

# Local Business SEO Demystified

restaurants in malibu

Search

About 6,450,000 results (0.15 seconds)

Advanced search

## Malibu Restaurants: Read Malibu Restaurant Reviews - TripAdvisor

Dining in **Malibu**, California: See 1000 TripAdvisor traveler reviews of 48 **Malibu restaurants** and search by cuisine, price, location, and more.  
[www.tripadvisor.com/Restaurants-g326781-Malibu\\_California.html](http://www.tripadvisor.com/Restaurants-g326781-Malibu_California.html) - Cached - Similar

## Malibu Restaurants - Malibu - Travel

Find the best **restaurants in Malibu** for your trip with user reviews, photos, videos, maps, and more.  
[travel.yahoo.com](http://travel.yahoo.com) - ... - United States - Similar

## Moonshadows Malibu

Contemporary cuisine, with indoor and outdoor seating, features menus, wine list, photo gallery, and DJ list for the lounge.  
[www.moonshadowsmalibu.com/](http://www.moonshadowsmalibu.com/) - Cached - Similar

## Home | Paradise Cove, Malibu

The Beach Cafe is the only **restaurant in Malibu** with its own private beach & cove. It's Malibu's Paradise! ...  
[www.paradisecovemalibu.com/](http://www.paradisecovemalibu.com/) - Cached - Similar



28128 Pacific Coast Highway, Malibu - (310) 457-2555  
[yelp.com](http://www.yelp.com) (324) - 6 reviews  
[citysearch.com](http://www.citysearch.com) (43) - 1 review

## GEOFFREYS MALIBU 27400 PACIFIC COAST HIGHWAY

Oceanside dining. Menus, virtual tour, and reviews.  
[www.geoffreysmalibu.com/](http://www.geoffreysmalibu.com/) - Cached - Similar



27400 Pacific Coast Highway, Malibu - (310) 457-1519

"Sunny sunday afternoon + the beautiful view + spicy bloody mary = beautiful!" - [zoeast.com](#)

★★★★★ 947 reviews  
[Place page](#)



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Ads

**Plate Rest**  
Healthy, Orga  
Steaks, Seafo  
[www.platema](http://www.platema)

**Restauran**  
**Restaurants**  
[Get Answers](#)

## Finally Achieve The Well-Deserved Local Search Engine Listings Your Clients Crave!

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# Google's New Local Search SERP

## First Signs

On July 3, 2010 Linda Buquet of [Catalyst eMarketing](#) saw something new in the way Google displayed local search results in its SERPs. After seeing it, Buquet immediately sent Mike Blumenthal [emails](#) regarding her find which included this screenshot...

**Google** Dentist Chicago Search

About 4,860,000 results (0.27 seconds) **New Google Serps?** Advanced search

**Everything** Maps More Show search tools

**Chicago Cosmetic Dentist**  
www.MitchellDentalSpa.com Cosmetic Dentistry Featured on CNN & The Today Show. Free Consultation

**Chicago Dentist**  
www.WickerParkDentalGroup.com Cosmetic & General Dentistry Emergencies / Children & Adults  
Show map of 1738 W North Ave, Chicago, IL 60622

**Find a Chicago Dentist**  
www.1800dentist.com/Chicago Call Us To Find a Chicago Dentist! Find a Dentist by Work or Home Now.  
Research Dental Treatments - At Home Dental Tips - Smile Enhancements

**Dentist Chicago - Cosmetic Dentist - Orthodontist Chicago ...**  
Web special \$1 exam and x-rays or free teeth whitening. We accept insurance, gentle cleanings, veneers, and braces, cosmetic and family dentistry.  
www.bigsmailedental.com

**2833 N Milwaukee Ave, Chicago, IL - (773) 772-8400**  
"Certified) This visit was absolutely refreshing." - demandforce.com  
More from: yelp.com - insiderpages.com

**Dental Salon| Chicago Cosmetic Dentist Office**  
Open 7-Days a week, late evening appointments! Affordable Dentistry. Specialist Dentists, Insurance Accepted, Dental Implants, Invisalign, ...  
www.dentalsalon.com

**939 West North Avenue, Chicago, IL - (312) 642-3370**

**Chicago Dentist Office in Lincoln Park | Art of Modern Dentistry**  
If you're looking for a great dentist, your future just got a whole lot brighter. The Art of Modern Dentistry is a state-of-the-art Chicago dentist with ...  
www.artofmoderndentistry.com

**1339 South Michigan Avenue, Chicago, IL - (312) 922-1898**  
"Certified) My experience visiting the Art of Modern Dentistry in the South Loop was just great. It was my first visit for teeth cleaning and overall exam." - demandforce.com

**Reviews more prominent**  
377 reviews Place page

**Direct Link to Place Page Called "Place Page" Instead of "More Info"**  
262 reviews Place page

**Map on Right Pushes Down Adwords**

**Sponsored links**  
**Oak Park Dental Group**  
General & Cosmetic, Braces, Veneers  
Oral Surgery, Implants, Whitening  
www.opdental.com  
7034 W North Avenue, Chicago, IL

**Eco-Friendly Dentistry**  
Chicago's First 'Green' Dental Practice. Evenings & Saturdays!  
www.ORADentalStudio.com/Chicago

**Chicago Cosmetic Dentist**  
Chicago's premier Cosmetic Team.  
0% Financing. Free consult/parking.  
www.artofmoderndentistry.com  
Chicago, IL

**Discovered by Linda Buquet Catalyst eMarketing.com**

Following are Buquet's notes from her emails:

*Search term: Dentist Chicago (FYI I am using FF) Double checked and it's not some weird caching error because other [dentist](#)/city searches come up the old way.*

*[http://www.google.com/search?hl=&q=Dentist+Chicago&sourceid=navclient-ff&rlz=1B3GGIC\\_en\\_\\_US345&ie=UTF-8](http://www.google.com/search?hl=&q=Dentist+Chicago&sourceid=navclient-ff&rlz=1B3GGIC_en__US345&ie=UTF-8)*

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*In case I'm only seeing it on my datacenter and you are seeing something different, I'm attaching screenshots.*

- 1. The Places listings are BIGGER and look like the organic results except they have a [map](#) pin.*
- 2. As you scroll down the MAP scrolls with you. So even when you are at bottom of page in the organic listings the map moves down and shows on right.*
- 3. ONLY 7 (purely) organic listings show and in this instance most are directories or assn. Only 2 are [Dentists](#).*
- 4. To get on the top TWO screens you need to be in local. Most of the organic are 2 screens BELOW the fold.*
- 5. Reviews are more prominent.*
- 6. Link to Place Page is marked as such, instead of just "More Info" which means better branding and name recognition for Google Places.*
- 7. It's pulling meta description from the site - just like organic.*
- 8. PLUS it adds some snippets from reviews on the Place page. So best of both worlds and BIGGER!*

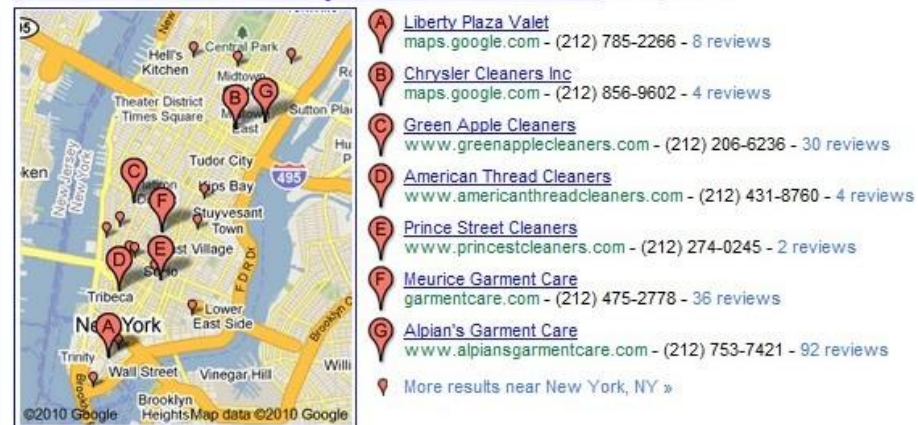
Blumenthal [added](#) that the results also included links to review sites that Google is receiving from, as well as more information about some (but not all) of the businesses. He also noted that when Local shows at the top of the page, only 3 local results were showing above the fold [making](#) positions 4 through 7 much less valuable real estate than they currently are.

To make Blumenthal's last point clearer, below is the screenshot of how Google used to display local search/[business](#) results in the organic results.



valet service  
safety deposit boxes  
guest laundry  
room service

Local business results for **laundry service** near New York, NY - Change location



As you can very well see, the old layout (which is now popularly referred to as the “7-pack”) is really compact and appears in a form very much like a widget of sorts.

And since the results are tightly packed, being below or above the fold is not really much of a [concern](#).

Blumenthal also added that in the results above the fold, information from the [website's](#) meta description tag were included with the listing.

This information was absent from those below the fold as you can see in the screenshot below (courtesy of Linda Buquet).

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<http://jadatrade.com/>

**RT Richard Tong**

<https://richardtong.com.au/>

### Strobel Dentistry

[www.strobeldentistry.com](http://www.strobeldentistry.com)

25 East Washington Street #1917, Chicago, IL - (312) 726-3135

"(Certified) Very friendly and helpful staff. Made me feel very

comfortable..." - demandforce.com

More from: [healthgrades.com](http://healthgrades.com) - [yelp.com](http://yelp.com)

## Page 2 - Below the Fold

### One II Center Dental Associates

[www.dentalprofessionals.com](http://www.dentalprofessionals.com)

111 E Wacker Dr # 23, Chicago, IL - (312) 938-3999

"(Certified) This is the best dentist office every." - demandforce.com

### Children's Dental World

[www.bridgeportfamilydental.com](http://www.bridgeportfamilydental.com)

2959 South Wallace Street, Chicago, IL - (312) 326-5437

"We did TONS of research on pediatric dentists prior to taking our daughter to see Dr.

