Cube online

THE ULTIMATE LOCAL SEO GUIDE

HOW TO DOUBLE YOUR GOOGLE MAPS TRAFFIC

We've worked with

10,000+
Australian businesses

Google Street View
☑ trusted

We've helped generate

50,000+
reviews for our clients

FOREWORD FROM CO-FOUNDER

TONY VAN-EYK

CUBE ONLINE AUSTRALIA

Dear Business owners,

I wanted to take this opportunity to thank you for downloading our e-book.

This e-book is part of our mission to "Make Online Easy" for small to medium business owners.

We have been widely recognised as industry leaders in Local SEO and are genuinely excited to share our insights and strategies on this topic with you.

We are proud that we have already helped over 10,000 small and medium business owners across Australia with their online presence and we hope this e-book does the same for you.

We put this guide together with two primary goals

1. Educate small and medium business owners about Local Search

2. Provide businesses with practical steps they can implement in their business for free

The information shared in this guide is not based on theories rather based on tested and tried methods. The average increase our clients have seen from this exact strategy is over 100%+ year on year grow.

We have implemented these strategies for our own business and 1000's of business across the country in countless numbers of industries.

I really hope you find this guide both informative and practical and you use to help your business flourish in the online world.

Tony Van-Eyk

TABLE OF CONTENTS

# HIGH-LEVEL OVERVIEW OF GOOGLE LOCAL SEARCH

GOOGLE LOCAL SEARCH

Google Local search is commonly referred to as Google Maps.

When a consumer conducts a search on their mobile device or desktop, Google will display the "Top 3" businesses taking into consideration the location of the searcher and the business.

With over 70% of all searches done on a mobile device today, being listed and optimised for Google maps has never been more important.

Good news! If you have not already listed your business on Google maps its free to and takes under 10mins. You can get started HERE.

THERE ARE TWO DIFFERENT TYPES OF BUSINESSES THAT CAN TAKE ADVANTAGE OF GOOGLE LOCAL SEARCH

LOCATION BASED

This refers to brick-and-mortar companies that want customers to visit their physical location. Example Dentists, Gyms, Real Estate Agencies, Hair Salons, Retail Stores or Accountants.
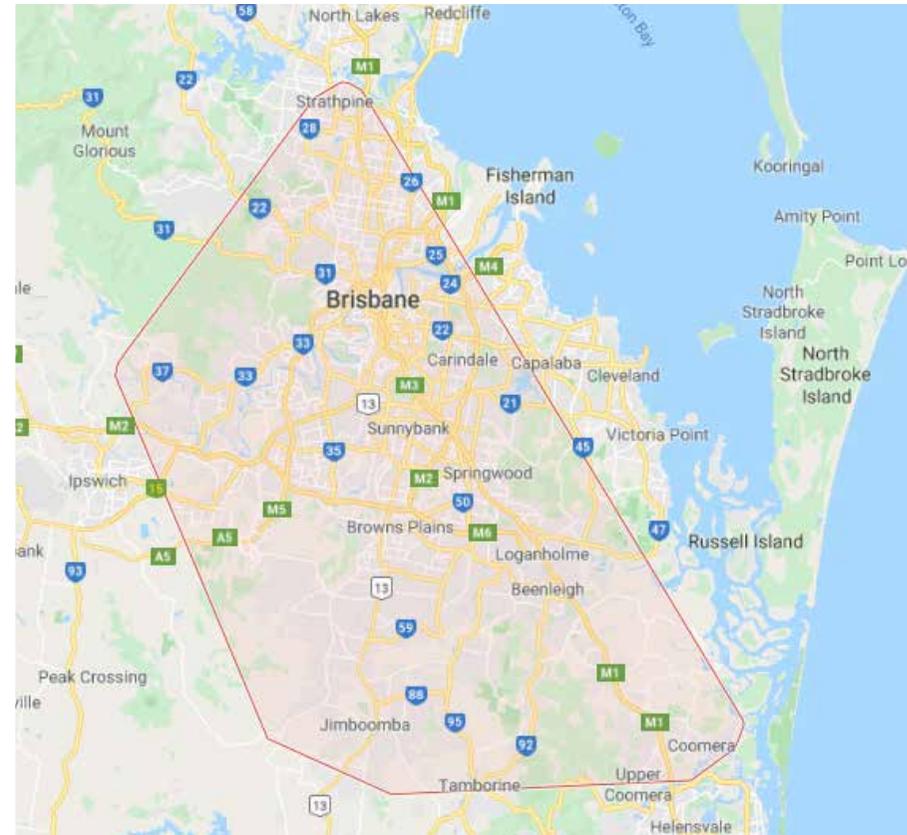
SERVICE BASED

This refers to companies that visit their clients at their locations and do not have a physical location for clients to visit. Example Builder, Electrician, Mobile mechanics, Pest Control or lock smiths. There are also some companies that are a mixture of both, this means they both have a physical location and also service clients at their premise.

The principles for optimising both a location based and service based businesses are very similar although there are a few slight differences to take into consideration.

STATISTICS ABOUT GOOGLE LOCAL SEARCH

YOU HAVE TO KNOW!

Cube online

THE STATISTICS

When considering if your business needs a local SEO strategy you should really think about these statistics below and how this could impact your business in either a positive or negative way.

80% OF LOCAL SEARCHES RESULT IN A PURCHASE, BOOKING OR STORE VISIT WITHIN 24 HOURS

When a consumer is conducting a local search, they are known as a "High Intent" searcher. This means in most cases they have gone past the consideration phase and are looking for a business to fill their exact need. Just think about this... If a customer is typing in the words "Dentist Bondi Junction", "Plumber Penrith", "Physiotherapist Brisbane", "Real Estate Agency Claremont" or any similar combination, it is very clear what they are looking for and you need to make sure your business is the top choice they see.

GOOGLE LOCAL SEARCH HAS BEEN GROWING 50% FASTER THAN ORGANIC (WEBSITE) BASED SEARCHES

You need to make sure you are optimising your business in the direction the traffic is going. Although website SEO is important if you are tossing up between optimising your website or your local search presence, you need to consider this stat.

92% OF ALL LOCAL SEARCH TRAFFIC GOES TO THE TOP 3 LISTED BUSINESSES

Its obviously one thing to be listed in Google maps although its an entirely different ball game to ensure your business is listed in the top 3 for all the products and services you offer. You could be missing out on 92% of high intent searchers if you are not listed in the top 3

4 OUT 5 PEOPLE USE GOOGLE LOCAL SEARCH WHEN LOOKING FOR A LOCAL BUSINESS

With 70% of all searches conducted on a mobile device this statistic makes a lot of sense. When a consumer completes a Google search on their mobile device the Google maps listings are the most prevalent by far. When a customer finds a business on Google maps they can also read their online reviews, get requestions to the store or call the business.

THE MAJOR CHANGES TO GOOGLE LOCAL SEARCH

Cube online

THE CHANGES

Each year, Google makes thousands of changes to search. In 2018 Google reported 3,234 updates (9 per day). This was more than the number of updates in 2009.

Google Local search was launched in March in 2004 as a better solution to common business directories such as the yellow pages. It simply displayed businesses names, address, phone number and their website.

Google street view debuts in Google maps and the first Google Street View virtual tours are created.

Google Places launched new features such as service areas and gave businesses the ability to manage their information from an online dashboard.

