

# GOOGLE PLACES

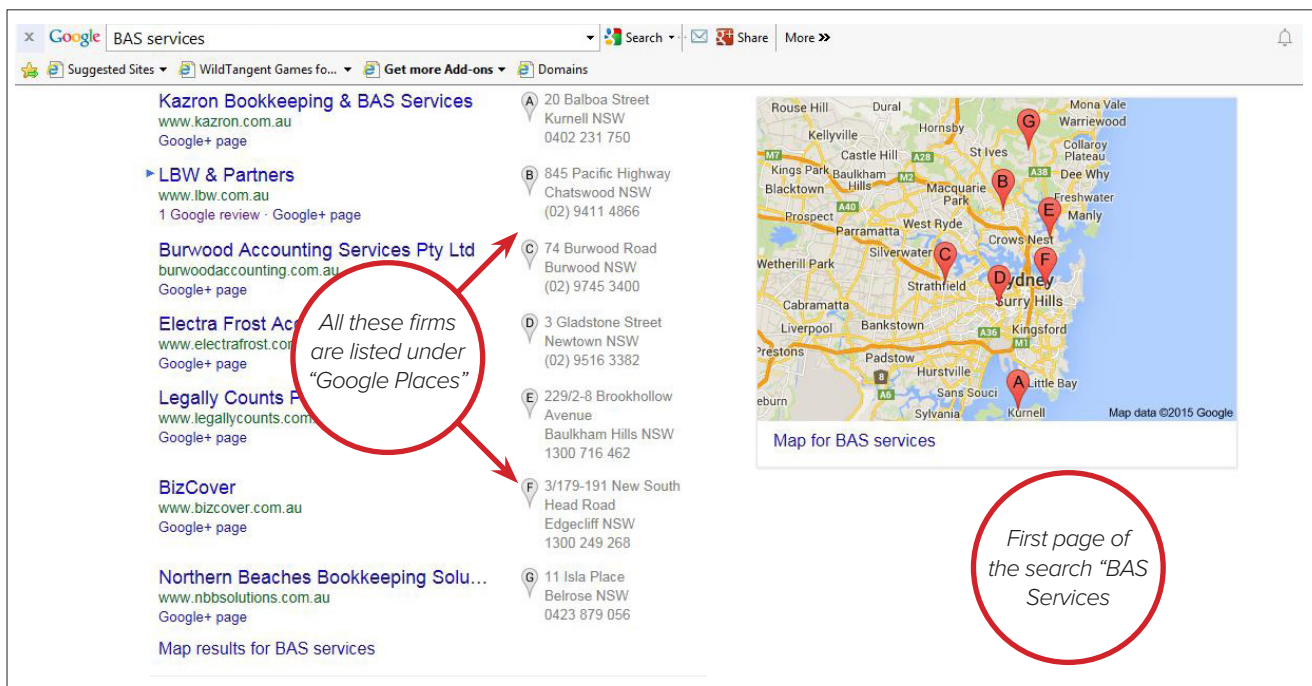
## FOR BOOKKEEPING PROFESSIONALS



Customer reviews and testimonials have always been an effective way to demonstrate third part proof that your service is trustworthy, but getting discovered on search is the first step.

If you are not familiar with google places, it is how Google approaches the problem of solving what they call “local search”. so that someone searching in Bondi, Sydney for “Pizza Shops” would be given a list of pizza shops that are close to that specific search.

Ok, so that’s for pizza shops, **but the same principle applies for every service or product that could have a local client or customer base.** For example, search for “BAS Services”. A relatively competitive key word set; yet, on the first page, is a list of firms that provide BAS services in Sydney! They didn’t pay for this position, they didn’t hire an expert to setup their google place, yet they’re on the first page!



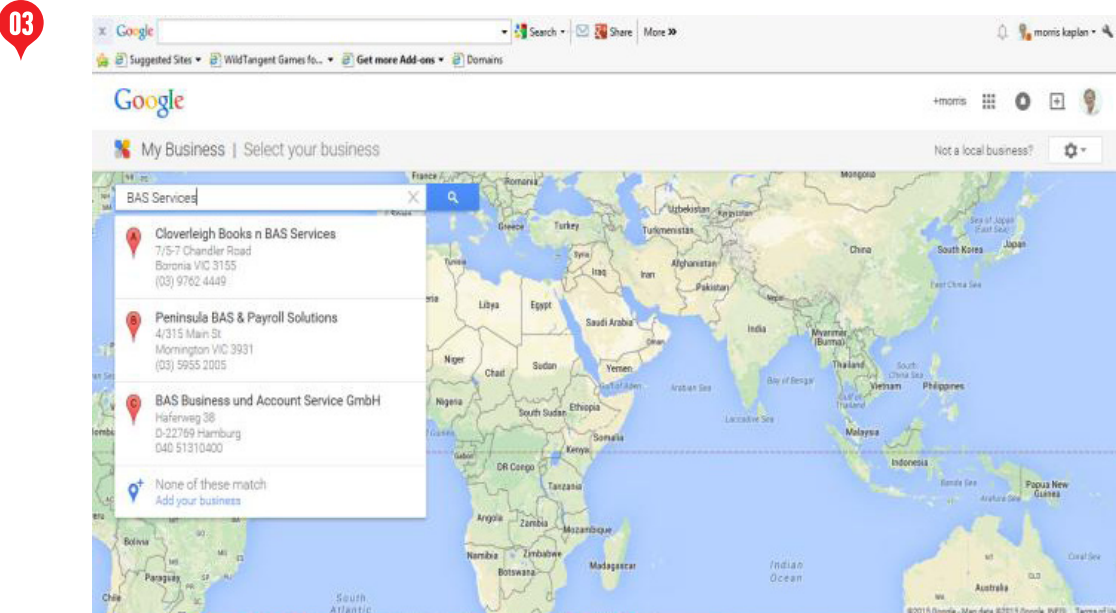
Search results Google “BAS Services, Sydney”

Even if the majority of your clients are virtual, it will still help improve your search rankings by getting a google place.

## HOW TO SET ONE UP

01 Go to: <https://www.google.com/business/>

02 Do a quick search for your firm, and if it's not listed, click "Add Your Business"



04 Then fill out the required form.

*Be sure to fill out as much information as possible, including phone number, images, hours of operation, and especially your address (which Google will use to determine when and where you show up on the results)*

05 After filling out the information, Google will send a confirmation code (either by phone or by mail. Yes, Google, of all companies, will send it by mail!)

06 Then submit the confirmation code and you're up and running.