Sam Park. His office is not in our area (9 miles away, which is a ...)" - citysearch.com

### American Dental Hygienists

[www.adha.org](http://www.adha.org)

444 North Michigan Avenue, Chicago, IL - (312) 440-8900

More results near Chicago, IL »

## Chicago area dentists ☆ Organic Listings Start Bottom of 2nd Scroll Down

Dentists in Chicago and Chicago suburbs listed by specialty and location.

[www.findadentist.net/](http://www.findadentist.net/) - Cached - Similar

## 2nd Page Below the Fold!

### Chicago Dentists ☆

2438 businesses reviewed for Dentists in Chicago on Yelp. Read about places like: Robert Deaver, DDS, ORA Dental Studio, Downtown Dental, Old Town Dental ...

[www.yelp.com](http://www.yelp.com) » Chicago » Health and Medical - Cached - Similar

### Chicago Dentists in Chicago IL Yellow Pages by SuperPages ☆

Directory of Chicago Dentists in IL yellow pages. Find Dentists in Chicago maps with reviews, websites, phone numbers, addresses and business profiles

★★★★★

82 reviews

Place

page

Map follows as you  
scroll down the page →

★★★★★

95 reviews

Place

page

★★★★★

7 reviews

Place

page



### Big Smile Dental

\$1 Exam & X-Rays or FREE Whitening  
As Seen on FoxNews (773)772-8400

[www.BigSmileDental.com](http://www.BigSmileDental.com)

2833 N. Milwaukee Avenue, Chicago, IL

Place

page

Discovered by Linda Buquet  
Catalyst eMarketing.com

Google's Elaine Filadelfo (Global Communications & Public Affairs) would note on July 6 that it was an experiment saying "we're continually trying out new tweaks to a portion of our users."

A little more than a month later, Chris Boudreaux of [Converseon.com](http://Converseon.com) reported seeing the new layout for the first time. What really struck him, however, was that the SERP he got was almost free of any standard [web](#) search results save for one located at the bottom of the page.

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car rental nyc

Search

About 745,000 results (0.25 seconds)

[Advanced search](#)

Everything



Maps



Books



More

Any time

Past 2 months

[More search tools](#)

#### Avis Rent a Car

Avis.com Save 30% on Full-Week or Weekend Rentals by Adding Where2 GPS. Reserve A Car With GPS - One Way Rentals - Deals & Specials - AVIS Locations

#### Cheap Rental Car

www.KAYAK.com Compare Cars by Price, Location, Model & More Rent Your Car Now

#### Budget.com Official Site

Budget.com Weekly Compacts Starting at \$149 in Florida. Deal Ends 8/15. Book Now! Official Site - Our Locations - Think Fast Deals & Specials - Reserve Now

#### Car Rental - Car Rentals - Rental Car - Dollar Car Rental

Get behind the wheel of a rental car and hit the open road. With great prices on car rentals ranging from SUVs to luxury sedans, at Dollar.com you'll find ...

www.dollar.com

329 East 22nd Street, New York, NY - (866) 434-2226

★★★★☆  
14 reviews  
[Place page](#)

#### New York Car Rental Specialists: ACTION CAR Rental

Action Cars Rentals New York providing exotic cars for rent including BMW, Jaguar, Mercedes, Vipers, and convertibles.

www.nyexoticcarrentals.com

3rd Avenue @ 33rd Street, 200 E. 33rd St., New York, NY - (212) 683-7205

★★★★☆  
43 reviews  
[Place page](#)

#### Hertz Rent-a-Car - Rental Car Discounts, Coupons and Great Rates

Reserve a rental car from Hertz car rental and get a great rate online. Find out how easy it is to book a hybrid, convertible or luxury car today.

www.hertz.com

126 West 55th Street, Manhattan, NY - (212) 496-5925  
"I will be the first to say that this review is perhaps a little unfair (you'll see why). But nonetheless, I had a harrowing and awful experience at this..." - yelp.com

2 reviews  
[Place page](#)

#### Avis Car Rental - Rent A Car with Avis

Make a car reservation from Avis Rent A Car car rental. ... Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota ...

www.avis.com

217 East 43rd Street, New York City, NY - (212) 593-8378  
"I rent a lot of cars for work, normally from Hertz, but for a recent personal trip North I was looking for a low cost SUV and I thought Avis might be cheaper." - yelp.com

6 reviews  
[Place page](#)

#### Enterprise Rent-A-Car - Rental Cars at Low Rates

Car Rental Locations by City. Browse popular car rental locations by city, including Orlando, Chicago, Los Angeles, New York, and Phoenix. ...

www.enterprise.com

56 Fulton Street, New York, NY - (212) 227-5050  
"Hybrids or E25 models can be booked by phone, also provides a carbon offset option through TerraPass when reserving online, by phone, or at time of pick-up. ..." - greenopia.com  
More from: citysearch.com

3 reviews  
[Place page](#)

#### New York City Car Rentals, Manhattan Rent a Car - AAMCAR

Car rentals in New York City Manhattan with AAMCAR. Rent a Car New York, NY in Discount. Rent a car online. Low rates, free mileage, no credit card needed.

www.aamcar.com

315 West 96th Street, New York, NY - (888) 500-8460  
"LOVE AAMCAR!, rented a Black Explorer last weekend, fully loaded, leather seats, sun roof, mp3 hookup for \$400 for the entire weekend! Awesome spot!" - insiderpages.com  
More from: citysearch.com

★★★★★  
30 reviews  
[Place page](#)

#### Prestige Car Rental Manhattan | Car rental Manhattan Long Island, NY

New York Prestige Car Rentals have the most affordable car rentals in Manhattan.

www.prestigecarrental.com

148 East 33rd Street, New York, NY - (212) 679-4747  
"I found this place walking to my Doctors appointment at NYU. They had a nice looking mustang outside with a rent me flag that caught my eye. ..." - citysearch.com

★★★★☆  
22 reviews  
[Place page](#)

#### Car Rental - Last Minute Specials, Cheap Deals - Alamo Rent A Car

Find car rental deals at Alamo Rent A Car. View last minute specials, discounts, and e-coupons. Save time with Alamo's self-service car rental kiosks.

www.alamo.com

19 East 12th Street, Manhattan, New York City, NY - (800) 826-6893

[Place page](#)

#### New York Car Rental - Rent a Car in New York, New York at Budget.com

Rent a car in New York with Budget.com. Check out our specials for New York car rentals.

www.budget.com

225 East 43rd Street, New York City, NY - (212) 661-5906

4 reviews  
[Place page](#)

"Save Money: Check the Budget website for a variety of discounts including Internet-only specials, last-minute deals and savings for seniors The Extras ..." - citysearch.com

#### Gotham Dream Cars - Ultra Exotic & Luxury Car Rental in New York ...

Gotham Dream Cars is New York City & Miami / South Florida's premier exotic car rental company. We specialize in ultra-exotic Ferrari rental. ...

www.gothamdreamcars.com

75 West End Avenue, New York, NY - (212) 957-4400

★★★★★  
32 reviews  
[Place page](#)

"Just wanted to thank everyone at Gotham Dream Cars for making my experience so great! My three friends and I have turned 50 and we thought this would be a ..." - citysearch.com

[More results near New York, NY »](#)

#### Books for car rental nyc

Frommer's New York City 2010 -

Brian Silverman, Kelsy Chapin, Richard Goodman - 2009 - 496 pages

Frommer's New York State

Neil Edward Schlecht, Brian Silverman, Kerry Acker - 2009 - 480 pages

Let's Go New York City - Let's Go, Inc. - 2006 - 416 pages

Searches related to car rental nyc

[cheap rental cars](#)

[luxury car rental nyc](#)

[alamo car rental](#)

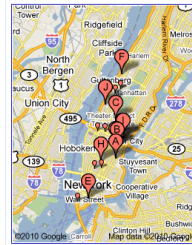
[enterprise car rental nyc](#)

[prestige car rental nyc](#)

[thriftly car rental nyc](#)

[hertz nyc](#)

[one way car rental nyc](#)



Sponsored links

#### Cheap Car Rentals

No Bidding, No Guessing. Discount Rental Cars from \$16.29/Day. www.CarRentals.com/New-York

#### \$8 A Day Car Rentals

Pickup from all major airports. Book your rental from \$9 a day! www.FareSpotter.net/Rental-Cars

#### Local Audi Dealers

Visit Your Local Audi Dealer & Find Great Offers Today! Official Site. www.TriStateAudiDealers.com

#### Priceline Car Rentals

Save up to 40% on Rental Cars. Priceline: No One Deals Like We Do. www.priceline.com

Priceline.com is rated ★★★★★

#### Car Rental Online

Our Lowest Rates Guaranteed! Reserve In 3 Easy Steps Now. www.Dollar.com

99 Charles Street, New York, NY

#### New York Car Rentals

Economy Car Deals From \$15.95/Day Big Savings with Hotwire Hot-Rates! www.Hotwire.com/New-York

#### Super Cheap Car Rentals

Search & Compare Major Car Rental Companies to Get Really Cheap Rates. www.BookingBuddy.com/Car-Rentals

#### Cheap Car Rental

Daily Rates From \$22 800-314-8816 Ft Lauderdale Miami www.RoyalRAC.com

[See your ad here »](#)



Boudreaux writes:

*[...] the results seemed to exclude traditional organic search results, and that the page appeared dominated by organic results from Google Maps.*

Boudreaux also noted that the sticky map appeared to disadvantage paid search results appearing below the third slot, which disappeared behind the map as users scrolled down the page.

In reaction to Boudreaux's remark regarding the (possible) exclusion of traditional organic search results in the SERPs, Blumenthal clarified that:

*Google is not replacing organic results with local results. Rather they are merging the Local and Organic results and showing the exact same number of total listings on the page.*

*Some local listings though that previously had 2 listings, one local and one organic, now get only 1 consolidated and enhanced listing and only one [link](#) to their [site](#).*

*If the listing currently has a higher local result than its organic listing, the listing typically moved up in the overall ranking of the new display. If the listing had no local presence in the current display, then it moved down the page.*

*If the Local listing was strong but the [website](#) had very low organic visibility then the listing would move down in rankings slightly. Thus the local listings that performed best were those with both good local ranking AND good organic rankings.*

In addition, Blumenthal [noted](#) that directory sites, while remaining visible, moved down the page (e.g., Expedia, TripAdvisor, and HotelGuides main listings all dropped).