2004   2005   2007   2009   2010

Google maps was released and integrated with Google local which presented customers with a visually-appealing interactive map. This was the first version of Google local search as we know it today. Since 2005 Google Local search has gone through 13 major changes and countless minor changes. Although the biggest change every business should understand is the move from location-based searching to merit based searching.

Google introduced Places Pages for Google maps. For the first time Google integrated local search results with organic search results.
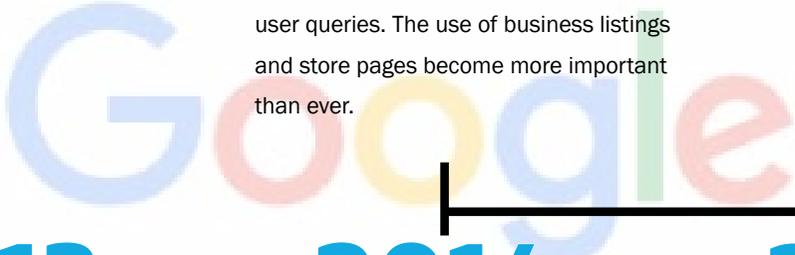
Google launches the Venice update which allowed companies operating in multiple territories to start having visibility in all the areas they serviced not just the areas they operated their business.

Google launches the Pigeon update. The goal of Pigeon was to refine local search results by aligning them more directly with Google's traditional SEO ranking signals, resulting in more accurate returns on user queries. The use of business listings and store pages become more important than ever.

Google launches the possum update. The Possum update was an attempt to level the playing field when it came to businesses in adjoining suburbs. During the pre-Possum years, local search results were often limited to businesses in a specific geographical area. This meant that a store in a nearby area just outside the city limits of Sydney, for instance, would have difficulty ranking and appearing for queries that explicitly included the word "Sydney"Instead of relying solely on search terms, Possum leveraged the user's location and other more important factors to more accurately determine what businesses were both relevant to their query and nearby.

2012   2013   2014   2015   2016

Google launches the Hummingbird update which forced businesses to change their SEO strategies to adapt and survive. Simple one or two word phrases would no longer be the lone focal point of a healthy SEO plan. Successful businesses would soon learn to target long-tail keywords and queries — or else see their digital marketing efforts drop like a stone.

Google cuts back on snack packs. Until 2015 Google displayed seven local listings for every search query. Although their research indicated that the average consumer only interacted with three businesses on average and reduced the list from seven to three.

LOCATION VS MERIT BASED SEARCHING

LOCATION BASED SEARCHING

As you can see by reviewing the timeline of Google Local search, due to the fact it was born in connection with Google maps it was initially primarily based on Location based searching. This means Google Local search simply used to show the searcher the three closest businesses to them at the time of the search.

For example if you stood outside a dentists front door and typed in "Dentist Bondi" the number 1 search result would be the dentist you are standing outside of and the next two displayed would be the two closest dentists to you based on your geographical location.

Although this made sense at the start of Google local search it was simply not what the consumer wanted as it evolved. The consumers wanted to be displayed the best business not simply the closest business.

MERIT BASED SEARCHING

Merit based searching is built around ensuring the searcher is displayed the "best business" based on their search term not simply the closest business.

Every update made by Google over the years has been moving in this direction as it recognised although location is important it's not the number 1 factor when people are looking for a local business.

This has presented great opportunities for businesses who can follow the guidelines set out by Google to be recognised as the "best business" in their particular industry. Although other businesses maybe physically closer to the searcher, it does not mean they will be displayed by Google.

Google determines who is the "best business" based on 4 major markers that we will discuss in this e-book Relevance, Trust, Prominence & Location.
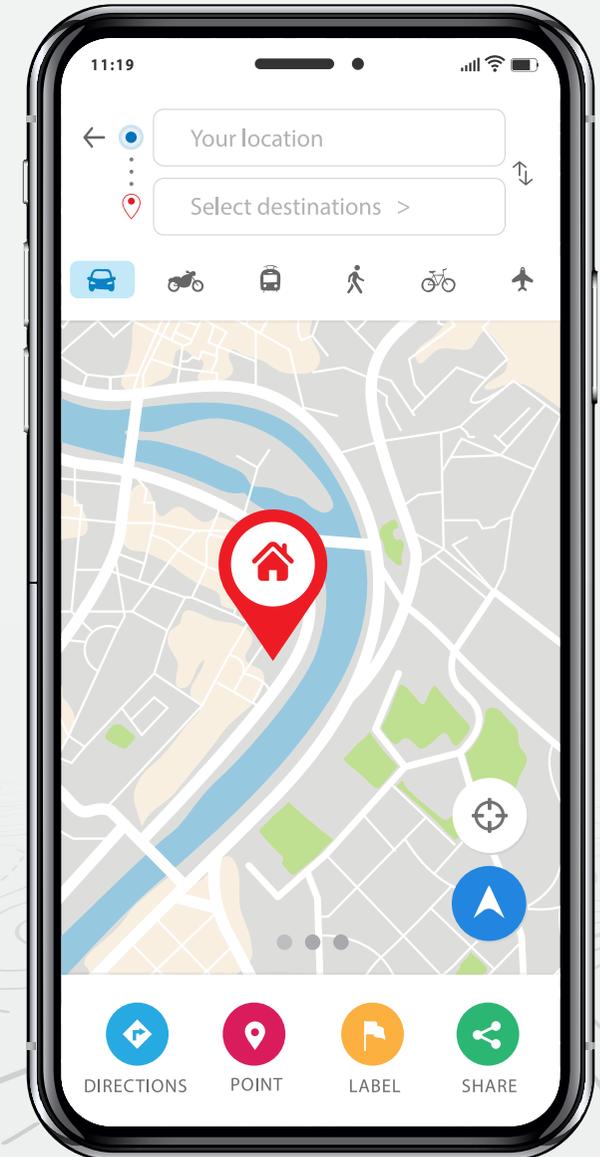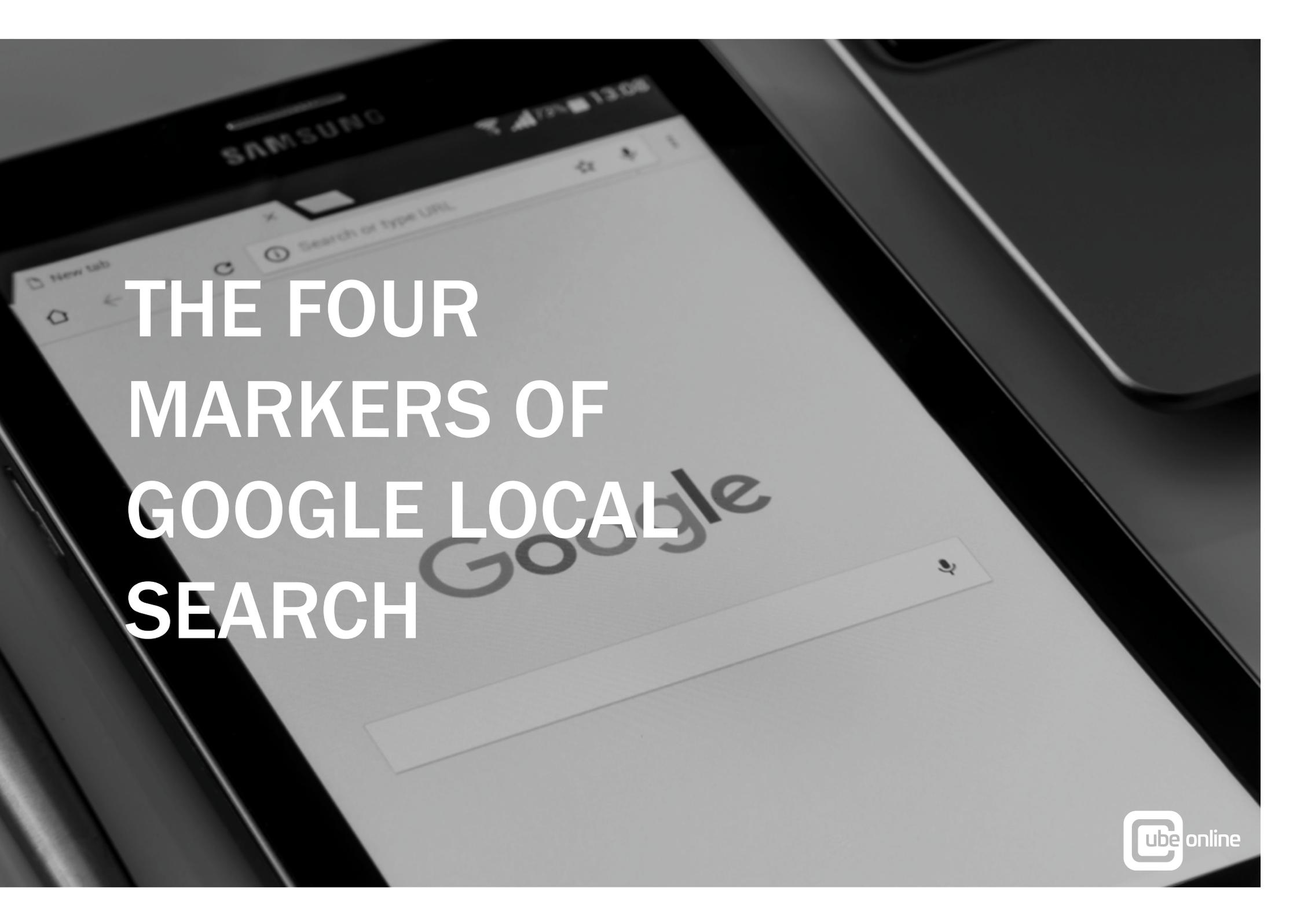
THE FOUR MARKERS OF GOOGLE LOCAL SEARCH

