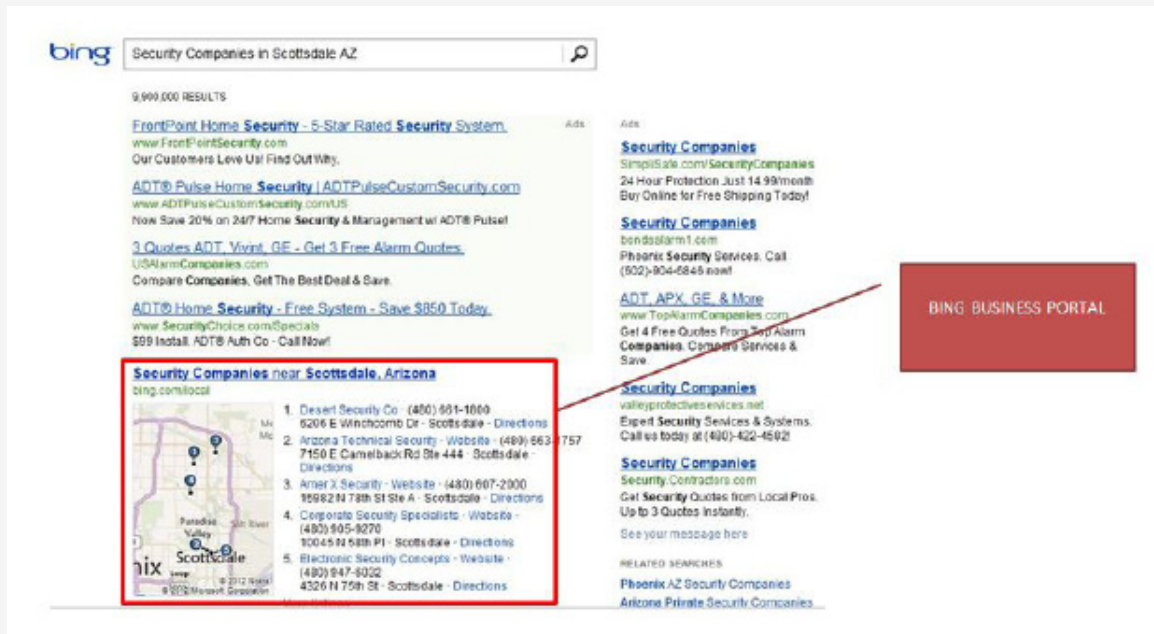
What is Bing Business Portal?

Bing launched its Business Portal in April 2011. It's an online business listing that allows customers to discover local businesses through search.

To better understand Business Portal, suppose a customer living in Scottsdale, Arizona was searching Bing for a security system. The search results would show the following.

LOCAL SEO

Bing Business Portal Continued...



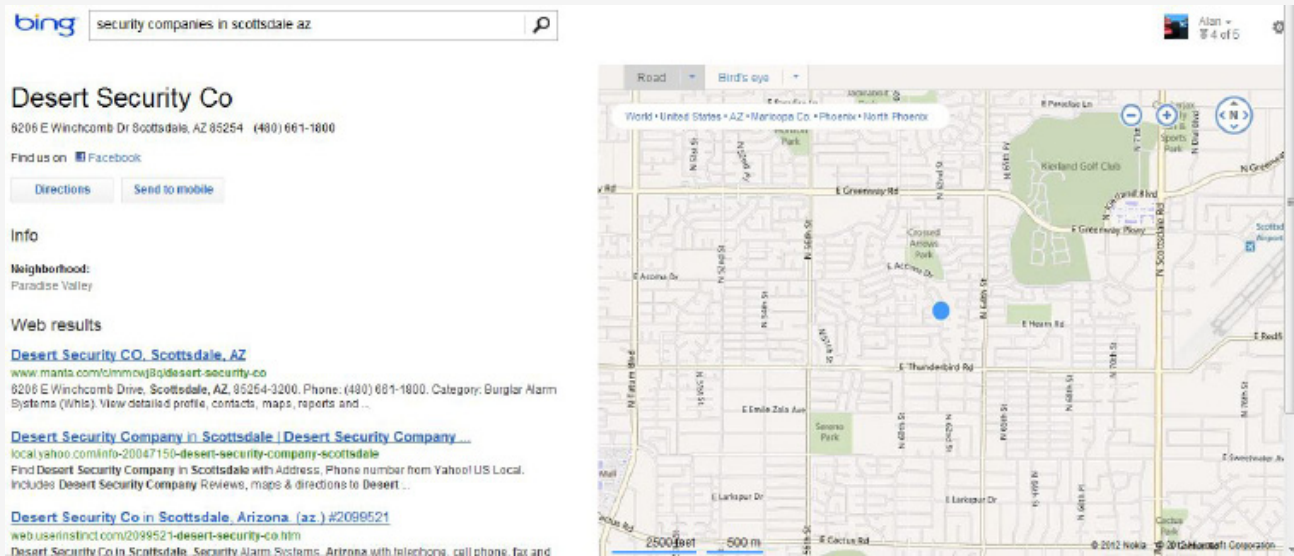
Bing Business Portal is the portion highlighted in red in the above picture. As you can see, it lists the five most relevant local security companies in the search query for the search term “security companies in Scottsdale, AZ.” It gives you the address, the phone number and other important information such as a map of the nearby locations. It’s like having an interactive version of the old Yellow Pages phonebook.

With Bing Business Portal, searchers get up to five local listings. These five listings are displayed in a map format like the example above. To see more of options that Bing gives you, click on the “More Listings” option.

If you click on any of the results, you are taken to the business’ local listings page. There, you can find contact information, user reviews and other information. You can see an example of a local listings page on the next page.