But, although pure directory sites were generally pushed down the

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rankings, those providing significant [review content](#) to Google could gain immeasurable exposure and a number of prominent links. Also, the page of the new results appeared to be physically longer.

Another thing of note is that there are some instances (queries) where organic listings appeared above the local listings. Both Blumenthal and Buquet have screenshots as proof of this. Here's Buquet's:

The screenshot shows a Google search for "Plastic Surgeon Chicago". The search bar at the top indicates "About 478,000 results (0.20 seconds)". On the left sidebar, under "Everything", the "Maps" option is selected. The main results area shows several organic search results at the top, including "Chicago Plastic Surgeon" from www.TheCosmeticSurgeryInstitute.com, "Dr Michael A Epstein-FACS" from www.MAEPlasticSurgery.com, and "Plastic surgeon in Chicago" from drturowski.com/. Below these, a "Local Starts Here" section is visible, which contains a description of local listings and a list of 7 local listings. The first local listing is for "Chicago Liposuction - Illinois Breast Augmentation | Liposuction ..." with 57 reviews. The second local listing is for "Chicago, Illinois Breast Augmentation and Cosmetic Surgery ..." with 4 reviews. To the right of the organic results, there is a map showing the Chicago area with several red location pins. Below the map, there are more sponsored links for "Dr Michael A Horn Chicago" and "Plastic Surgery Chicago".

And here's Blumenthal's:



The screenshot shows a Google search for "hotels ithaca ny". The search bar at the top shows the query and a "Search" button. Below the search bar, it indicates "About 1,230,000 results (0.32 seconds)" and an "Advanced search" link. On the left sidebar, there are links for "Everything", "Maps", and "More". The main search results area displays several links, including a sponsored link for Expedia, a link for "Visitor Info | Visit Ithaca", and several hotel listings like "Hampton Inn Hotels", "Ithaca Hotels, Motels - New York NY - Ithaca Hotel Discounts", "Super 8 Hotels | Ithaca New York Hotel | Ithaca, NY 14850-5218", "Ramada | Ithaca New York Hotel | Ithaca, NY 14850 | Near Cayuga", "Econo Lodge@ Ithaca NY", and "Hilton Garden Inn Ithaca". To the right of the text results is a map of Ithaca, NY, with several red location pins labeled with letters (A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z) marking specific hotel locations. Below the map, there are more sponsored links for "Ithaca Motels", "Econo Lodge@ Ithaca NY", and "Hilton Garden Inn Ithaca".

At this point, it seems that the new layout is here to stay. The big question now is how this new layout is affecting the SERP rankings.

## IYPs and SMBs Going to be Hit the Hardest

That's Internet yellow pages (IYP) and small-to-medium [businesses](#) (SMB), by the way.

Chris Silver Smith of Search Engine Land [presented](#) a possible (and compelling) reason why Google is doing the change.

According to Smith, Google (probably) wants to give its users what they are really looking for, and that is immediate answers.

You've probably been in a number of situations where you click on a result on the SERP and it takes you to another search engine or you land on a page where you are presented with yet another list to weed through (like in the case of directories).

Well, Google's Webmaster Guidelines actually specify that one should use robots.txt to disallow search results pages from getting indexed.

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<https://richardtong.com.au/>

From Google's Webmaster Guidelines:

*Use robots.txt to prevent crawling of search results pages or other auto-generated pages that don't add much value for users coming from search [engines](#).*

As a user, you would probably agree with Google on this point. However, according to Smith, this presents a problem to Internet yellow pages and [business](#) directory listing pages because, technically, they fall under the definition of "search results".

Smith speculates that:

*[...] it's likely only a matter of time before they might begin penalizing or disallowing SEOed IYP listings pages".*

*[...]*

*As things currently stand, there's no question that this design change would be seriously devastating to the SEO projects for most directory sites.*

As for SMBs, Smith pointed out that the [change](#) could easily result in far lower numbers of organic referrals for them, especially those who had been enjoying multiple spots on the SERPs (e.g., in the old 7-pack local results and top organic results).

As you can see in the screenshots presented above, much of the SERP real estate is being overrun by the new local results. Additionally, the change could also negatively impact the CTRs of the sponsored listings in the right sidebar because they are being pushed down by the sticky map.

Smith writes:

*Google's overall philosophy of putting user experience above monetary [concerns](#) or any other priority is noble in most cases, but in the area of local businesses, there's perhaps more context which should be considered. One*

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*might dismiss the probable negative impact to directory sites, but the likely impact to SMBs cannot be seen as acceptable. Will Google notice if businesses were to be negatively affected by the design change? Would they even [care](#)?*

## How the New Layout is Affecting Ranking

George Freitag (a Seattle-based Local SEO Specialist) published a [report](#) on November 27, 2010 on how the new layout is affecting rankings.

### The Samples

For his test, Freitag monitored the movement in rankings of 50 random websites that they've been tracking for at least two months. He excluded sites that had substantial fluctuations in rankings within the few weeks leading to his test.

Also excluded were several sites that had not experienced any change in rankings because, according to Freitag, they *"were in non-competitive areas where they pretty much dominated all other [websites](#) for their searches"*.

After collecting his samples, Freitag compared the organic rankings of several websites prior to the change to their rankings after the change. He also performed searches in Google Maps to see how the Places pages of his samples were ranking individually.

### The Results

Freitag writes:

*Of the 50 websites examined, 30 of them had an improvement in the new, "combined" results while 6 of them dropped. In most cases, this shift in their ranking could definitely be attributed to the performance of their local listings.*

For sites that improved in ranking, Freitag saw a direct correlation

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between the sites' improved ranking and their local ranking in Maps. For his searches, Freitag used a typical local query consisting of "business/service city st".

Old SERP	Maps	New SERP	SERP Δ
3	1	2	1
3	2	2	1
2	1	1	1
2	1	1	1
3	1	2	1
4	9	3	1
4	5	3	1
4	1	3	1
5	9	4	1
10	8	9	1
7	2	6	1
6	6	5	1
4	3	3	1
4	2	2	2
10	3	8	2
5	5	3	2
8	6	6	2
6	2	4	2
7	9	4	3
9	1	6	3
9	6	6	3
11	4	7	4
9	7	5	4
8	1	4	4
9	5	4	5
34	4	5	29

Freitag found that sites that are performing well in both organic and local are performing even better in the new consolidated SERP. He also noted that a well-performing Google Places listing pulls up a site's organic ranking.

In some instances, Freitag said, the combined [performance](#) of a [business](#) with both a decently ranking website and Places page was enough to push it up a rank or two in the new results.

However, there are also instances where a well-optimized Places page alone was able to significantly improve the rankings of a decently performing [website](#), actually increasing its ranking by several spots.

From these results, Freitag's test seems to indicate that a local listing's performance is a significant ranking factor in the new organic results.

Old SERP	Maps	New SERP	SERP Δ
18	95	22	-4
4	34	8	-4
5	34	9	-4
29	119	32	-3
5	27	8	-3
22	57	24	-2

With regards to sites that have dropped down the ranks, Freitag initially assumed that their drop was due to an existing negative trend.

However, after considering sites that have previously been doing well (which dropped in rankings after the change), he discovered that the poorly performing business listings are not directly to be blamed for



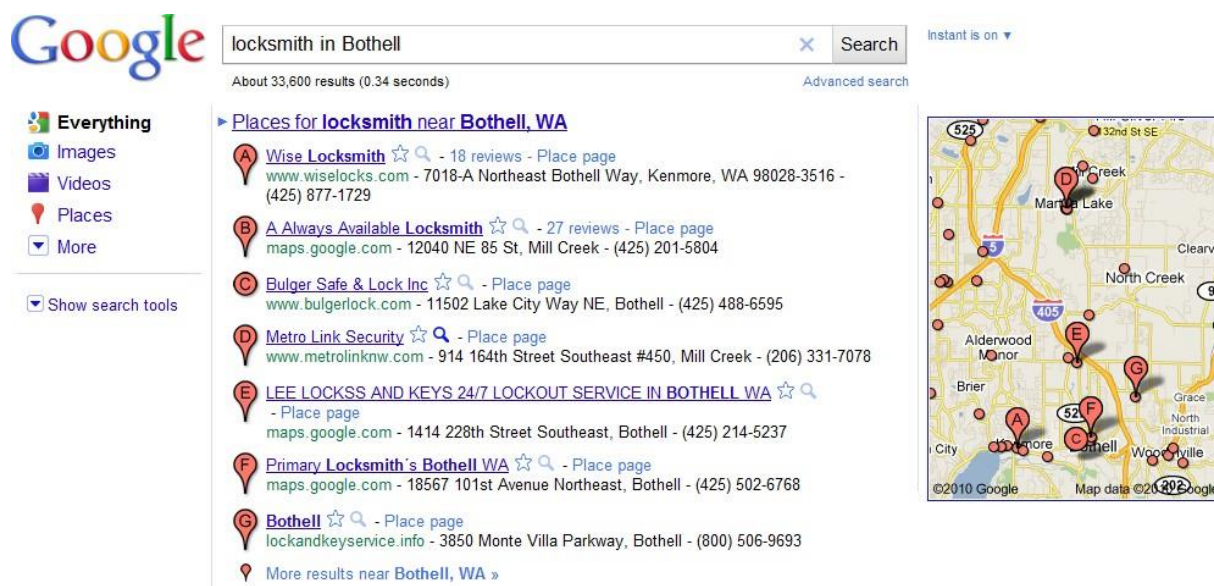
the drop. What's actually happening is since the local results being buried so deep in Google Maps, Google didn't associate the business's Places page with their [website](#).

Because of this, the sites that did have well-optimized Places pages were ranking higher.