THE MARKERS

RELEVANCE TO THE SEARCHER

Googles number one focus is to create the best possible experience for the searcher. In turn Google wants to make sure if a searcher is looking for a particular product or service the business they display offer that exact product or service. For example, if a searcher is looking for teeth whitening, Google wants to make sure the dentists they display offer that exact service. To become more relevant to more searchers you need to tell Google in as many places as possible what products and services you offer, listing your products and services on your website is simply not enough.

TRUST SCORE

Each business with a business on Google maps will have a "Trust score" this is based on the quality of your Google reviews, Quantity, response rate & velocity (how often they come through). Based on audits of top performing businesses we suggest to focus on having a minimum of 50+ reviews at an average star rating of 4.5+ and ensure you respond to all your reviews. You should also focus on ensuring you have reviews coming through a consistent basis 1-2 per week as it will generate activity on your listing and ensure the reviews are deemed as current from a consumers perspective

PROMINENCE

Google rewards companies who are prominent and active online. This is gauged through a variety of areas such as, quality and quantity of business directories a company is listed in, how active they are on their website publishing new content.

LOCATION

Although location is no longer the number 1 marker it certainly still plays a big part in Google local search. For example, if a searcher is looking for a plumber in Brisbane they are not going to display a business in Sydney. You can set up your service areas in Google my business to help you increase your visibility outside of your local suburb.

HOW TO DOUBLE
YOUR TRAFFIC
ON GOOGLE
MAPS

Cube online

DOUBLE YOUR TRAFFIC

This step by step guide is proven with thousands of examples across 45 major industries. Although like any good recipe it requires you to follow every step.

1.GOOGLE MY BUSINESS

The first step to doubling your Google maps traffic is ensuring your Google my business profile is both set up properly and optimized. We have put together a complete Google my business audit and checklist. You can find the step by step checklist by clicking here.

1. Sign in to **Google My Business**

2. **Click info tab.** The info tab contains all your business information that is seen by the public. All phone number and addresses should be for your business and not personal mobile numbers or home addresses. It is important to know that Google will reward you for filling out as much of your business information as possible.

3. **Check Primary Category and Additional Categories are filled out.** (Max 1 primary, 9 Additional). Google will auto populate categories that are stored in the system for you to choose from. You may find that some of your categories aren't listed on Google, you will just need to add whatever categories are related closest to your business.

4. **Business Location** (Fill out ONLY if you have a store front or office, click 'Clear Address' if you are a service-based business). Check that the 'pin' on the map to the right of the address field is directly where your business is located. Note: PO Box addresses can not be used as a Business Address.

5. **Fill out service areas (Suburbs or City)**. Keep this strictly to your service area. For Example: If you are unable to serve the entire city of Sydney, put specific.

6. **Check that the opening hours, special hours, phone numbers and website are correct.** Let people know when they can contact you and when your business is closed.

7. **Add any products or services you offer (**Leave price blank if negotiable). List the services your business offers. People are more likely to contact you if they know that you offer what they're looking for.

8. **Update your business description** (Include all the services you offer and the suburbs you serve). **TIP:** Include the word "best"at least once

9. **Reply to your reviews under the 'reviews' tab.** Both positive and negative, be active with your customers, they have taken time out of their day to leave you a review, make sure you let them know that their efforts were noticed.

10. **Add photos under each tab** (360, Video, Interior, Exterior, At Work, Team, Identity). Let people see what your company looks like and add a human factor by putting a face to the people they may be working with.

2. BUSINESS DESCRIPTIONS

Inside Google my Business and most major online business directories there is an option to write a business description. A lot of companies simply copy and paste from their about us page on their website and highlight things such as company history. Your business description should follow this template. Business name, where you are located, where you service, what products and services you offer. This is a great opportunity to further reinforce the association between your brand and your keywords.

CUBE ONLINE EXAMPLE

Cube Online is a digital marketing agency based in Sydney although we service clients nationwide. The services we offer our clients include Local SEO, Business management software, Review management, website creation and management and social media services. If you are looking for the best Digital Marketing Agency in Sydney with over 300+ Google reviews than look no further.

DENTIST EXAMPLE

The Whole Tooth as it suggests in the name, is keeping "whole" healthy teeth, preferably for life! The Whole Tooth Dental Surgery is a full service dental practice located in Surry Hills. The service we offer include dental exams & check-ups, dental hygiene and gum treatment, general dentistry, orthodontics, teeth whitening, cosmetic dental work & implants, facial fillers, anti-wrinkle treatment, sleep apnoea and TMJ dentist. Although we are located in Surry Hills our customer travel from all over Sydney Including Darlinghurst, Paddington, Redfern, Woolloomooloo and Elizabeth Bay. If you are looking for the best Dentist in Surry Hills look no further.