LOCAL SEO

Bing Business Portal Continued...



The local listing page includes: hours of operation, address, map, payments accepted, photos and organic search results.

Bing Business Portal offers a few other helpful features for your business' local listings page.

- **Discount Coupons** – You can create coupons, discounts and other promotions to offer on your business listings page, Facebook page, Bing desktop search results and Bing mobile deal tab.
- **Mobile Websites** – You can create a mobile website version of your business listings page.
- **QR Codes** – QR codes are created for each business listing so customers can easily access contact information on their mobile devices.

Bing Business Portal is free to sign up and, at the moment, all of its features are free.

Why is Bing Business Portal Important?

Bing Business Portal is important because it helps customers find your business. Here are some other reasons you should be using this platform.

- **You Get New Customers** – You are exposing new local customers to your business through Bing Business Portal.

Bing Business Portal Continued...

- **Bing Business Portal Costs Nothing** – It doesn't cost a penny to list your business. At the moment, its deal features are also free.
- **It's Smartphone Friendly** – According to AT&T, 43 percent of people doing local searches on mobile devices show up to the location they found on their smartphone. Bing Business Portal helps drive some of that traffic.
- **Deals** – With Bing Business Portal not only will customers find your business, they'll also learn about deals and promotions at your business.

How Does Bing Business Portal Rank Your Business?

It's important to understand that Bing uses a mathematical algorithm to rank your business listing by search term. While Bing does not disclose information about its algorithm, search marketing experts believe Bing looks at a number of factors including:

- Business Address Consistency
- Business Location
- Business Information on Your Website
- Your Facebook and Twitter Accounts
- Online Directories and Online Review Sites Where Your Business is Listed
- The Number of Online Reviews about Your Business

All of these factors may determine where your business will rank for certain keywords. Higher ranking businesses will appear in one of the top five local search spots on Bing's search results page for certain keyword phrases.

It's critical for your business to appear in one of the top five search results spots because most customers will only visit these locations.

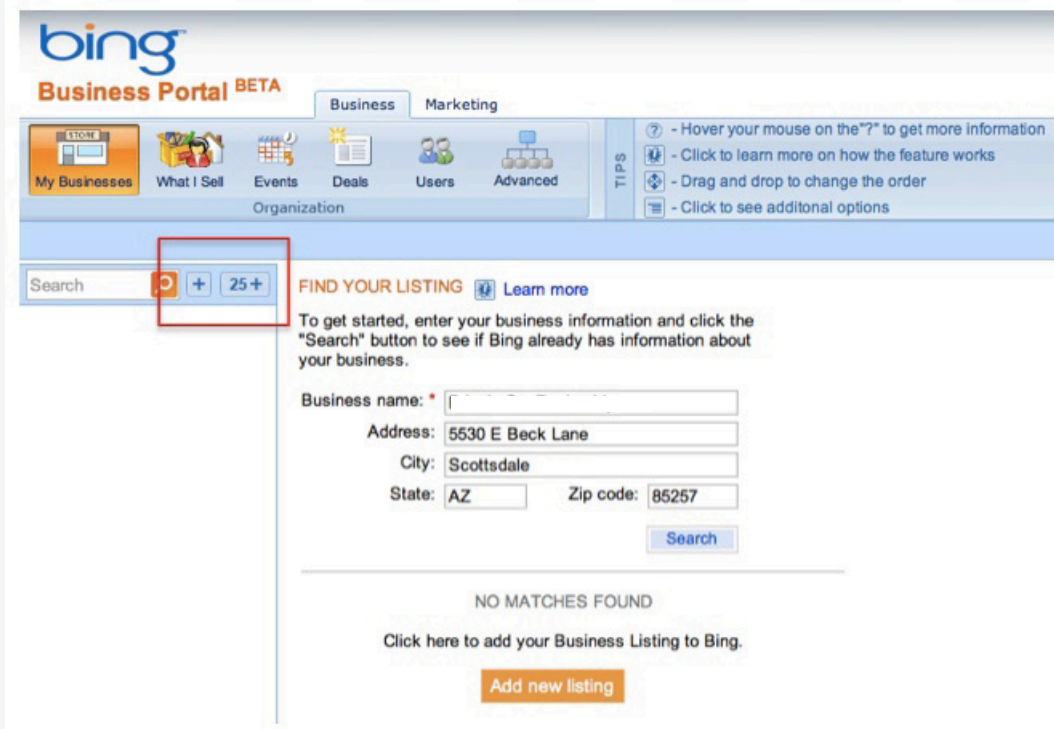
In the next few sections, we'll show you how to improve your chances of getting into one of the top five spots for certain keyword search phrases.

Bing Business Portal Continued...

How Do I Get My Business on Bing Business Portal?

Getting your business on Bing Business Portal is easy. You visit www.Bing.com/BusinessPortal. There, you can claim your business. You will need a Windows Live ID to login to the Business Portal.

If there isn't any information on your business, you simply enter in the business name and address. You can do this by clicking on the "Plus Button" highlighted in red.



If your business has multiple locations, be sure to fill out and register each location. If you have a lot of locations, click on the "25+" button as seen in the picture above in the red box.

Once you add and claim your business listing, you'll be ready to enter details about your business. The fields include:

- **Business Name** – Type out the exact business name. Do not include any keywords or locations in name.
- **Type of Business** – Choose from one of the options that Bing offers.

Bing Business Portal Continued...