## Other Observations

While going through dozens of various local searches, Freitag was able to make the following additional observations:

- Contrary to the issues raised by Chris Silver Smith regarding IYPs and directory listings, directory listings actually appeared to be showing up more frequently in local results in Freitag's test. And, in some cases, they took up the top 3 spots of the [results](#).
- The 7-Pack, or rather one-line [business](#) listings similar to the old 7-Pack, aren't gone entirely. Lettered results still tend to [show](#) up when Google isn't entirely sure if a search is really a local search. Freitag notes that this typically happens in searches for smaller cities or regions.



- When using rank-checking tools, the one-lined, lettered listings

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are not being counted, unlike before. However, Freitag notes that the larger results in his test are treated just as normal organic results prior to the change, completely disregarding the letter and local information assigned to it.

- Although Freitag saw plenty of sites on the first page without a Places page, he saw very few Places page ranking on the first page without a website. In comparison, it was very common to see sites that have a Places page with no website appearing in the old 7-pack local business results. As a matter of fact, some even outrank those that have websites as you can see below.



It now appears that it's nearly impossible for [businesses](#) that have no website to be included in the first page of Google's general SERP for most searches.

## Conclusion

Drawing his conclusion from the results of his test, Freitag thinks that the best way to go in order to rank high in the local/organic SERPs is to have both a very well optimized [website](#) and an optimized, claimed Places page to associate with it.

Freitag writes:

*All those old debates about whether it was better to have the top-ranking website in organic or have your business at the top of the 7-pack are over. Even if this isn't the final layout, it's clear that Google intends to make both count.*

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## Optimizing Your Google Places Page

### Claim Your Google Place Page

You can go to Google Places and submit/add your business listing. But before you do that, it is advised that you check first if your business is listed there already.

Note that aside from direct submissions by business owners or their representatives, Google also gathers local business information from third-party [websites](#) that have business listings (e.g., [online](#) yellow pages, directories, etc.).

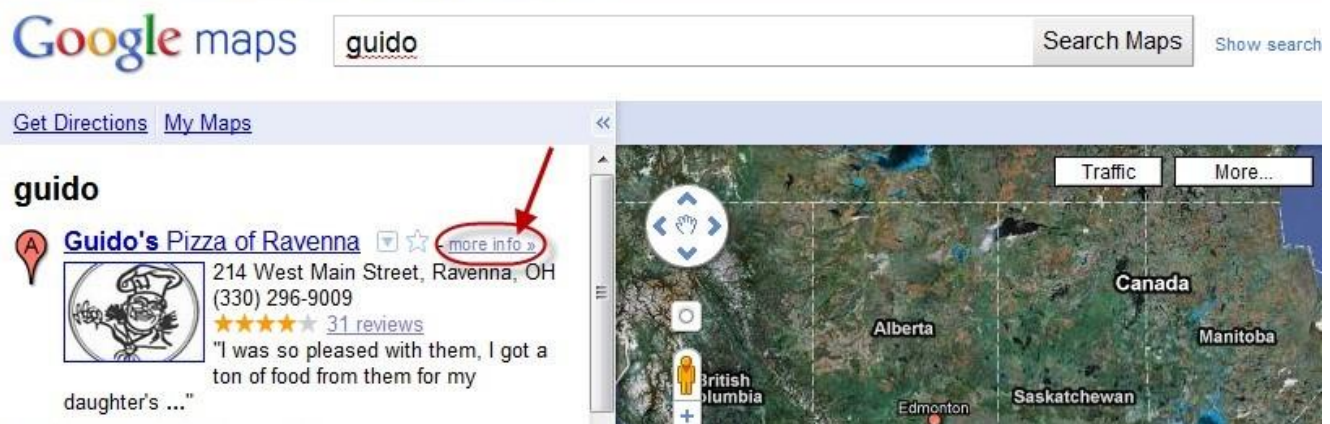
So, even if you have not done anything yet (i.e., if you have not submitted your business to Google), your [business](#) could already be listed on Google Places.

To search for your business, simply go to Google Places and search for your business name (or your business address or your business phone number). By the way, it is advisable that you do searches for all these info. Doing so will increase your chances of finding your business listing (if it exists) even if it has typographical (or any) errors.

If your business is already listed, claim it.

Claiming an existing listing is quite simple. Just click on the **more info** link that corresponds to your listing...

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼



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...and, in the resulting page, click on the link that says **Business owner?**



After that you'll be asked to fill out a form and, voila, you've claimed your business listing.

If your [business](#) is not yet listed, go to <http://google.com/places> and submit your business. You'll need a Google account to be able to claim/submit your business listing, by the way.

## Setup Your Service Area

When claiming/submitting your business listing, you will see a portion in the form where you are allowed to specify the geographic area that your business serves.

A screenshot of a form section titled 'Service Areas and Location Settings'. Below the title is the question: 'Does your business provide services, such as delivery or home repair, to locations in a certain area?'. There are two radio button options: 'No, all customers come to the business location' (which is selected) and 'Yes, this business serves customers at their locations'.

If you're a locksmith who services Kirkland, Bellevue, and Bothell but your business address is in Bellevue, your business listing will not appear in searches for a "locksmith in Kirkland" or "locksmith in Bothell".

For you to appear in those searches, you need to go into your Places page and select "Yes, this business serves customers at their locations" and then define your service area to include all the areas that you serve.

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## Make Sure Your Address is Correct

Your business address has as much to do with [customer](#) service as it does with SEO. If you do have a physical address; like a restaurant or store, make sure it is listed correctly on your Google Places Page.

▼ Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

*\* Required Fields*

Country: *	<input type="text" value="United States"/>
Company/Organization: *	<input type="text"/>
Street Address: *	<input type="text"/>
	<input type="text"/>
Postal Code: <a href="#">123</a>	<input type="text"/>
City/Town: *	<input type="text"/>
Province:	<input type="text" value="Select province"/>

## Make Sure That You Show Your Address

Google Places gives you the option to hide your address. But if you want your Places Page (and your site, for that matter) to rank well on Google's SERPs, you will have to show your address. Hiding your address can have a negative impact on your ranking even for service areas.

## Choose the Right Categories

Do some market research and find-out the most commonly used [business](#) categories that are associated with your business. You can also check out your competitors' Place Pages (and other businesses' that are similar to yours) for category ideas. Using at least one of Google's default categories could work to your advantage, by the way.

## Use Keywords in Your Place Page Description

Writing a full and complete description about your business using keywords will help your ranking. However, be careful not to stuff your description with too many keywords, lest be penalized for keyword stuffing.

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## Add/Include Photos and Videos to Your Place Page

Google Places allows you to upload up to 10 photos of your establishment and/or [products](#), and links of up to 5 YouTube videos related to your [business](#).

Including photos and/or videos on your Place Page will contribute to your page's completeness and improve your ranking. As an added bonus, photos and [videos](#) also help your page stand out among the search results.

## List Your Phone Number with the Local Area Code

Make sure that the phone number you list on your page has the same area code as your area of operation and/or your target market. If you don't have a local number, you can get a free one from [Google Voice](#).

The great thing about having a Google Voice number is that you can set it up in such a way that when a customer calls your (Google Voice) number it'll send the call to the phone you're currently using.

## Additional Info

- Do not create multiple Places Pages with the same phone number. Actually, do not create multiple Places Pages unless you have other branches or other businesses.
- If you are renting office space with many businesses in the same building, be sure to include your suite number.
- As already mentioned, DO NOT hide your address.
- Do not use an 800 number.
- Do not use a P.O. Box for your address. Google doesn't allow it.



## Optimizing Your Linked Website and Landing Pages for Google Places

As mentioned earlier, having a [website](#) will help you rank well in the SERPs. So, if you don't have one yet, better have one made now.

But as you may already know, having a website alone won't do you much good. What you need is a site that's properly optimized for Google Places.

Here are a few things that you can do to optimize your site for Google Places:

- Include city and state in all of your website title tags. This will help both your organic and local rankings
- Include your full address on your landing pages. Make sure that the address on your site matches the one you have on your Places Page. Also, make it a point to enter your address in the format used by Google Maps. Additionally, make sure that your address is written in “real text” (i.e., not an image).
- Include your phone number on your landing pages, including your area code. This will indicate to Google that your [business](#) is actually where you indicate it is located.
- When building links, always make it a point to include the location keyword in the anchor text of your inbound links. For example, “locksmith in Kirkland” or “locksmith in Bothell”.
- It's ideal that your URLs contain a location keyword. For example, <http://www.example.com/kirkland-locksmith>
- If you have multiple locations, create separate landing pages for each location.

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## Citations and Reviews

A citation is simply a listing for your business on another site (including the business name, phone number and address).

Yes, it's very much like link building, except that instead going around looking for sites where you can drop your link at, you need to only look for sites that allow you to list your business with the address and phone number.

This also includes sites that allow users to user to submit a review of your [product](#) or service. Following are the most important citation factors that will affect your page ranking:

**Consistency** - Make sure your [business](#) name, address, and phone number are the same for all directories and that it exactly matches the information on your Google Places Page.

**Quantity of Citations** - The more directories you're listed in, the better.

**Quality of Citations** - Being listed in the directories of well-known and trusted directors can give your page ranking a boost. The same goes with being listed in local directories.

As for reviews, although Google has stated that Place page ranking is not affected by reviews being positive or negative, other review factors can have an impact on your rank.

These factors are as follows:

**Volume of Reviews** - Simply put, the more reviews you have, the better. So, try to have at least as many customer reviews as your competition. Be careful, though. If you're [thinking](#) about writing tons of reviews for your own business, think again. If you get a lot of reviews all at once, it will look spammy to Google and you may get penalized.

**Velocity of Reviews** - Having a regular, steady stream of reviews

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can get you a long way.

**Reviews Left Directly On Google** - Reviews left by people with Google accounts with a long account history are more likely to be trusted by Google, than those people that sign up for a Google account just prior to writing a review.

**Location and Product Keywords in Reviews** - Though you won't have any direct control over what your customers write about you and/or your [business](#), you can suggest they mention your location and [product](#) or service when writing a review.