MECHANIC EXAMPLE

AAA Mechanical and LPG Services is a specialist mechanic located in Castle Hill, NSW. The services our friendly staff offer include, car servicing, car breaks, car air conditioning , car steering and suspension repairs, log book service and LPG service and repairs. Although we are located in Castle Hill we also service the surrounding areas like Kellyville, Baulkham Hill, Fural, Bella Vista, Kellyville Ridge and Seven Hills. If you are looking for the best real estate agency in Coffs Harbour then look no further.

REAL ESTATE EXAMPLE

Ray White Coffs Harbour is a specialist real estate agency based in Coffs Harbour on the Mid North Coast. The services we offer our clients include, property management service and property sales in residential, industrial and rural areas. We service the suburbs of Coffs Harbour, Satwell, Boambee and Woolgoolga as well as rural areas of the mid north coast

PHYSIO THERAPIST EXAMPLE

Evoker Premium Physiotherapy Spaces is a specialist physiotherapy, exercise rehabilitation and clinical Pilates clinic located in Sydney CBD. Our services include physiotherapy, clinical pilates, sports and remedial massage, exercise physiology, pre & post-operative rehabilitation. Common issues we treat include neck & back pain, sport injuries, pre & post operative rehabilitation, acute/chronic joint pain & stiffness, muscular/tendon strains, running injuries, ligament tears and knee pain. Although we are based in Sydney CBD we have clients travel from suburbs such as Bangaroo, Pyrmont, The Rocks, Darling Harbour and Surry Hills. If you are looking for the best Physiotherapy in Sydney CBD look no further. At Evoker we deliver client focused quality allied health services in a personal and professional manner. With an experience and outgoing team , we provide the best practice management, in diagnosis and treatment, utilising techniques that are functional and efficient for your problems.

BUILDERS EXAMPLE

Steller Group are specialist builders located in Brighton Le Sands Sydney. The services we offer include full or partial home renovations, carpentry hire, joinery, demolition and property maintenance, kitchen and bathroom renovations, luxury renovations and commercial fit-outs. Although we are located in Brighton Le Sands our clients come from all over Sydney including Mascot, Hurstville, Earlwood, Marrickville and surrounding suburbs. If you are looking for the best builder in Brighton LE Sands then look no further.

CAFE EXAMPLE

Cafe Lounge is a cocktail bar,restaurant, live music venue and performance space all in one, a bohemian cave tucked away from the busy streets of Surry Hills Sydney. Our menu includes burgers, pizza and share plates including southern fried chicken, olives, wedges, shoestring or potato fries and salads. Our drink menu offers large range of cocktails, beer, cider, white red and rose wine and bubbles. Located in Surry Hills we service the greater inner Sydney city area including Redfern, Darlington, Ultimo, Haymarket, Darlinghurst, Wolloomooloo, Elizabeth Bay, Paddington and Moore Park. If you are looking for the best cocktail bar in Surry Hills then look no further. We are open 7 days Mon-thu 5pm to 12am and Sun 4pm to 10pm.

GYM/FITNESS EXAMPLE

At Fit247 we strive to provide you with outstanding service, industry best equipment and 24-hour convenience at affordable prices. We are located in Bentleigh Easy, Victoria close to Melbourne. We maintain to cater for every workout, and all members with friendly, helpful coaches available for one on one personal training, small group training, strength and conditioning training, circuit training, HIIT training and weight loss. We have clients coming from Bentleigh, Murrumbeena, Oakleigh, Oakleigh South, Highett, Cheltenham, Brighton East, Clarinda, Clayton, Clayton South, Caulfield North and South, Carnegie, Hampton East, Hampton, Glen Huntly, Moorabbin and Mckinnon.

3.WEBSITE

Your focus on your website relating to local search should be two areas. Firstly, you want to try create the strongest possible association between your brand and the keywords you want to be found for. This means you need to list your keywords in as many places as possible on your website to ensure Google knows you offer these services. There are multiple places you can list your keywords on your website. These include page titles, Meta descriptions, ALT tags and blogs. If you also service multiple suburbs we suggest creating a suburb site map that highlights all the suburbs you are looking to attract customers from. The last part and more technical is creating schema mark-up for your website around the products, services and suburbs. You will find the step by step guide **HERE.**
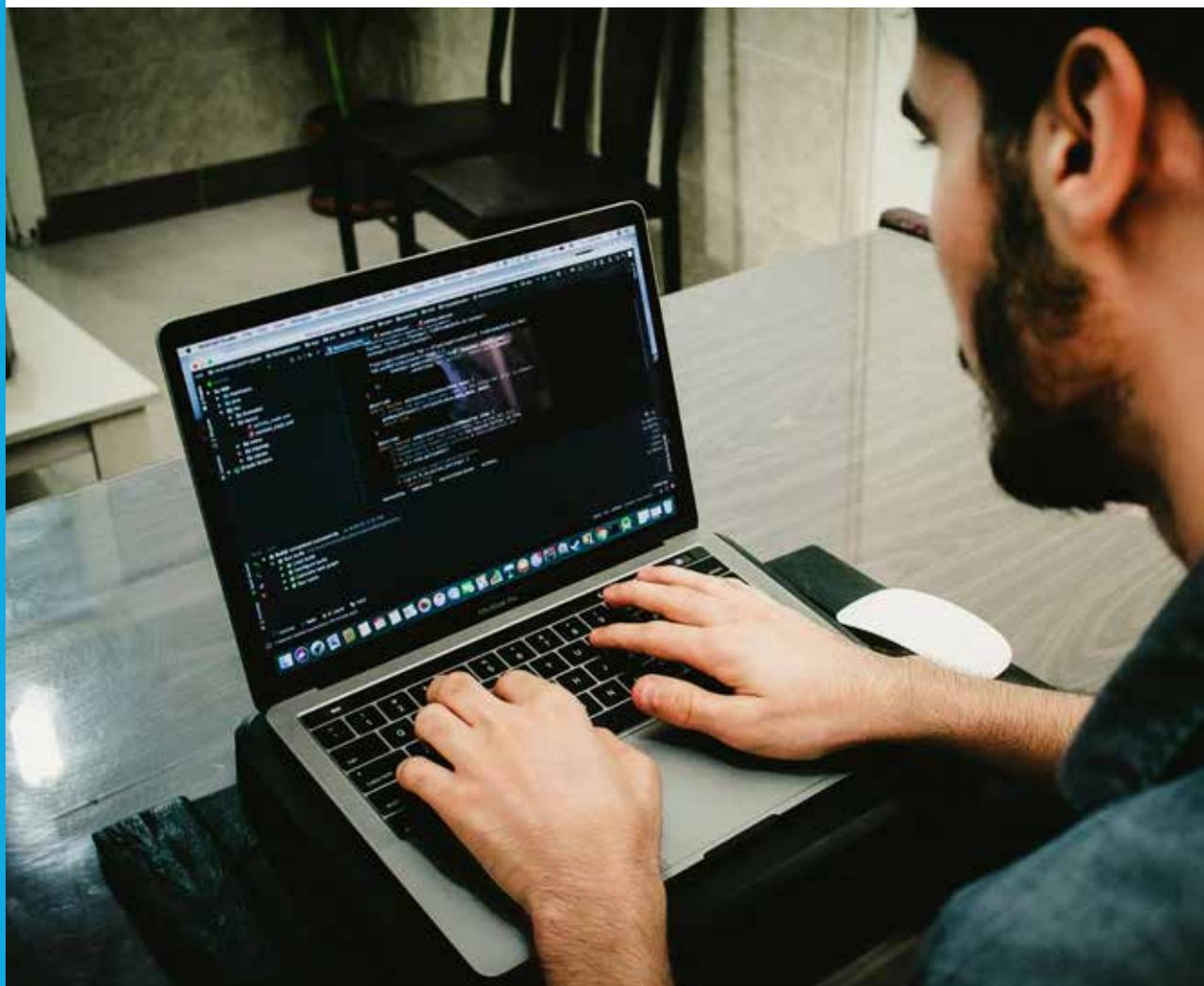
PAGE TITLES

Each page should have a unique title and be kept to under 70 characters. Try to avoid generic terms such as "Home" and become creative with your titles to ideally include your keywords.