- **Address** – Enter in your address exactly as it appears on your website. If it says “124 N. State Street” on your website, put it in the same way. Don’t enter it as “124 North State Street.”
- **Phone Number** – Bing offers both toll free and local options. Be sure to enter a local phone number option.
- **Business Email Address** – This should be an email address where customers will receive a quick response to their questions.
- **Website** – Enter the address to the home page of your website.
- **Facebook and Twitter Address** – If you don’t have either of these accounts, we recommend you create both. Be sure to actively use both of these.
- **Logo** – Include a business logo that is a decent size.

When entering all of this information, be as accurate and thorough as possible. The information you enter should be an exact match from your website.

How Do I Use the Additional Features on Bing Business Portal?

Once you’ve entered in the main information about your business in Bing Business Portal, there are several other features you should complete.

Business Specialties

This section allows you to enter various products and services that your business offers. For instance: If you own a sporting goods store, you could enter football equipment, baseball equipment, golf clubs, etc.

Tip: When entering Business Specialties, try to limit it to no more than four or five. Entering too many could be considered keyword stuffing and negatively affect your ranking. Also do not attempt to use locations with Business Specialties such as “Phoenix hardware store.” Bing could see this as keyword stuffing, which can hurt your rankings.

Bing Business Portal Continued...

Photos

Besides your company logo, Bing allows you to enter up to nine business photos. We recommend loading nine photos. They can include:

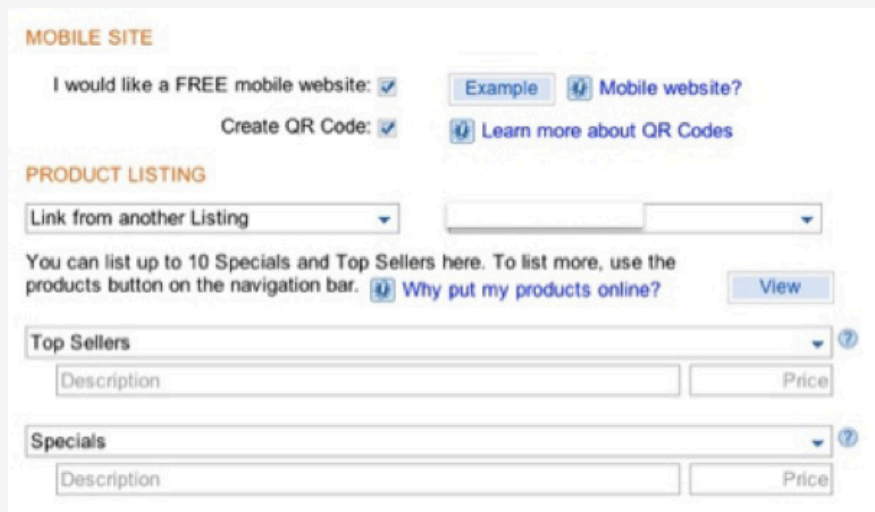
- Exterior Shots of Your Business
- Interior Shots of Your Business
- Products
- Services

The idea is to provide pictures to give customers an idea of the shopping experience.

Mobile Website

Bing Business Portal also has a built-in tool that allows you to create a mobile version of your website. This is one way to get customers who use smartphones to find your business.

Customers using smartphones are more likely to visit a business with a mobile website because it is easier for them to quickly get the information they need.



The screenshot shows the 'MOBILE SITE' section of the Bing Business Portal. It includes a checkbox for 'I would like a FREE mobile website:' which is checked, with a link to 'Example' and a help icon. Below it is a checkbox for 'Create QR Code:' which is also checked, with a link to 'Learn more about QR Codes'. The 'PRODUCT LISTING' section features a dropdown menu for 'Link from another Listing' and a text input field. Below this is a note: 'You can list up to 10 Specials and Top Sellers here. To list more, use the products button on the navigation bar.' followed by a link 'Why put my products online?' and a 'View' button. There are two tables for listing products: 'Top Sellers' and 'Specials'. Each table has a header row with 'Description' and 'Price' columns, and a dropdown menu to the right of the header. The 'Top Sellers' table has a help icon next to its dropdown. The 'Specials' table also has a help icon next to its dropdown.

Bing's mobile website builder feature allows you to create three tabs: products/services, address and call. Bing pulls your logo, address and phone number from the information you entered when setting up business portal. All you have to do is list a few of your top selling

Bing Business Portal Continued...

products or services.

While the Bing mobile website builder is a useful tool, it is very basic and may not meet all of the needs of your business. Both DudaMobile and Google Sites offer more robust mobile website builders.

How Do I Create a High Ranking Bing Business Portal Listing?

As noted earlier, it's very important to create a high-ranking Bing Business Portal listing. Customers have the tendency to only look at the top five that appear on Bing's search results page.

Here are some of the most important tips that will help you get into the top five local search results.

- **Have Lots of Listings on Directories and Review Sites** – Search marketing experts tend to agree that the more places your business and its address are listed the better ranking you'll get from Bing Business Portal.
- **Get Lots of Reviews** – The more activity that you have on review websites the better. Encourage customers to leave reviews on sites like Yelp and Citysearch.
- **Create Bing Business Portal Last After Your Other Listings** – Wait to create your Bing Business Portal page until you have registered your business with other online directories and review sites. This is very important because Bing searches these other sites ... the more you are listed on, the more likely you are to rank highly on Bing. One exception ... do your Google+ Local listing after your Bing listing.
- **Accurately Complete All Information** – We've said this before, and we'll say it again. This is very critical. Bing compares the information you enter against your website as well as online directories and review sites. All of this information should match up exactly.
- **Fill Out All Information** – Don't leave anything blank on the Business Portal. This could help improve your ranking. It will also give customers all the information they need about your business.
- **Have Social Media Profiles** – Bing is one of the leading companies in social media search. Having active Facebook and Twitter accounts with lots of users could boost your ranking in Bing Business Portal.