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# Creating Local Search Engine Business Listings and Relevant Backlinks

## Yelp:

Go to <https://biz.yelp.com/signup>

Enter your business' name in the **Your Business' Name** field.

Enter the City and State where your business is located in the **Near** field.

Click on the **Search** button.

yelp for BUSINESS OWNERS

1 Find Your Business 2 Create Your Account 3 Verify Your Identity 4 Access Yelp for Business Owners

**Start by finding your business**

Is your business already on Yelp? Search now to find it or create a new page if we don't have it yet.

Your Business' Name (e.g. Mel's Diner, Max's)  
Acme Italian Restaurant

Near (e.g. New York, NY)  
New York, NY

Search

Go through the list and see if your [business](#) is already listed. If it is, click on the **Unlock** button that corresponds to it. If your business is not on the list, click on the **Add your business to Yelp** link at the bottom of the list.

Barnes & Noble

Categories: Newspapers & Magazines, Bookstores

★★★★☆ 125 reviews

Union Square  
33 E 17th St  
New York, NY 10003  
(212) 253-0810

Unlock

1 to 10 of 10

Can't find your business? [Add your business to Yelp](#)

On the following page:

Choose your country from the Country dropdown list.

Enter your business' name in the Business Name field if it's not yet there.

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Enter your business address in the Address 1 and Address 2 fields.

Enter the city where your business is located in the **City/Town** field.

Enter the State where your business is located in the **State** field.

Enter the Zip code where your business is located in the **Zip** field.

Enter your business' phone number in the **Phone** field.

Enter your business' [web](#) site's URL in the **Web Address** field.

Enter your business' operating hours under **Hours**. Click on the **More Hours** button to add more days and hours.


Select the category where your [business](#) falls under from the **Categories** dropdown menu. Click on the **Add another category** link to add more categories.

Enter your email address in the **Your Email Address** field (this will be used for verification purposes).

Click on the **Add** button when you're done.






**for BUSINESS OWNERS**

### Add Your Business

It may take a couple days for your business to show up in search results, but you can start adding business information to your page right away.

Country

United States

Business Name

Acme Italian Restaurant

Address 1

180 Beekman Street

Address 2

City

new york

State

ny

Zip

10038

Phone

(212) 555-5555

Web Address

www.acmeitalresto.com

Hours

Mon 9:00 am - 5:00 pm [Remove](#)

Tue 9:00 am - 5:00 pm [Remove](#)

Wed 9:00 am - 5:00 pm [Remove](#)

Thu 9:00 am - 5:00 pm [Remove](#)

Fri 9:00 am - 5:00 pm [Remove](#)

Sat 9:00 am - 5:00 pm [Remove](#)

Sun 9:00 am - 5:00 pm [Remove](#)

Mon 9:00 am - 5:00 pm [Add Hours](#)

Categories

Restaurants Italian [Remove](#)

[Add another category](#)

Your Email Address

saracarell@gmail.com

To help ensure only valid businesses are added to Yelp we need to verify your email address.

**Add**

#### Are any of these your businesses?

Here are some businesses on Yelp that look similar to the one you are adding.

**Acme Bar & Grill**

Categories: Cajun/Creole, Chicken Wings, Bars

152 reviews

9 Great Jones St  
New York, NY 10012  
(212) 420-1934

Already unlocked

**Olive Garden**

Category: Italian

53 reviews

696 Avenue of the Americas  
New York, NY 10010  
(212) 255-1240

**Unlock**

**Taste of Tuscany**

Category: Italian

4 reviews

1051 Bloomfield Ave  
Clifton, NJ 07012  
(973) 916-0700

**Unlock**

Check your email and click on the verification link provided.



## Best of the Web:

Go to <http://local.botw.org/helpcenter/jumpstartproduct.aspx>

Click on the **Sign Up** button.



Under **Contact Information:**

Enter your first name in the **First Name** field.

Enter your last name in the **Last Name** field.

Enter your address in the **Address 1** and **Address 2** fields.

Enter your city in the **City** field.

Select your State from the **State** dropdown menu.

Enter your ZIP code in the **ZIP Code** field.

Enter your phone number in the **Telephone Number** field.

Under **Business Information:**

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<https://richardtong.com.au/>

Enter your business name in the **Business Name** field.

Enter your [business](#) address in the **Address 1** and **Address 2** fields.

Enter the city where your business is located in the **City** field.

Select the State where your business is located from the **State** dropdown menu.

Enter the ZIP code where your business is located in the **ZIP Code** field.

Enter your business phone number in the **Telephone Number** field.

Under **Account Info**:







Enter your desired username in the **Username** field.

Enter your desired password in the **Password** field and re-enter it in the **Confirm Password** field below.

Enter your email address in the **Email** field and re-enter it in the **Confirm Email** field below.

Click on the **Continue** button when you're done.



1 - General Info	2 - Business Details	3 - Signup Complete!
Contact Information	Business Information	Account Info
<b>First Name</b> <input type="text" value="Sara"/>	<b>Business Name</b> <input type="text" value="Acme Italian Restaurant"/>	<b>Username</b> <input type="text" value="saracarell"/>  
<b>Last Name</b> <input type="text" value="Carell"/>	<b>Address1</b> <input type="text" value="180 Beekman Street"/>	<b>Password</b> <input type="password" value="....."/> 
<b>Address1</b> <input type="text" value="5th street corner 12th avenue"/>	<b>Address2</b> <input type="text"/>	<b>Confirm Password</b> <input type="password" value="....."/>
<b>Address2</b> <input type="text"/>	<b>City</b> <input type="text" value="New York"/>	<b>Email</b> <input type="text" value="saracarell@gmail.com"/> 
<b>City</b> <input type="text" value="New York"/>	<b>State</b> <input type="text" value="New York"/> 	<b>Confirm Email</b> <input type="text" value="saracarell@gmail.com"/>
<b>State</b> <input type="text" value="New York"/> 	<b>ZIP Code</b> <input type="text" value="10038"/>	<div>Continue ▶</div>
<b>ZIP Code</b> <input type="text" value="10002"/>	<b>Telephone Number</b> <input type="text" value="(212) 555-5555"/>	
<b>Telephone Number</b> <input type="text" value="555-555-5555"/>		

On the following page:


Select your type of [business](#) from the **Business Type** dropdown menu.







1 - General Info    2 - Business Details    3 - Signup Complete!

**Basic Info**

Business Type:\*  Restaurants

Business Heading:\*  -- Select --

About Us:\* 


Products and Services:\* 


Payment options:  ☐ Safety & Security ☐ Mastercard ☐ Cash


*(A red box highlights the Business Type dropdown menu, and a red arrow points to the Business Heading dropdown menu.)*


1 - General Info    2 - Business Details    3 - Signup Complete!


**Basic Info**

Business Type:\*  Restaurants

Business Heading:\*  Further Refine Your Selection

About Us:\* 

Products and Services:\* 

Payment options:  ☐ Discover ☐ Debit

*(A red box highlights the Business Heading dropdown menu, and a red arrow points to the Business Type dropdown menu.)*

Select an appropriate heading/category for your [business](#) from the **Business Heading** dropdown menu.

1 - General Info    2 - Business Details    3 - Signup Complete!

**Basic Info**

Business Type:\*  Restaurants

Business Heading:\*  Further Refine Your Selection

Business Heading:\*  Restaurants Family Style

*(A red box highlights the Business Heading dropdown menu, and a red arrow points to the Business Type dropdown menu.)*

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Enter a brief description for your [business](#) in the **About Us** box.

A screenshot of a business registration form. The 'Business Type' dropdown is set to 'Restaurants', and the 'Business Heading' dropdown is set to 'Restaurants Family Style'. The 'About Us' text box, which contains the text 'Honest to goodness Italian Cuisine', is highlighted with a red rounded rectangle and a red arrow pointing to it from the right. The 'Products and Services' text box contains the text 'Genuine Italian food'. At the bottom, there are checkboxes for 'Payment options: Visa' and 'Diners'.

List down your [products](#) and services in the **Products and Services** box.

A screenshot of the same business registration form. In this view, the 'Products and Services' text box, which contains the text 'Genuine Italian food', is highlighted with a red rounded rectangle and a red arrow pointing to it from the right. The 'About Us' text box remains unchanged with the text 'Honest to goodness Italian Cuisine'. The 'Business Type' and 'Business Heading' dropdowns are also unchanged.

Choose the payment methods available in your business.

**About Us:\***

Honest to goodness Italian Cuisine

**Products and Services:\***

Genuine Italian food

**Payment options:**

☒ Visa
☒ Diners
☒ Mastercard
☒ Cash
☒ American Express
☐ Checks
☒ Discover
☐ Debit

**Languages spoken:**

**Number of Locations:**

**Year founded:**

**Number of Employees:**

Enter your and your crew/staff's spoken languages in the **Languages spoken** field.

Enter the founding year of your [business](#) in the **Year founded** field.

Enter the number of locations/branches your business has in the **Number of Locations** field.

Enter the number of employees that you/your business have in the **Number of Employees** field.

Click on the **Continue** button when you're done.

☒ American Express
☐ Checks
☒ Discover
☐ Debit

**Languages spoken:**

**Number of Locations:**

**Year founded:**

**Number of Employees:**

**Continue**

Check your email and click on the verification link contained in it.

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## InfoGroup:

Go to <http://home.infousa.com/Static/DatabaseUpdate>

Enter your phone number in the **Phone** field.

Enter the name of your [business](#)/company in the **Business Name** field.

Enter your business address in the **Location Address** field.

Enter the city where your business is located in the **City** field.

Select the State where your business is located from the **State/Province** dropdown menu.

Enter the ZIP code where your business is located in the **ZIP/Postal Code** field.

Enter your first name in the **Contact First Name** field.

Enter your last name in the **Contact Last Name** field.

Enter your title in the **Contact Title** field.

Select your **gender**.

Enter the type/category of your business in the **Primary Line of Business** field.