META DESCRIPTIONS

Each page should have a unique Meta description as it essentially describes to both Google and your potential client what information is on each page. They should be human-readable, include your primary keywords/products and services and be kept to under 160 characters. Having engaging Meta descriptions can also increase click-through rates.

ALT TAGS

Every image needs an ALT tag. Each image should be tagged with a keyword that is relevant to your business.

4.REVIEWS

Not only are reviews important from a branding perspective but they are also the 2nd largest contributing factor to your local search results. You need to look at 4 areas regarding your reviews Quality (4.5*+) Quantity (50+) Response rate (Respond to all reviews) Velocity (1 new review per week). Depending on your industry reviews maybe easier or harder to come by although if you have a system in place any business can achieve 1 to 2 new reviews per week. If you are looking for an automated process to generate positive online reviews have a look at Cube Reviews. We have also put together a step by step guide to help you generate 100 reviews in 90 days guaranteed.

ONLINE REVIEWS HAVE NEVER BEEN SO IMPORTANT!

Did you know... Over 90% of consumers read online reviews before choosing a business to buy from? Unfortunately, people tend to write negative comments, with only 6% of people leaving positive reviews! The team at Cube Online has successfully assisted thousands of businesses nationwide, to acquire thousands of positive online reviews across Google and Facebook. Since 2015, we have helped generate over 70,000 reviews for our clients.

IT STARTS WITH 3 SIMPLE STEPS

1. IT'S ALL IN THE TIMING
This is the most crucial element when requesting reviews. It's a good idea to invite your customers to provide feedback in person and then send them a link via SMS or email to your Facebook and/or Google My Business pages. We find that people are more likely to write a review when it's fresh in their minds.

2. PERSONALISATION IS KEY
You want to make an impression on your customer. So, when asking for a review make sure you use their first name in any verbal conversations when sending an SMS or email and let them know how much you appreciate their review.

3. REQUEST REVIEWS VIA SMS
This is something to consider; our stats indicate that sending a review invite via SMS is more effective compared to email marketing. And this is no real surprise – as a nation, 89% of Aussies now own a smartphone. Think about your audience and the ways they communicate – it's all about making it easier for them to respond to your invite.

TIME IS OF THE ESSENCE

As mentioned, if you want to generate more positive reviews, it's all in the timing. So, when should you ask a customer to write an online review? Here, we explore the best practices on how you can ask.

ASK AT THEIR PEAK POINT OF INTEREST

The best time to ask for a review is when a customer is happy with their purchase or the service they have received. If you run a business that offers a service, then the best time to invite will be once you have finished your job or when finalising the sale. If you run a business that sells products, the best time to ask will be at the point of sale. It's moments like these, that your customer is most likely to leave a positive review about their experience with your business.

PERSONALISATION IS KEY

There really is an art to asking customers to review their experiences with your business – not only do you have to time it, you also need to be aware of how you ask. Obviously, you wouldn't want to come across as 'pushy' or 'annoying', so, **here's an example of how you can ask:**

"As a small business we are trying to grow our online presence and would really appreciate it if you could leave us a review online."

We have found that **9 out of 10 customers are happy to assist and say "Yes" when you ask them face to face.**

INDUSTRY SPECIFIC CONVERSATION EXAMPLES

When a tenant signs a new lease, we suggest that your property management team send an SMS directly to them with a link to your Google My Business or Facebook pages. If you need some examples of how to ask, this is what we suggest:

REAL ESTATE AGENT

When a tenant signs a new lease, we suggest that your property management team send an SMS directly to them with a link to your Google My Business or Facebook pages. If you need some examples of how to ask, this is what we suggest:

"Hello Peter, thanks so much for coming in today and congratulations on leasing your new home. Would you mind if I send you a text message now to review your experience with our agency? We would really appreciate it if you would leave a review on Google or Facebook.

RETAILER

As you're finalising a sale with a customer, ask if they're happy with the products or services they've purchased and then invite them to review your business. Once they've indicated that they're happy to, send an SMS directly to them with a link to your Google My Business or Facebook pages. If you need some examples of how to ask, this is what we suggest:

"Thanks for shopping with our store and we hope you are happy with your purchase. Would you mind if I send you a text message now to review your experience with our store? We would really appreciate it if you would leave a review on Google or Facebook."

REQUEST A REVIEW VIA SMS

Follow this step-by-step guide to how you can quickly and easily send out SMS reviews:

1. Sign in to **Google My Business**

2. If you have multiple locations, open the location you'd like to manage

3. In the menu on the left, click **Home**

4. In the **"Get more reviews"** card, you can copy your short URL to share with customers. When customers click

your link, they'll be able to rate your business and leave a review.

Don't forget to save the new shortened link as we will be using it in the next step below.

WRITE AND SAVE AN SMS TEMPLATE

FOR APPLE USERS:

1. Open the '**Notes**' app on your iPhone

2. Click '**New Folder**' (Choose either iCloud or On My iPhone) and name it '**SMS templates**'

3. Open up the new folder you just created '**SMS templates**'

4. Click the icon of the pen and paper in the bottom right-hand corner

5. Type in your message template. **Here is an example you can use:** "Hi [first name], thanks for choosing [your business name]! Would you take a moment to review your experience with us? We would really appreciate a review on Google [Google Review Link]"

6. Tap once on the screen and tab '**Select all**' to select all to the text within the note.

7. Tab '**Copy**'

8. Open your '**Messages**' app

9. Create a new SMS message by clicking on the pen and paper icon on the top right of your screen

10. Type in the customer's mobile number

11. In the message field, tap once and click '**Paste**'

12. Put in the customer's first name

13. Click '**Send**'

FOR ANDROID USERS:

1. Open your note taking app. This may be a native app to your phone or you can download one of these apps from the Google Play Store:

      - Evernote, Google Keep Notes, One Note, Simple Note

2. Create a new '**Note**'

3. Type in your message template. Here is an example you can use: "Hi [first name], thanks for choosing [your business name]! Would you take a moment to review your experience with us? We would really appreciate a review on Google [Google Review Link]"

4. Tap once on the screen and tab '**Select all**' to select all to the text within the note

5. Tab '**Copy**'

6. Open your '**Messages**' app

7. Create a new SMS

8. Type in the customer's mobile number

9. In the message field, tap once and click '**Paste**'

10. Put in the customer's first name

11. Click '**Send**'

INDUSTRY SPECIFIC SMS TEMPLATES

Feel free to use our free templates below for your industry.