Bing Business Portal Continued...

- **Update Your Website** – If your website has old, outdated information on it, you need to update your website ASAP. Make sure it's the same info as on your Bing Business Portal profile.

When it comes to having your business listed on review sites and online directories have them listed on: Yelp, CitySearch, Foursquare, Yellow Pages, Yellow Book, Dex Knows, Super Pages, Judy's Book, etc. It's also not a bad idea to be listed on your local chamber of commerce's website.

All of these tips could help improve your Bing Business Portal search results rank.



How to Promote Your Business on Foursquare

Foursquare is a location based software platform that is revolutionizing the way customers find businesses around them.



With a smartphone, people can use Foursquare to discover nearby businesses and specials while they're out shopping. Foursquare and other location based services such as Facebook Places and Google+ Local are quickly becoming powerful shopping resources for customers.

Location based services such as Foursquare are like having a map and a coupon book in the palm of your hand.

Companies need to start adopting location based services like Foursquare if they want their business to be found. Why? Because more and more people are using these services to find discounts and shop.

To help you get your business found, we've created this Foursquare resource guide. This guide will help you understand the power of Foursquare and how to get more customers before your competitors do.

How Foursquare Works

Before we show you how to get your business found on Foursquare, you need to know how it works.

Take a look at the picture to the right. Foursquare users use this mobile application on their iPhone, BlackBerry, or Android device to "check-in" to various businesses.

By checking in, people have the potential to receive discounts. It also lets Foursquare users' friends know where they are. Along the way, users earn points and badges the more times they check into various locations. Think of Foursquare as somewhat of a social media game.

The ultimate prize for users is becoming mayor of a particular location. Foursquare names mayors based on the number of times someone checks into the same location during a two-month span. The person with the most check-ins is named mayor.

Foursquare Continued...

What does this have to do with my company?

A lot. With Foursquare you're increasing your sales and lowering your advertising budget, while at the same time sending, free, targeted advertisements.

Remember the good old days of advertising with radio and newspaper ads? Well, people don't read the newspaper anymore and radio ads aren't worth the cost.

Is someone really going to remember to visit your business based on an ad in yesterday's newspaper or a 30-second radio advertisement?

Additionally, it's also possible that a Foursquare listing can help you improve your local search rankings on Google and Bing.

Foursquare Terms and Lingo

Before getting started, there are a number of key terms you should familiarize yourself with. Below is a list of key elements on Foursquare that you'll need to know to better understand the platform.

- **Specials:** Specials are incentives businesses can market to Foursquare users for free to entice them to check-in to their venue. Specials can include discounts on services.
- **Venue/Places:** Venue and places are used interchangeably throughout the Foursquare platform. Venue/Places are different locations such as restaurants, businesses, parks, etc. Every venue has a page, which lists details about the location.
- **Check-in:** Check-in is the term used when you announce your presence at a particular location. For instance, let's say you arrive at a company office. You would access your Foursquare mobile phone app and "check-in" to the location, which notifies nearby Foursquare users.
- **Badges:** Badges are one of the major rewards you receive by checking into different places. For instance, if you check into five different Starbucks locations, you receive a Starbucks badge. If you complete 30 check-ins, you earn the Super User badge.
- **Mayor:** Becoming mayor is another reward earned while using Foursquare. Mayors are selected through the number of check-ins during a two-month span. The user with the most check-ins at a particular location during the two-month period is the mayor. When searching

Foursquare Continued...

for venues you can see who is the mayor.

- **Tips:** Tips are short, 200 character postings Foursquare users can post about a particular location. Tips often provide information on customer service and whether or not to visit a business.

How to Create a Personal Foursquare Profile

Before getting your business on Foursquare you will need to sign up for a personal account. There are two ways for you to join Foursquare.

1. Visit the Foursquare website and click the green “Join Now” button on the right of the screen.
2. Download the Foursquare mobile app from your smartphone’s app store. The app is available for iPhone, BlackBerry, Android and Palm devices. Be sure to click the “Join Now” button and follow the registration process.

We recommend joining Foursquare through its website and then downloading the application to your smartphone. It’s easier to sign up on the website.

The first screen you will see is Join menu. Enter the fields with the necessary information. Be sure to enter in your location (city, state), so Foursquare can create your profile. It also is important to include a picture of yourself since you will later be seen as the business owner or manager.

Once you have entered the necessary information, Foursquare will ask to search your Facebook and Twitter accounts for friends using Foursquare. You will then be given an option to invite these friends. If you have a Facebook or Twitter account for your business, use that option.

What if I don’t know anyone on Foursquare?

If you don’t know anyone using Foursquare, that’s not a problem. You will meet a lot of them once you list your business on Foursquare as a new venue.

Foursquare Continued...

How to Create a Foursquare Profile for Your Business

JOIN

Welcome to foursquare!

foursquare allows you to check-in to places, meet up with friends and discover new places. [Learn more](#) about what checking-in can do for you!

In just a few steps we can get you signed up, connected with friends and sharing your travels with Facebook and Twitter.

[f Connect with Facebook](#)

* FIRST NAME

LAST NAME

* PASSWORD Minimum 6 characters

* CONFIRM PASSWORD

* EMAIL

PHONE

* CURRENT LOCATION e.g. Columbus, OH

* GENDER

* BIRTHDAY

UPLOAD PHOTO no file selected Under 200k Please!

[JOIN](#)

By clicking on 'Join' above, you confirm that you accept the [Terms of Service](#)

Adding your business to Foursquare is easy. But before you add your business, check to see if someone has already listed it. It is common for Foursquare users to list and check into all sorts of places. If your business is not listed follow the steps outlined below.