Click on the **Submit** button when you're done.

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<https://richardtong.com.au/>





## Add My Business

All fields required

Phone - 10 digit, non-toll free (ex:4025551234)

2125555555

Business Name

Acme Italian Restaurant

Location Address

180 Beekman Street

City

New York

State/Province

NEW YORK

ZIP/Postal Code

10038

Contact First Name

Sara

Contact Last Name

Carell

Contact Title

Owner

Contact Gender ☐ Male ☒ Female

Primary Line of Business

Italian Restaurant

On the following page, select the most appropriate classification for your [business](#) from the list provided.



Please select an Industry Classification description that best describes your line of business

- ☐ FOODS-CARRY OUT - CARRABBA'S ITALIAN GRILL
- ☐ FOODS-CARRY OUT - OLIVE GARDEN ITALIAN RSTRNT
- ☐ FOODS-CARRY OUT
- ☐ ITALIAN FOOD PRODUCTS-WHOLESALE
- ☐ ITALIAN FOOD PRODUCTS
- ☐ RESTAURANTS - CARRABBA'S ITALIAN GRILL
- ☐ RESTAURANTS - CUISINE ITALIAN
- ☐ RESTAURANTS - OLIVE GARDEN ITALIAN RSTRNT
- ☒ RESTAURANTS
- ☐ FOODS-CARRY OUT - BAKERS SQUARE RESTAURANT & PIE

Click on the **Submit** button at located at the bottom of the page.

On the following page, you are given the option to provide additional



information about your [business](#). These include the fax number, toll-free number, web site address/URL, email address, etc.

**info**GROUP™

800.321.0869   E-mail Us   Live Help  
Mon-Fri 7am-6pm CST / Sat 9-Noon CST

Home | About Us | Request Info | Data Quality | FAQs

Please provide any additional information you would like to include

Fax Number - 10 digit, non-toll free (ex:4025551234)

Toll Free Number (ex:4025551234)

Web site Address

E-mail Address

Number of Employees at this location

Location Ownership ☐ Own ☐ Lease

Mailing Address (if different than location)

City  State/Province

ZIP/Postal Code  -

Additional contacts:

Contact First Name  Contact Last Name

Contact Title

Contact Gender ☐ Male ☐ Female

E-mail Address

Contact First Name:  Contact Last Name

Contact Title

Contact Gender ☐ Male ☐ Female

E-mail Address

800.321.0869 | Home | About Us | Careers | Site Map | Update My Listing | Privacy Policy | Terms & Conditions | E-mail Us  
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Click on the **Submit** button when you're done.

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## Brownbook:

Go to <http://www.brownbook.net/business/add/>

Enter the name of your business in the **Business Name** field.

Enter your business address in the **Business Address** field.

Enter the ZIP code where your business is located in the **Zipcode/Postcode** field.

Select the country where your business is located from the **Country** dropdown menu.

Enter your business phone number in the **Phone Number** field.

Enter your mobile phone number in the **Cell/Mobile** field.

Enter your fax number in the **Fax Number** field.

Enter your email address in the **Email** field.

Enter your business's web [site](#) URL in the **Website** field.

Enter your business's blog URL in the **Blog** field.

Enter your or your business's Twitter handle in the **Twitter** field.

Enter your or your or your business's VoIP contact information in the **VoIP** field.

Enter your or your business's Instant Messenger contact information in the **Instant Messenger** field.

Under **Tags**:

Enter keywords that describe your [business](#) in the **Business tags** box and the locations where you are doing business in the **Location tags** box.

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## ☒ Add a business (step 1 of 2)

You're adding a new business.

(Did you check first to see if it already existed - try searching for the business name and the town?)

### Business Details

Business Name	<input type="text" value="Acme Italian Restaurant"/>
	<small>Spell it correctly - you won't be able to change this</small>
Business Address <small>Correct spelling and address format will help ensure an accurate map of your location - use the next box for your zip code / postal code</small>	<input type="text" value="180 Beekman Street"/>
Zipcode / Postcode	<input type="text" value="10038"/>
Country	<input type="text" value="United States"/>
Phone Number	<input type="text" value="(212) 555-5555"/>
Cell / Mobile	<input type="text"/>
Fax Number	<input type="text"/>
Email	<input type="text" value="info@acmeitalresto.com"/>
Website	<input type="text" value="www.acmeitalresto.com"/>
Blog	<input type="text"/>
Twitter <small>(e.g. @daveingram)</small>	@ <input type="text"/>
VoIP <small>(e.g. Skype: name)</small>	<input type="text"/>
Instant Messenger <small>(e.g. MSN: name)</small>	<input type="text"/>

### Tags

Business tags <small>(enter keywords that describe your business, e.g. "dentist, teeth, dental". Separate each with a comma)</small>	<input type="text" value="Italian Restaurant"/>
Location tags <small>(enter locations where you do business, e.g. "Putney, London, UK, United Kingdom". Separate each with a comma)</small>	<input type="text" value="US, United States"/>

## ☒ Is this your business?

### 1. Get more business

A Brownbook listing is an essential part of your online marketing strategy

### 2. Get found online

Your Brownbook listing gets you found in Brownbook AND on the major search engines

### 3. Claim and promote your listing

Claim your listing to take control, get alerted to updates, and add logos, photos, video and more

### 4. Get links to your business profile

Invite people to endorse your business to get more links and get found more

### 5. Customize your page

Drag and drop to change your page layout to present your unique business

[Read more...](#)



Click on the Next button when you're done.

On the following page, under **I'm NOT registered yet**:

Enter your email in the **Email** field and re-enter it in the **Confirm email** field below.

Click on the tick box labeled **Register me now so I can make future updates instantly**.

Make sure that the tick box labeled **I've read the terms and conditions** is checked.

Enter the word verification.

Click on the **Submit** button.

Check your email and click on the confirmation/verification link contained therein.

The screenshot shows the Brownbook.net website header with the logo, a search bar, and navigation links. Below the header, there's a section titled "Confirm changes" with a sub-header "Please confirm your changes (step 2 of 2)". Underneath, it says "Choose how to complete your updates". There are two main panels. The left panel is titled "I'm already registered" and contains fields for Email and Password, a CAPTCHA image with the text "U PNT NU", and a "Submit" button. The right panel is titled "I'm NOT registered yet" and contains fields for Email and Confirm email, both with the value "saracarell@gmail.com". It also has two checked checkboxes: "Register me now so I can make future updates instantly\*" and "I've read the terms and conditions". Below these is another CAPTCHA image with the text "1 X WSSV" and an "Enter text" field with the value "1XWSSV". A "Submit" button is at the bottom right of the right panel.

**Brownbook.net**  
the FREE directory that ANYONE can edit

Search Worldwide

Home | Add a business | Login | Register | Help | Blog

☒ Confirm changes


Please confirm your changes (step 2 of 2)  
Choose how to complete your updates

**I'm already registered**  
(I have a password)  
Your update will be made live instantly

Email

Password

Confirm you're human, enter the text you see below.



Enter text

(not case sensitive)

Submit

**I'm NOT registered yet**  
(I don't have a password)  
We'll email you to verify your update


Email

Confirm email

☒ Register me now so I can make future updates instantly\*

☒ I've read the [terms and conditions](#)

Confirm you're human, enter the text you see below.



Enter text

(not case sensitive)

Submit

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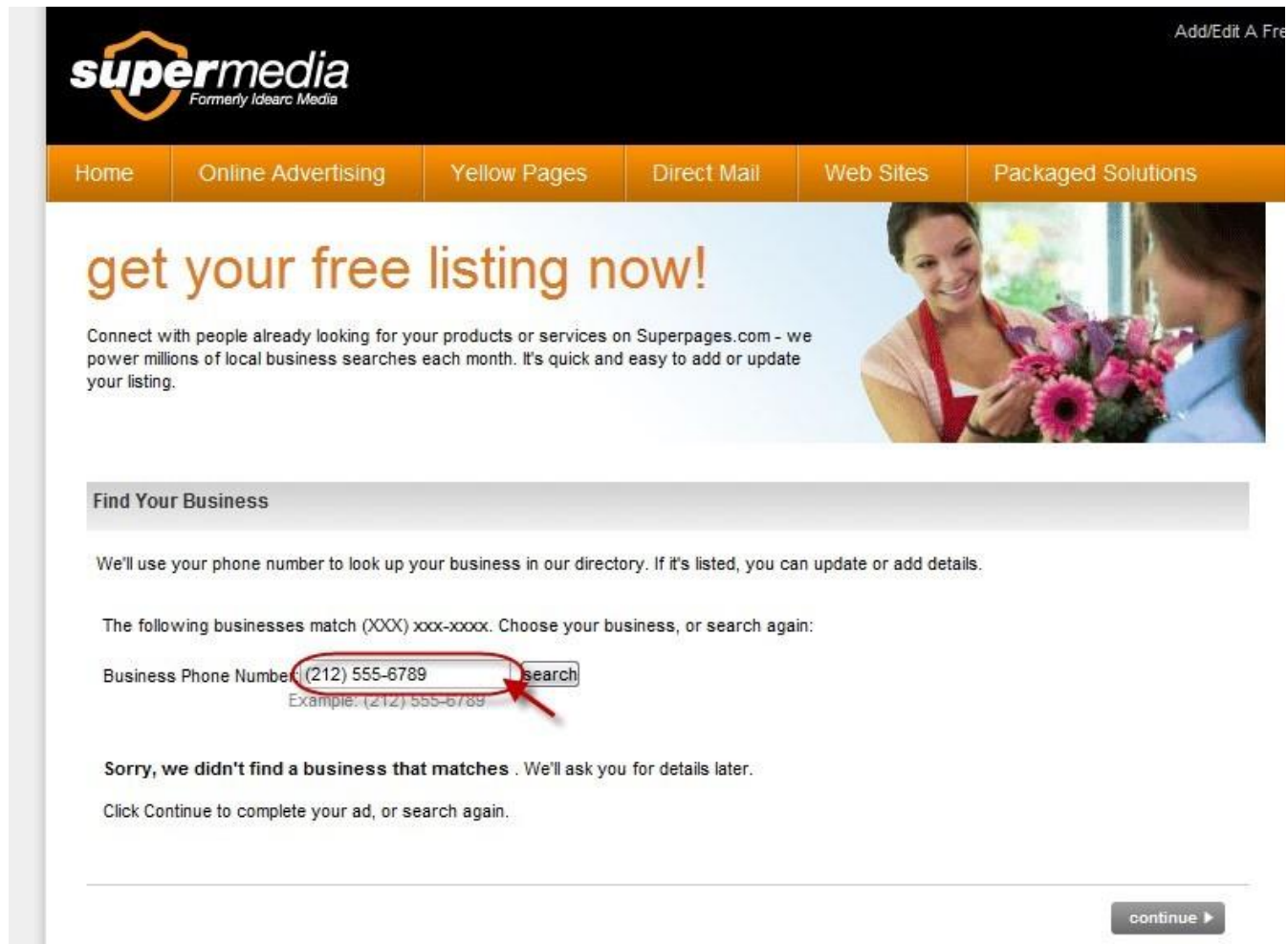
<https://richardtong.com.au/>



## SuperMedia:

Go to <http://www.supermedia.com/sportal/quickbpflow.do>

Enter your business phone number in the field provided.