PLEASE NOTE: you'll have to add your own information in the [square brackets] and don't forget to store it as a template to save yourself time.

REAL ESTATE AGENT

"Hi [First name], congratulations on leasing your new home. Would you take a moment to review your experience with our agency? Simply click here [Google Review Link] and follow the prompts."

MECHANIC

"Hi [First name], we hope you're happy with our service today. Would you take a moment to review your experience with our service centre? Simply click here [Google Review Link] and follow the prompts."

RETAILER

"Hi [First name], we hope you enjoyed shopping at our store today. Would you take a moment to review your experience with us? Simply click here [Google Review Link] and follow the prompts."

REACH YOUR TARGETS

YOU WANT 100 REVIEWS IN 90 DAYS...RIGHT?

That may seem unrealistic at first, but **we have a few tips to help:**

- Request a review from every client you deal with over the next three months at their peak point of interest

- Ask friends and family to leave a review. If you can think of 10 people who would be happy to leave you one, then you are on your way

- Send out a bulk email or SMS campaign. If you have an email list of clients send out an email to your previous and existing customers and use the suggested personalisation technique we mentioned before

- Create an incentive. This can be done internally in your business or externally to customers.

  - **Internally:** the staff member who generates the most reviews at the end of three months will receive a $100 gift card.

 - **Externally:** leave us a Google review and get a 10% discount on your purchase.

5. ONLINE DIRECTORIES

This is one of the most under-utilized and misunderstood part of local SEO. An example of an online directory would be the Yellow Pages or True Local. There are two major uses for business directories. Firstly, Google uses businesses directories to gather information and determine a company's prominence. Secondly business directories provide you with an opportunity to tell Google in a wide variety of places what products and services you offer plus what suburbs you look after.

There are over 150,000 online directories and you certainly don't need to listed in all of them. We would suggest being listed in 40-60 depending on your location and industry. If you are not currently listed in business directories outside Google it's important to build these directories overtime or else it can have the opposite effect on your business. We suggest starting with 20 in the first month and spreading the remaining 20 over the course of the next 11 months.

Once again with this step we are trying to create the strongest possible association between your brand and your keywords and thus making you the obvious choice for Google to display. We also strongly suggest you create a listing on Apple Maps and Yelp to provide you the best possible chance appearing when people search on the iPhone.

To get you started here is a list of 20 directories we commonly list our clients in

Google Maps		Tuaplo	
Bing		Hotfrog	
Yelp		Local469	
Foursquare		Enroll Business	
Facebook		JoomLocal	
Where To?		Speedy Local	
AustralianPlanet		Zoom Local Search	
Local Mint		OpenDi.us	
Cylex		IGlobal	
BrownBook		Infobel	
Show Me Local		Express Business Directory	

6.MULTIPLE SUBURBS

One of the tricks to doubling your Google maps traffic is getting your business to appear in multiple suburbs surrounding your primary suburb.

There is obviously a limit of how many people are searching for every product or service in each suburb, so if you can get your business appearing in multiple suburbs you naturally increase your traffic dramatically.

The good news is as Google no longer only works on location based searching, it's now possible to get your business found by searchers in multiple suburbs if you hit the 4 markers. Remember Google wants to show the "Best business" not the "Closest business".

To start this process you need to add a service area to your Google my Business profile and start listing all of these suburbs on your website and every directory you are listed in.

☰ **Google** My Business
⊙ **Service areas**
Altona VIC 3018, Australia
Point Cook VIC 3030, Australia
Hoppers Crossing VIC 3029, Australia
Werribee VIC 3030, Australia
+38 areas

|	
Pest Control Menai	Pest Control South Hurstville
Pest Control Bangor	Pest Control Hurstville
Pest Control Ilawong	Pest Control Hurstville Grove
Pest Control Alfords Point	Pest Control Blakehurst
Pest Control Barden Ridge	Pest Control Connells Point
Pest Control Sutherland	Pest Control Carss Park
Pest Control Jannali	Pest Control Bexley
Pest Control Engadine	Pest Control Lugarno
Pest Control Woronora	Pest Control Padstow
Pest Control Burraneer	Pest Control Picnic Point
Pest Control Caringbah	Pest Control Revesby
Pest Control Cronulla	Pest Control Milperra
Pest Control Grays Point	Pest Control East Hills
Pest Control Gymea	Pest Control Panania
Pest Control Kurnell	Pest Control Georges Hall
Pest Control Miranda	Pest Control Condell Park
Pest Control Port Hacking	Pest Control Bankstown
Pest Control Taren Point	Pest Control Lakemba
Pest Control Woolooware	Pest Control Kingsgrove
Pest Control Mascot	Pest Control Beverly Hills
Pest Control Matraville	Pest Control Botany
Pest Control Pagewood	Pest Control Eastgardens
Pest Control Randwick	Pest Control Hillsdale
Pest Control Macarthur	Pest Control Kingsford
Pest Control Illawarra	Pest Control Malabar
Pest Control Sydney	Pest Control Maroubra
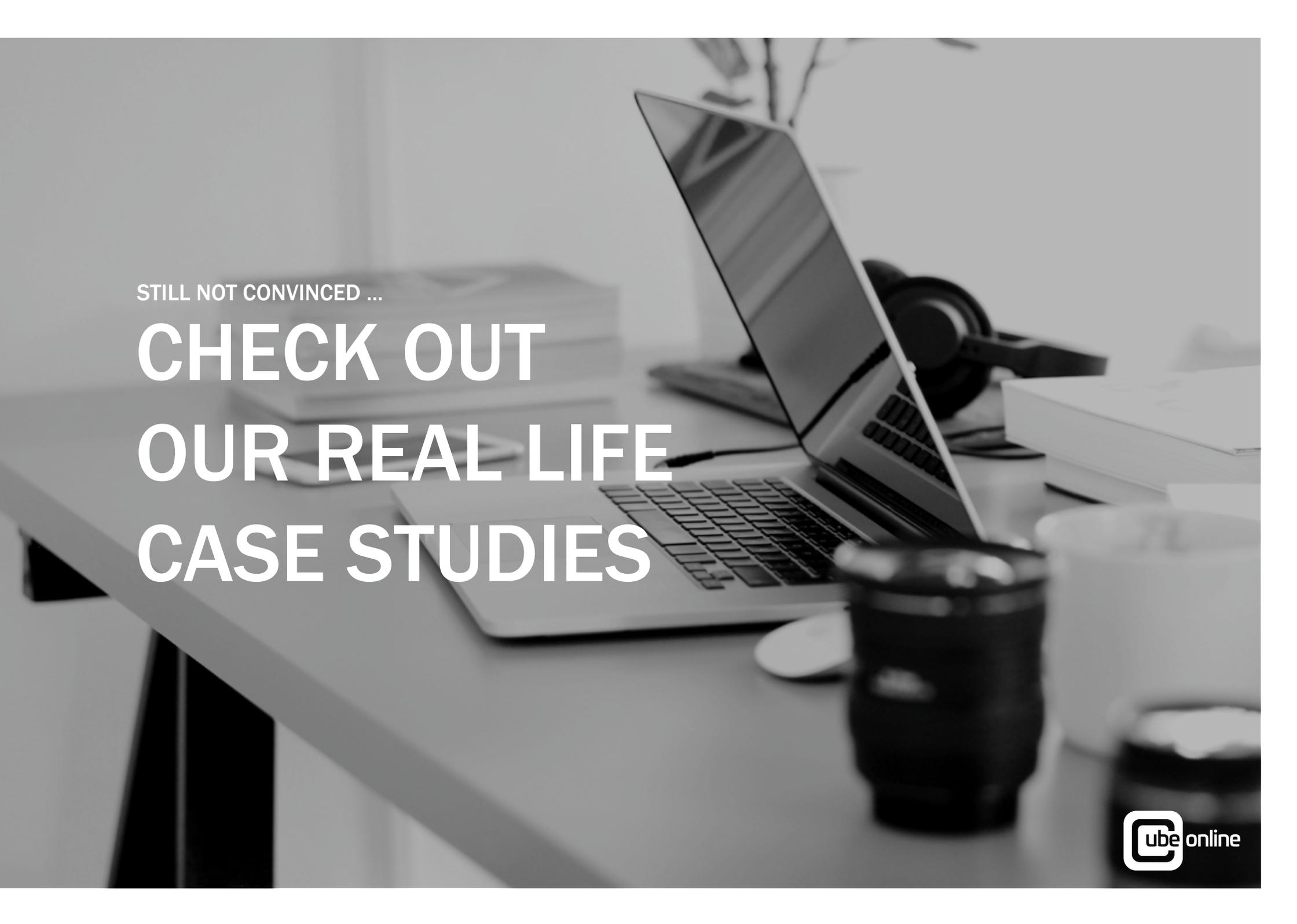
STILL NOT CONVINCED ...