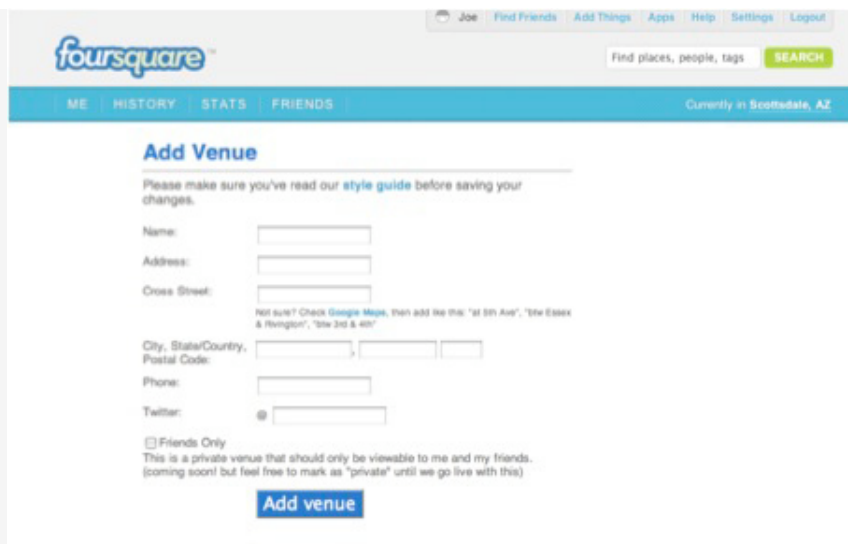
In the upper right corner click on the “Add Things” link. From there you will be taken to the Add Tip menu where you will need to click the “Add a New Venue” link.

As you can see from the Add Venue page, you will need to enter the name, address and other information to add your business to Foursquare. We recommend the following the Foursquare guidelines for entering a new venue.

Foursquare Guidelines for Entering a New Venue

- For chains or venues with multiple locations, there is no need to add a location suffix. For example: “McDonald’s” is fine (instead of “McDonald’s – North Scottsdale Location”).
- When possible stick with abbreviations: “Ave” instead of “Avenue”, “St” instead “Street”, etc. Cross Street should be like one of the following: at Main St (for venues on a corner) btw 2nd & 3rd Ave (for venues in the middle of a block)

Foursquare Continued...

A screenshot of the Foursquare 'Add Venue' form. The form is titled 'Add Venue' and includes a note: 'Please make sure you've read our [style guide](#) before saving your changes.' The form fields are: Name, Address, Cross Street, City, State/Country, Postal Code, Phone, and Twitter. There is a small note below the Cross Street field: 'Not sure? Check Google Maps, then add the this: "at 5th Ave", "the Essex & Hongton", "the 3rd & 4th"'. Below the form fields is a checkbox for 'Friends Only' with a note: 'This is a private venue that should only be viewable to me and my friends. (coming soon! but feel free to mark as "private" until we go live with this)'. At the bottom of the form is a blue button labeled 'Add venue'.

- Cross Street should not repeat the name of the street in the address.

If you discover your venue has already been listed on Foursquare, then read our instructions below on how to manage it.

How to Manage Your Business on Foursquare

Foursquare allows users owners and managers of venues, such as businesses, to manage their location. To manage your venue, search for the name of your business in the search bar at the top right of the screen. Once you locate it, click on the link, which will take you to the venue page.

On the venue page, click on the orange box located on the top right of the screen entitled “Do you manage this venue? Claim here.” From there, follow the confirmation steps.

By claiming your venue, you’ll get exclusive access to the stats Foursquare collects for your venue — how many people check in on what days and time, etc. Once you claim your venue, you will be contacted by a Foursquare representative to confirm you are the manager/owner of the business.

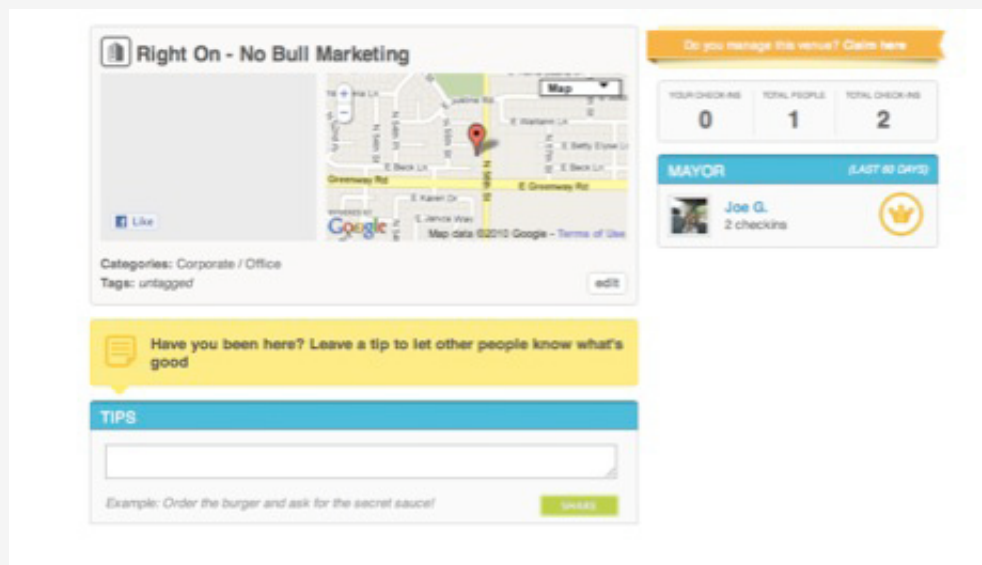
What should I do with my venue page?