The screenshot shows the SuperMedia website interface. At the top is the SuperMedia logo with the tagline 'Formerly Idearc Media'. Below the logo is a navigation bar with links: Home, Online Advertising, Yellow Pages, Direct Mail, Web Sites, and Packaged Solutions. The main content area features a large banner with the text 'get your free listing now!' and a subtext: 'Connect with people already looking for your products or services on Superpages.com - we power millions of local business searches each month. It's quick and easy to add or update your listing.' Below the banner is a section titled 'Find Your Business'. It contains a message: 'We'll use your phone number to look up your business in our directory. If it's listed, you can update or add details.' followed by 'The following businesses match (XXX) xxx-xxxx. Choose your business, or search again:'. There is a text input field for 'Business Phone Number' containing '(212) 555-6789' and a 'search' button. A red circle highlights the phone number field, and a red arrow points to the search button. Below the search field is an example: 'Example: (212) 555-6789'. At the bottom of the search section, it says 'Sorry, we didn't find a business that matches. We'll ask you for details later.' and 'Click Continue to complete your ad, or search again.' A 'continue' button is located at the bottom right of the form.

If your business is already in SuperMedia's directory, you will be allowed to update/edit your business details. Otherwise, you will be allowed to create a new listing.

To create a new listing, click on the **Continue** button.

Under **Enter Business Contact Information:**

Enter the name of your [business](#) in the **Business Name** field.

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Enter your business phone number in the **Phone Number** field.

Enter your business email address in the **Email Address** field.

Enter your business web site URL in the **Web Site URL** field.

Under **Add Location Information**:

Enter your business address in the **Street** field.

Enter the city where your business is located in the **City** field.

Select the State where your business is located from the **State** dropdown menu.

Enter the ZIP code where your business is located in the **ZIP/Postal Code** field.

Under **Choose Your Business Categories**, enter the category that best fits/describes your business in the field provided and click on the **Search** button.

Click on the **Add** link that corresponds to the category that best describes your [business](#).



## add listing information

[create listing](#)[enhance](#)[set up account](#)[checkout](#)

Add or update your listing information. Be sure to include your Web site URL and Email Address to increase customer contacts.

\* Required Field

### 1. Enter Business Contact Information

Make sure that customers can reach you when they are ready to buy.

* Business Name	<input type="text" value="Acme Italian Restaurant"/>
* Phone Number	<input type="text" value="(212) 555-6789"/>
	<a href="#">+ Add more phone numbers</a>
Email Address	<input type="text" value="info@acmeitalresto.com"/>
	<small>Example: info@mywebsite.com</small>
Web Site URL	<input type="text" value="http://www.acmeitalresto.com"/>
	<small>Example: http://www.mywebsite.com</small>

### 2. Add Location Information

We'll use your address to provide a map and driving directions so customers can find your location.

* Street	<input type="text" value="180 Beekman Street"/>
* City	<input type="text" value="New York"/>
* State	<input type="text" value="NY"/>
* ZIP / Postal Code	<input type="text" value="10038"/>
<input type="checkbox"/> Only show my city, state and ZIP (no map will be displayed)	

### 3. Choose Your Business Categories

Choose categories that identify your kind of business or industry type. Your listing will appear when people search for your business categories. To find categories, search using a keyword that best describes your type of business, product or service.

* <input type="text" value="Italian Restaurant"/>	<input type="button" value="search"/>
<small>Example: Florist, Plumbing</small>	

The following categories match your search-the most popular ones are listed first. Select up to five categories by dragging them to the Selected Categories box, or search again for more options.

<b>Available Categories:</b>	<b>Selected Categories:</b>
<div>Italian Restaurants</div>	<div>Italian Restaurants <input type="button" value="remove"/></div>

☒ = SuperGuarantee Program qualified category

[preview](#)[back](#)[continue](#)

Click on the **continue** button.

On the following page:

Select the [products](#), services and [brands](#) your [business](#) is offering by clicking on the **add** link that corresponds to the item you are offering.

**1. Select Your Products, Services and Brands**

Add the products, services and brands that your business offers.

Available Keywords:	Selected Keywords:
Formal Dining <a href="#">add &gt;</a>	Bottled Water <a href="#">remove</a>
Gift Certificates <a href="#">add &gt;</a>	Dine In <a href="#">remove</a>
Gourmet Foods <a href="#">add &gt;</a>	Family Friendly <a href="#">remove</a>
Group Discounts <a href="#">add &gt;</a>	
Handicapped Accessibility <a href="#">add &gt;</a>	

Enter your business's operating hours.

**2. Show Your hours of Operation**

Let customers know when you're open for business.

☐ Do not display our hours of operation

☐ Open 24 hours, 7 days a week

☒ Select hours of operation

Monday:  to  ☒ Closed [Apply to all days](#)

Tuesday:  to  ☒ Closed

Wednesday:  to  ☒ Closed

Thursday:  to  ☒ Closed

Friday:  to  ☒ Closed

Saturday:  to  ☒ Closed

Sunday:  to  ☒ Closed

Choose the payment [methods](#) that your business accepts.



### 3. Select Payment Options

Specify how customers can pay at your business. Check all payment options that apply.

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> American Express | <input type="checkbox"/> Personal Checks      | <input type="checkbox"/> Carte Blanche          |
| <input checked="" type="checkbox"/> MasterCard       | <input type="checkbox"/> Money Orders         | <input type="checkbox"/> Credit Terms Available |
| <input checked="" type="checkbox"/> VISA             | <input type="checkbox"/> Travelers Checks     | <input type="checkbox"/> Financing Available    |
| <input checked="" type="checkbox"/> Debit Cards      | <input checked="" type="checkbox"/> Cash Only | <input type="checkbox"/> Google Checkout        |
| <input checked="" type="checkbox"/> Discover         | <input type="checkbox"/> Diner's Club         | <input type="checkbox"/> PayPal                 |

### Under **Add Company Details:**

Enter a brief description about your page in the **Business Description** box.

Enter your certificate and/or affiliations in the **Certifications & Affiliations** field.

Enter your specialties in the **Specialties** field.


Enter additional (custom) information about your [business](#) (if any) in the **Additional Information** field.

Under **Add Photos**, click on the **Browse** button to look for the image you want to include in your listing from your [computer](#).

Enter a title for your [photo](#) in the **Enter a Title** field.  
Click on the **Add Photo** button to upload your image/photo.







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[Packaged Solutions](#)

[Order by phone \(866\) 311-4186](#)

[create listing](#)
[enhance](#)
[set up account](#)
[checkout](#)

## add business details

Add details that will appear on your one-page business profile. The more information you provide, the better your chances of appearing in search results on Superpages.com and major search engines.

### 1. Select Your Products, Services and Brands

Add the products, services and brands that your business offers.

Available Keywords:

Formal Dining	<a href="#">add &gt;</a>
Gift Certificates	<a href="#">add &gt;</a>
Gourmet Foods	<a href="#">add &gt;</a>
Group Discounts	<a href="#">add &gt;</a>
Handicapped Accessibility	<a href="#">add &gt;</a>
Happy Hour	<a href="#">add &gt;</a>
Healthy & Vegetarian Menus	<a href="#">add &gt;</a>
Italian Dells	<a href="#">add &gt;</a>
Late Night Dining	<a href="#">add &gt;</a>
Online Orders	<a href="#">add &gt;</a>

[Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) [Next](#)

Selected Keywords:

Bottled Water	<a href="#">remove</a>
Dine In	<a href="#">remove</a>
Family Friendly	<a href="#">remove</a>

### 2. Show Your hours of Operation

Let customers know when you're open for business.

☐ Do not display our hours of operation  
☐ Open 24 hours, 7 days a week  
☒ Select hours of operation

Monday:  to  ☐ Closed [Apply to all days](#)

Tuesday:  to  ☐ Closed

Wednesday:  to  ☐ Closed

Thursday:  to  ☐ Closed

Friday:  to  ☐ Closed

Saturday:  to  ☐ Closed

Sunday:  to  ☐ Closed

### 3. Select Payment Options

Specify how customers can pay at your business. Check all payment options that apply.

<input checked="" type="checkbox"/> American Express	<input type="checkbox"/> Personal Checks	<input type="checkbox"/> Carte Blanche
<input checked="" type="checkbox"/> MasterCard	<input type="checkbox"/> Money Orders	<input type="checkbox"/> Credit Terms Available
<input checked="" type="checkbox"/> VISA	<input type="checkbox"/> Travelers Checks	<input type="checkbox"/> Financing Available
<input checked="" type="checkbox"/> Debit Cards	<input checked="" type="checkbox"/> Cash Only	<input type="checkbox"/> Google Checkout
<input checked="" type="checkbox"/> Discover	<input type="checkbox"/> Diners Club	<input type="checkbox"/> PayPal

### 4. Add Company Details

Give potential customers the details they need to know.