CHECK OUT
OUR REAL LIFE
CASE STUDIES

Cube online

MARRIOTT LANE REAL ESTATE

RESULTS

- **344%** increase in website visits

- **347%** increase in phone calls

- **297%** increase in direction request

- **100+** new Google reviews

**WEBSITE VISITS**   **PHONE CALLS**   **DIRECTION REQUESTS**
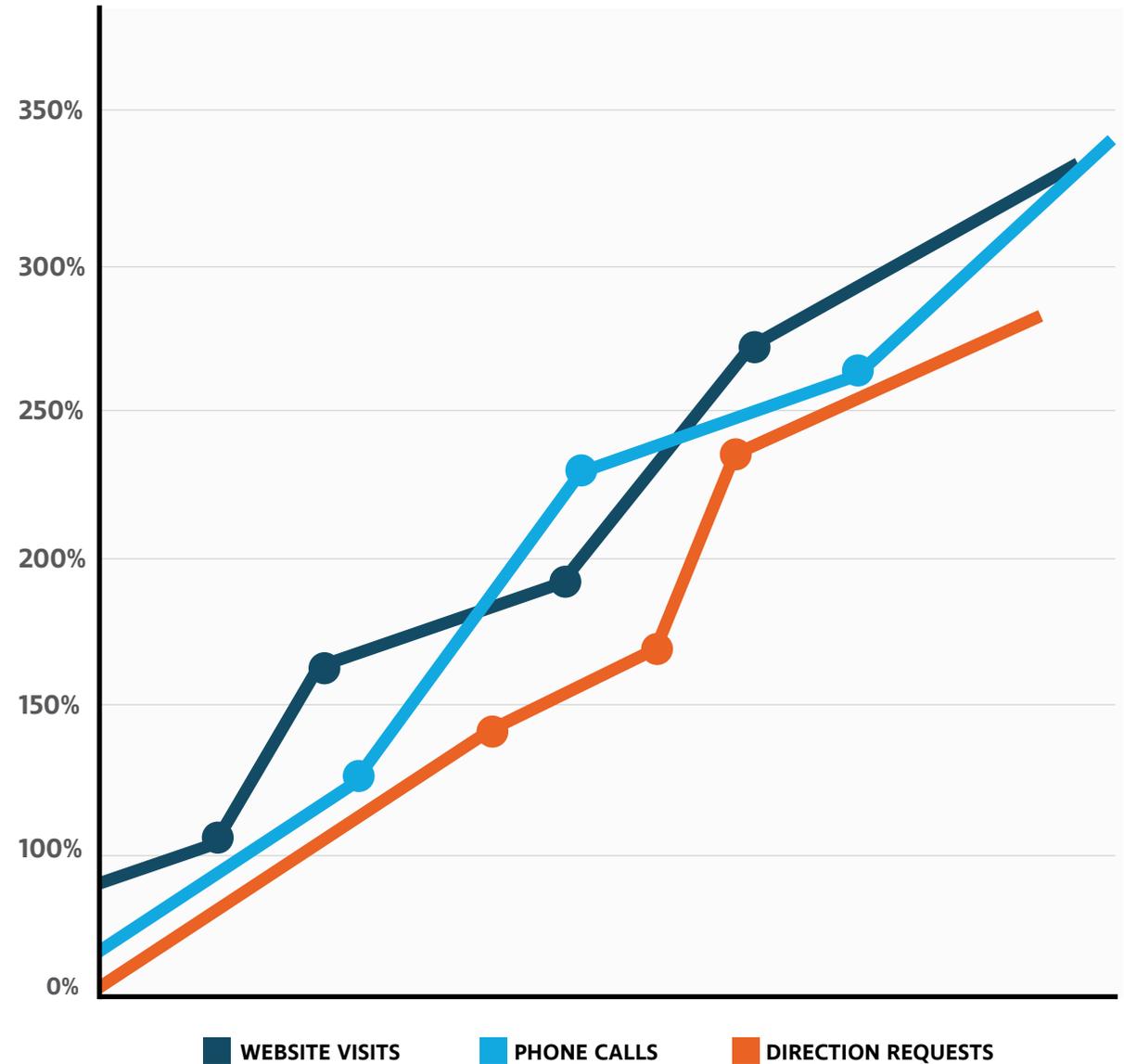
ELITE BODY CONTOURING