Now that you have your business listed, you will need to provide tags. Tags are the reflections of search terms Foursquare users enter to find your business. Tags also are used to award

Foursquare Continued...

badges. We've provided an excellent example below.

Notice how the tags describe the business and its offerings. The more details you can include in your tags, the easier it will be for someone to find your business on Foursquare.



How to Market Foursquare Specials for Your Business

Foursquare allows you to promote different specials to entice users to visit your business and check-in with their smartphone.

Specials are like billboard signs with a lot of reach. As users are searching Foursquare they can see the specials your business offers. Also, if they're traveling near your business, Foursquare users will be notified with a green "Special Nearby" logo.

So why would you want to set up a Foursquare special? Well, there are several reasons:

1. Specials are targeted: Foursquare users can see specials on their smartphones when they are near your business.
2. Specials are engaging: Because the specials are integrated throughout Foursquare, users see specials as part of the platform as opposed to an advertisement.

Foursquare Continued...

3. **Specials are free:** Who can turn down free advertising, especially one that is this sophisticated?

When scanning Foursquare, you'll notice there's already lots of businesses taking advantage of the platform We've included an excellent example below.

How to Make Your Foursquare Marketing Plan Visible

Now that you know how to get on Foursquare and promote your business, you will need to know how to make your promotions visible to all of your customers.

Here are four ways to make your Foursquare plan visible:

1. **Use the official foursquare window clings:** After you claim on Foursquare that you are the manager of your business, Foursquare will send you window clings promoting your business is on Foursquare. We suggest placing them in windows and near cash registers.



2. **Have employees tell customers about Foursquare:** The best way to let people know about your Foursquare specials is to discuss it with customers at the business. Explain Foursquare and how it helps people find cool things nearby them from the palm of their hand. Tell them about your specials.

3. **Promote Foursquare specials on Facebook and Twitter:** Reach out to the Facebook and Twitter communities by creating Facebook and Twitter pages. Promote that your business is on Foursquare as well as the specials. Have your employees and friends use their Facebook and Twitter accounts to get the word out.

4. **Utilize existing tools:** You can let people know you're on Foursquare by including it on the business's website as well as through your email signature. Also, tell people you're on Foursquare through your traditional direct mail advertisements.

Foursquare Tools

We've already mentioned a few important internal tools such as the stats feature on Foursquare. Now we will look at a few other tools, you should integrate into your Foursquare marketing strategy.

Foursquare Continued...

Facebook

We earlier mentioned integrating Facebook into your Foursquare campaign increases its visibility. With more than 500 million users Facebook is the top player in social media.

If you haven't already, we recommend creating a Facebook page. A Facebook page is similar to a Foursquare venue page, but you can post more information such as pictures as well as your menu. As earlier recommended, you should post your Foursquare specials on your Facebook page to capture a larger customer base.

Twitter

Twitter is the leading micro-blogging site where users can post short messages ("tweets") about their thoughts on issues or what they are doing. By having a Twitter account, you can post Foursquare specials and increase your reach.

Signing up for a Twitter account is quick and easy. We recommend using your business' name as your Twitter handle (username). Like Facebook, once you get an account begin posting your Foursquare specials.

When Will I Be Mayor

When Will I Be Mayor is an effective tool to learn how many more check-ins until you become the mayor of your favorite venue. This is an excellent tool for business owners to learn

Badge Directory

There are several excellent websites that list all of the Foursquare badges as well as what you need to do to earn them. We recommend the Foursquare badges blog.

Review the different badges and get creative. Think about the "I'm on a Boat" example.

You also can review some of the badges by looking at them on your mobile device. You can see them by clicking on your Foursquare profile and clicking the Badges button.

As you can see from the picture to the left, your mobile app will provide you with a nice overview

Foursquare Continued...

of the different badges Foursquare users can earn.

We recommend using the Foursquare badges blog to see what people have to do to earn those badges. From there, you can create a unique Foursquare campaign. You should try do to at least one Swarm party or some other unique party two or three times a year.

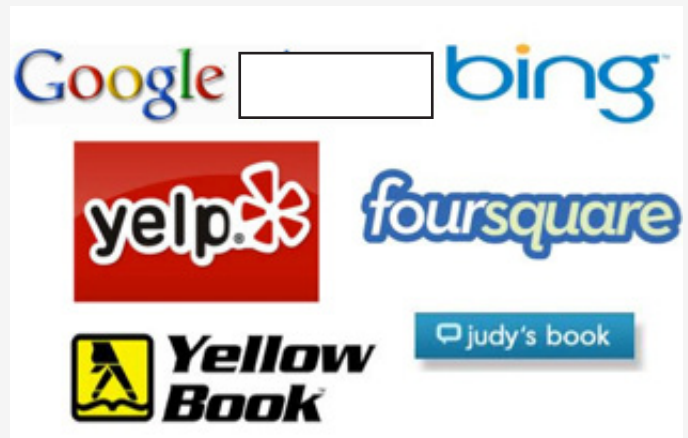


15 Ways to Get Online Local Customer Reviews

Online reviews are an important part of local SEO for businesses.

The more local customer reviews that you have on online review sites, the better your chances for high search term rankings on Google+ Local and Bing Business Portal.

If you want to get more online customer reviews to improve your local search engine result rankings, follow these 15 tips.