Business Description 20 / 4000 (maximum characters)

What to tell us about your business

Certifications & Affiliations  
  
Examples: BBB Member, State License #123456

Specialties  
  
Examples: Exclusive products, Areas of expertise

Additional Information  
  
Examples: Additional URL, More information  
[+ Add more details](#)

### 5. Add Photos

Browse to find the photo you want, add a title for it, then click to Add Photo. Photos must be in JPEG or GIF format, and no larger than 5MB file size. By adding a photo you agree to our [photo guidelines](#).

Choose a Photo    
Click Browse to choose a file from your computer.

Enter a Title  
  
  
Examples: Our Storefront

Uploaded photos:

### 6. Add a Coupon

[+ Add A Coupon](#)

[previous](#)
[back](#)
[continue](#)

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Click on the **continue** button when you're done.

To avail of the free listing, make sure that the free listing is selected then click on the **No thanks, continue** link located at the bottom of the following page.

The screenshot shows a web page titled "Upgrade your listing" with several sections and annotations:

- Target your service area:** Reach more customers by targeting a wider service area. Options include:
  - ☐ New York (\$513/ month)
  - ☐ Downstate New York, NY Metro (\$335/ month)
  - ☐ New York, NY County (\$92/ month)
  - ☒ New York (free) [Annotated with a red circle and arrow]
- Improve your visibility:** Move your listing closer to the top of the search results. Options include:
  - ☐ Preferred Placement (\$110/ month)
  - ☒ all listings section(free) [Annotated with a red circle and arrow]
- Stand out from the competition:** Add color and font enhancements to get your listing noticed. Options include:
  - ☐ Red (\$22/ month)
  - ☐ Italics (\$22/ month)
  - ☐ Bold (\$22/ month)
  - ☐ Highlight (\$27/ month)
- Example Listing:** A preview for "Acme Italian Restaurant" showing a description, address, and website.
- Buttons:** "Add to My Cart" (orange) and "No thanks,continue»" (blue) [Annotated with a red circle and arrow].

On the following page, enter your [email](#) address in the Email address field.

Make sure that **No, I am a new user** is selected.

Click on the **Sign in** button.



## sign in

To complete your order you will first need to sign in.

**Sign In**

**What is your email address?**

Email address:

**Do you have a password?**

☒ No, I am a new user

☐ Yes, I have a password:

☐ Remember my email address on this computer

[I forgot my password](#)

### How do I get a password?

If you're a new customer, you'll add a password now as a part of account setup.

If you purchased advertising in the past, you may already have a password. If you don't know your password, just click **Forgot Your Password** to have a new one sent.

### What if my email address changed?

Try using your old email address. Once you are signed in you can change your account information to include your new email address.

On the **account setup** page, fill out all the necessary information and click on the **continue** button.

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**RT Richard Tong**

<https://richardtong.com.au/>

## account setup

To start using SuperPages.com products and services you first need to setup a user account.

### Account Info

\* First Name   
\* Last Name   
\* Email Address   
Email is used to sign in

### Company Info

\* Company Name   
\* Company Phone   
\* Street   
Suite / Mail Code   
\* City   
\* State / Province   
\* Zip / Postal Code

### Account Password

\* Password   
Use 6 or more characters, both letters and numbers.  
\* Retype Password

Type the code shown



[Try a different image](#)

[continue](#) ▶

### Why should I create an account?

A user account will allow you to...

- Get secure access to your company info
- Manage and change your listing or products
- Review click activity reports
- Update your account information

### How do you protect my privacy?

We respect your privacy, so the information you provide will not be sold or shared - you won't get spam or junk mail. We also take precautions to make sure your data is safely stored.

Check out our [privacy policy](#) for all the details.



On the following page:

Read the agreement and [click](#) on the tick [box](#) labeled I accept.

Click on the **complete my order** link.

## your order

Review your order details below. We will authorize your credit card for the total amount of your order, but you will not be charged until your billing cycle begins.

### Order Details

Free Business Listing and Profile Page FREE [Remove](#)

**Order Total:** \$0.00

Have a promotional code?

Enter it here:

[add](#)



Carefully read the following terms and conditions. Acknowledge your acceptance by clicking "I Accept" at the bottom of the page. Your order will not be processed otherwise.

### Terms & Conditions

[Print Terms & Conditions](#)

PLEASE READ THE FOLLOWING TERMS AND CONDITIONS (THE "TERMS AND CONDITIONS"). BY CLICKING ON THE "I AGREE" BUTTON AT THE END OF THESE TERMS AND CONDITIONS, YOU AGREE (ON BEHALF OF YOURSELF, INDIVIDUALLY, AND THE BUSINESS) TO BE BOUND BY THESE TERMS AND CONDITIONS. YOU MAY PRINT AND KEEP A COPY OF THESE TERMS AND CONDITIONS.

These terms and conditions were last updated January 4, 2010. For purposes of these Terms and Conditions: (1) "SuperMedia," "we," "us" and "our" mean SuperMedia LLC; (2) "You", or "Your" means the person clicking on the "I Agree" button and the Business, collectively; (3) the "Business" means the business which is the subject of the Business Data submitted; (4) "Business Tools" means the functionality accessible through the user interface of the Superpages.com(r) website that allows the user to input, select, and/or request certain additions, modifications, and/or deletions to, data or information relating to a listing contained in SuperMedia's Superpages.com database (whether or not such data or information is published or used as searchable text or "keywords"); (5) "Business Data" means all data and information that either of You or the Password User(s) provide to us through the Business Tools (and that which either of You or the Password User(s) have provided to us in the past through the Business Tools or prior versions thereof, such as the "Add/Modify Tool"), whether in the

☐ I accept

[complete my order](#)



## Additional Business Listing Sites:

Following is a list of other sites/local search engines you can add your business listing to.

Name	URL	Description
Local.com	<a href="https://register.local.com/">https://register.local.com/</a>	Local.com attracts more than 20 million unique <a href="#">visitors</a> each month, all seeking information on local businesses, <a href="#">products</a> , and services.
Localeze	<a href="http://webapp.localeze.com/extranet/addbusinessdesc.aspx">http://webapp.localeze.com/extranet/addbusinessdesc.aspx</a>	Localeze distributes your business information to a network of important Local search <a href="#">engines</a> and directories.
Rate it all	<a href="http://www.rateitall.com/AddItem.aspx?Promote=1">http://www.rateitall.com/AddItem.aspx?Promote=1</a>	RateItAll is the fun and social way to find and share reviews about anything. From local bars and restaurants, to products, to people, to places, to <a href="#">music</a> ... anything at all!
InsiderPages	<a href="http://www.insiderpages.com/session/new">http://www.insiderpages.com/session/new</a>	At InsiderPages.com, people share reviews of local <a href="#">businesses</a> and find great services they can <a href="#">trust</a> . Millions of people visit the site each month to get the Insider scoop on local businesses.
Yellowbot	<a href="https://www.yellowbot.com/submit/newbusiness">https://www.yellowbot.com/submit/newbusiness</a>	YellowBot is essentially a local search site for finding and reviewing the places you go to in your <a href="#">community</a> (and elsewhere).
CitySquares	<a href="https://my.citysquares.com/search">https://my.citysquares.com/search</a>	Citysquares.com is a local company that brings together local businesses and their consumers. It focuses on providing rich, hyper-local <a href="#">content</a> for urban and suburban

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		communities.
Judy's Book	<a href="http://www.judysbook.com/merchant/">http://www.judysbook.com/merchant/</a>	Judy's Book is a <a href="#">book</a> of local <a href="#">secrets</a> that helps you to make decisions.
MojoPages	<a href="http://www.mojopages.com/">http://www.mojopages.com/</a>	Whether you're searching for a good restaurant, <a href="#">car</a> mechanic, <a href="#">dentist</a> or other local businesses the <a href="#">video</a> , pictures and written reviews from members of MojoPages can help <a href="#">guide</a> you to the best.
InfoUSA, Inc.	<a href="http://dbupdate.infousa.com/dbupdate/index.html">http://dbupdate.infousa.com/dbupdate/index.html</a>	Founded in 1972, infoUSA is the leading provider of <a href="#">business</a> and consumer information <a href="#">products</a> , database <a href="#">marketing</a> services, data <a href="#">processing</a> services and sales and marketing <a href="#">solutions</a> .
MagicYellow	<a href="http://www.magicyellow.com/Add_Your_Business.cfm">http://www.magicyellow.com/Add_Your_Business.cfm</a>	<a href="#">Online</a> yellow pages
USCity.net	<a href="http://www.uscity.net/listmysite.html">http://www.uscity.net/listmysite.html</a>	Add your link in the uscity.net National Business Directory.
DiscoverOurTown	<a href="http://www.discoverourtown.com/NewListing.php">http://www.discoverourtown.com/NewListing.php</a>	DiscoverOurTown.com, also known as DOT, is the ultimate <a href="#">travel</a> and shopping directory that provides information about the most interesting and exciting features of a town.
HotFrog	<a href="http://www.hotfrog.com/">http://www.hotfrog.com/</a>	HotFrog is USA's fastest growing FREE <a href="#">online</a> business directory listing over 6.6 million US businesses.
GenieKnows	<a href="http://www.genieknows.com/business/add">http://www.genieknows.com/business/add</a>	GenieKnows connects search technology, community and <a href="#">content</a> by developing <a href="#">niche</a> -specific portals tailored for distinct searching communities, delivering a focused, useful and rewarding search experience.



Kudzu	<a href="https://register.kudzu.com/packageSelect.do">https://register.kudzu.com/packageSelect.do</a>	Kudzu provides consumers with trusted information about local providers for home, <a href="#">health</a> , and other <a href="#">life</a> service needs – and gives <a href="#">businesses</a> the tools to drive "word of mouth" <a href="#">online</a> .
Matchpoint	<a href="https://providers.matchpoint.com/register.htm">https://providers.matchpoint.com/register.htm</a>	N/A