1. **Join Review Sites** – You want to make it as easy as possible for customers to leave a review. Make sure your business is listed on all the popular review sites, including Yelp, Foursquare, Merchant Circle, Yellow Book, Yellow Pages, Judy's Book, Super Pages, CitySearch, Dex Knows and Manta.com.
2. **Claim Your Listing** – Most of these review sites have ways to claim your online listing to ensure the information is correct and to moderate reviews.
3. **Ask Customers for a Review** – It all starts by simply asking them. Be polite and courteous when requesting a review.
4. **Provide an Incentive** – Consider giving a small discount or prize to encourage online reviews. Don't go overboard with incentives. You want people to provide honest reviews.
5. **Send an Email** – Utilize your email list. Let customers know about posting online reviews about your business by sending them an email.
6. **Mention It on Social Media** – Broadcast it on Facebook, Twitter, YouTube, etc. Make it easy for them to write a review by providing a link to the review site in the post.
7. **Ask on Your Website** – Make it easy on your customers by posting links to the review sites on your website.

Customer Reviews Continued...

- 8. Train Your Employees** – Have employees ask customers to leave online reviews. Also have signs in your business requesting online reviews. Make sure your employees are trained to answer any questions involving online reviews.
- 9. Encourage Smartphone Reviews** – It's really easy for customers to search for your business on Google and give it a one to five star rating on Google+ Local. Encourage smartphone users to leave a review.
- 10. Never Write Fake Reviews** – Fake reviews can cause customers to avoid leaving comments about your business on review sites. Stay away from writing or soliciting fake reviews.
- 11. Don't Beg for Praise** – There's no need to beg or ask them 100 times. Simply ask them and provide the information they need to access the review site.
- 12. Respond to Negative Reviews** – If you notice a negative review on a review site, immediately respond to the customer. Don't try to delete the review. Sometimes the reviewer will add some positive comments once the problem is resolved.
- 13. Feature Reviewers** – When you get good reviews, featured them on your website or in print materials. It's a great way to spread news about your reviews and encourage even more online praise.
- 14. Don't Solicit Yelp Reviews** – According to SearchEngineLand.com, Yelp often deletes reviews of people who are not active reviewers. It's better to just let reviews naturally come in on Yelp.
- 15. Provide Great Service** – It all comes down to great customer service. Going above and beyond the expectations of customers is the best way to entourage customers to leave glowing online local reviews.



How To Spot Fake Online Reviews For Products And Services

Do you know how to spot a fake online review about your products and services?

If you can't, it's important that you to start learning now.

It's important because your company's reputation is at stake! Fake negative as well as fake positive online reviews can turn customers away from your business. Customers see fake online reviews as a total scam.

Recently, university researchers developed a complex computer algorithm that easily spots fake online reviews. The algorithm is under wraps, but a few details have slipped out. And we've got them right here for you!



To help you find bogus online reviews about your products and services, you should pay attention to the details below. They'll help you spot fake reviews on Yelp!, Google+ Local and other online reviews sites.

1. **Length:** Fake reviews tend to be shorter than authentic reviews. That's because they do not actually use the product that they are reviewing. They have no real interest in the product.
2. **Less Punctuation:** The algorithm showed that phony reviews tended to have less punctuation. If you see reviews with a lack of periods, commas and apostrophes, it may be a fake review.
3. **Lots of Superlatives:** If you start seeing tons of words like greatest, awesome, best, most fantastic, etc., it's probably a fake review. Real reviews do not use a lot of superlatives. These are words that help describe a product or service to the greatest degree.
4. **Lack of Detail:** Fake reviews tend to focus a lot on the product features. They don't go into much detail about the experience. If the review looks like they copied and pasted the product information, it's probably a fake.
5. **Marketing Speak:** Does the review sound like a press release? Well, it's possible some

Fake Reviews Continued...

corporate insider may have written the review. Lots of marketing speak and technical jargon is a sign that the review is phony.

6. **First Time Authors:** This is another tell tale sign the review is bogus. Most people who like to post reviews submit more than once on different products and services.
7. **Reviewer Name:** Take a look at the username of the reviewer. Does it look like variations of others such as: Joe1203, Joe3302, Joe1135? If you're noticing this type of pattern, it's probably not a real review.
8. **Time Period:** Real reviews tend to be spread out over a long period of time. If you're noticing lots of reviews within a few minutes of each other, it's possible someone may be creating a ton of reviews.

Reporting Fake Online Reviews

Once you've identified a fake review, do not respond to it! Instead, "flag" the review as spam. Many reviews sites such as Yelp! and Google+ Local have these flagging features.

If the site does not have flagging features, consider using the website's contact page to resolve the issue.

Never post your own fake online reviews, you'll only add to the problem.



How to Track What's Being Said About You and Your Company

Your company's reputation is at stake, and you may not even know it.

Right now, customers could be talking about your business on various review websites, blogs, social networks and other websites.



One negative online review can hurt your company's reputation. Five negative online reviews could damage your company's reputation. Ten online negative reviews could kill your company's reputation.

Do you know how to track what's being said about your company online?

This posting will tell you everything that you need to know about online reputation monitoring for your company.

Online Reputation Monitoring: Why You Should Do It

Online reputation monitoring is the practice of watching what is being said about your brand, business, key employees and industry influencers on the internet.

There are plenty of services that will send you notifications when something is said about a topic of interest online. With these services, you enter a list of topics, names, keywords that you want monitored. You then receive email alerts when something is posted on the internet about the topics.

So why should you use online reputation monitoring?

Because it's a valuable tool that allows you to stay on top of:

- Customer Complaints and Compliments
- Negative and Positive News Stories about Your Company
- Competitor News and Announcements

What's Being Said About Your Company Continued...

- Industry Trends

With online reputation monitoring, you can handle a customer complaint or a negative news story before it gets out of control and damages your reputation. It also allows you to stay on top of what the competition is doing as well as what is going on in the industry.

Important Areas to Monitor

When it comes to online monitoring, you'll want to focus on these important topic areas about your company.

- **Company Name** – This should be the first keyword that you enter into any online monitoring tools.
- **Products and Services** – Be sure to cover all of your company's products and services ... big and small.
- **Key Employees** – All top executives and key employees should be monitored.
- **Competition** – Track your competitors, their brand names, their executives' names.
- **Experts/Influencers in Industry** – These can be heads of trade associations, trade organizations as well as top journalists and bloggers.
- **Marketing Keywords and Slogans** – Any slogans, keywords or phrases that you use should also be monitored. For instance, if an important keyword is "Phoenix security systems," you will want to monitor this.

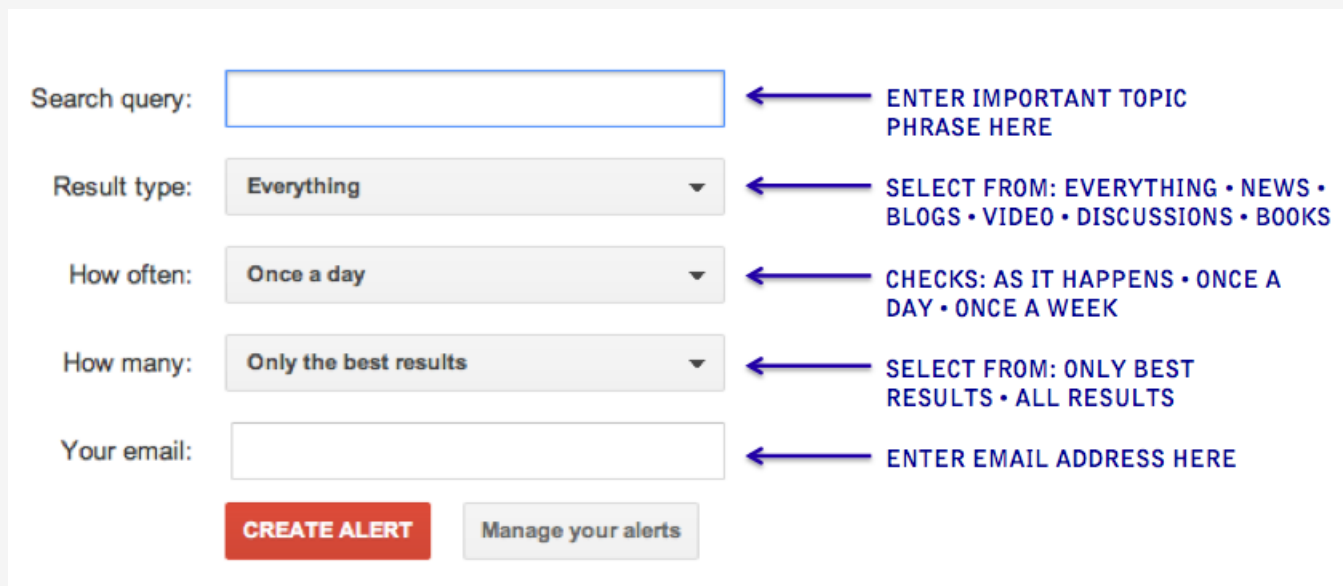
Focusing on these key topic areas will help you effectively monitor what is being said about your company.

Using Google Alerts

Google Alerts is by far the best free online monitoring tool on the internet. This free tool allows you to set up email notifications to alert you when something is said about your company or the competition involving various topic areas.

Google Alerts are very easy to set up.

What's Being Said About Your Company Continued...



The image shows a Google Alerts setup form with the following fields and annotations:

- Search query:** A text input field. Annotation: "ENTER IMPORTANT TOPIC PHRASE HERE" with a blue arrow pointing to the field.
- Result type:** A dropdown menu currently showing "Everything". Annotation: "SELECT FROM: EVERYTHING • NEWS • BLOGS • VIDEO • DISCUSSIONS • BOOKS" with a blue arrow pointing to the dropdown.
- How often:** A dropdown menu currently showing "Once a day". Annotation: "CHECKS: AS IT HAPPENS • ONCE A DAY • ONCE A WEEK" with a blue arrow pointing to the dropdown.
- How many:** A dropdown menu currently showing "Only the best results". Annotation: "SELECT FROM: ONLY BEST RESULTS • ALL RESULTS" with a blue arrow pointing to the dropdown.
- Your email:** A text input field. Annotation: "ENTER EMAIL ADDRESS HERE" with a blue arrow pointing to the field.

At the bottom of the form are two buttons: a red "CREATE ALERT" button and a grey "Manage your alerts" button.

As you can see from the above image, you simply enter any of your topics into the Search Query field. You then enter your email address in the very last field.

Between those two fields, you have several options. Setting these all depends on your preferences.

As an example, you'll probably want to set company and employee alerts to "All Results." However, you may want to set industry news and trend alerts to "Only Best Results." Take some time to really think about how often and what type of alerts you want to receive.

Other Great Online Monitoring Tools

Here are several other online monitoring tools that you may want to use in addition to Google Alerts.

- **Ice Rocket** – This is a real-time search engine that specifically tracks blogs and social networks such as Facebook and Twitter.
- **Technorati** – This website indexes millions of blogs across the internet. It's a great place to dig up competitive information.

What's Being Said About Your Company Continued...

- **BoardTracker** – This online tool focuses on online forums and message boards. It searches millions of forum posts in just seconds!

These are all great tools to use as supplements to Google Alerts. If you notice some online chattering about your company via Google Alerts, you may want to use the above sites to see if Google Alerts missed anything.