RESULTS

- **132%** increase in Google local search traffic

- **65%** increase in website visits

- **45%** increase in phone calls

- **26%** increase in request for directions

- **100+** new Google Reviews

GOOGLE LOCAL SEARCH TRAFFIC   WEBSITE VISITS   PHONE CALLS   DIRECTION REQUESTS

30
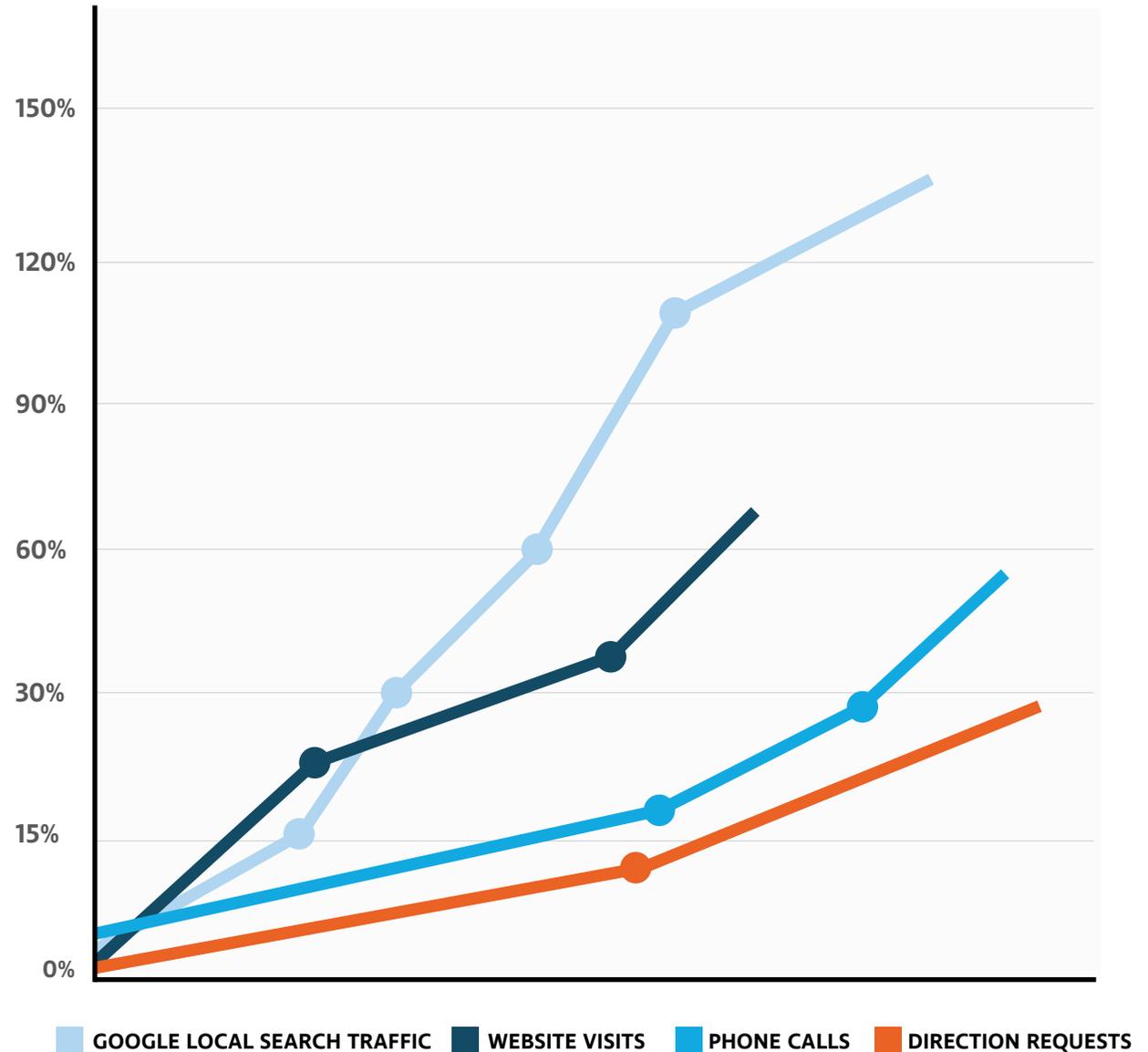
ROCKLEA MEAT MARKET

RESULTS

- **15%** increase in Google Local search traffic

- **84%** increase in website visits

- **90%** increase in phone calls

- **300%** increase in direction requests (foot traffic)

Legend: GOOGLE LOCAL SEARCH TRAFFIC | WEBSITE VISITS | PHONE CALLS | DIRECTION REQUESTS
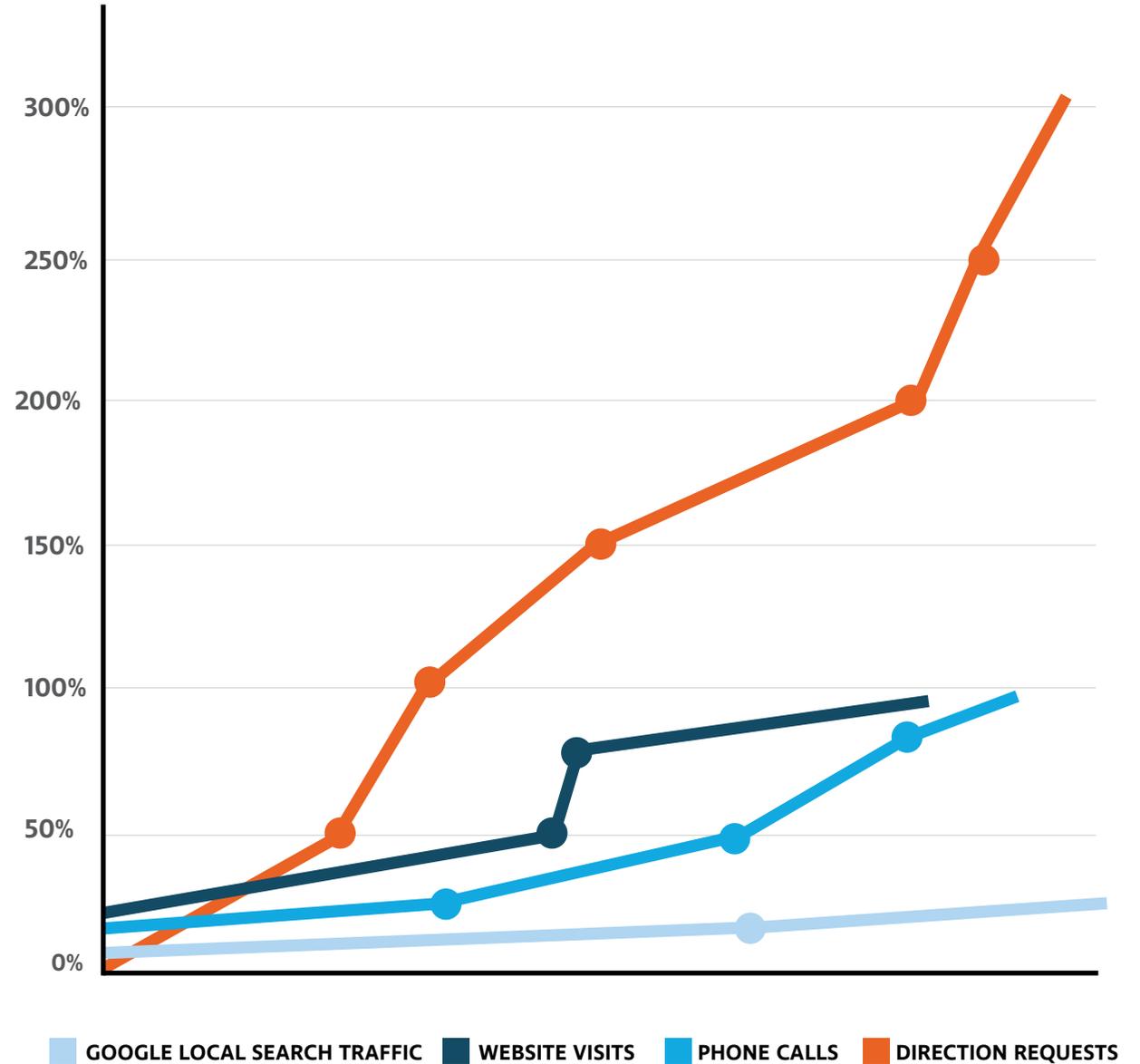
RICHARDSON AND WRENCH

RESULTS

- **57%** increase in Google Local search traffic

- **49%** increase in website visits

- **42%** increase in phone calls

GOOGLE LOCAL SEARCH TRAFFIC   WEBSITE VISITS   PHONE CALLS
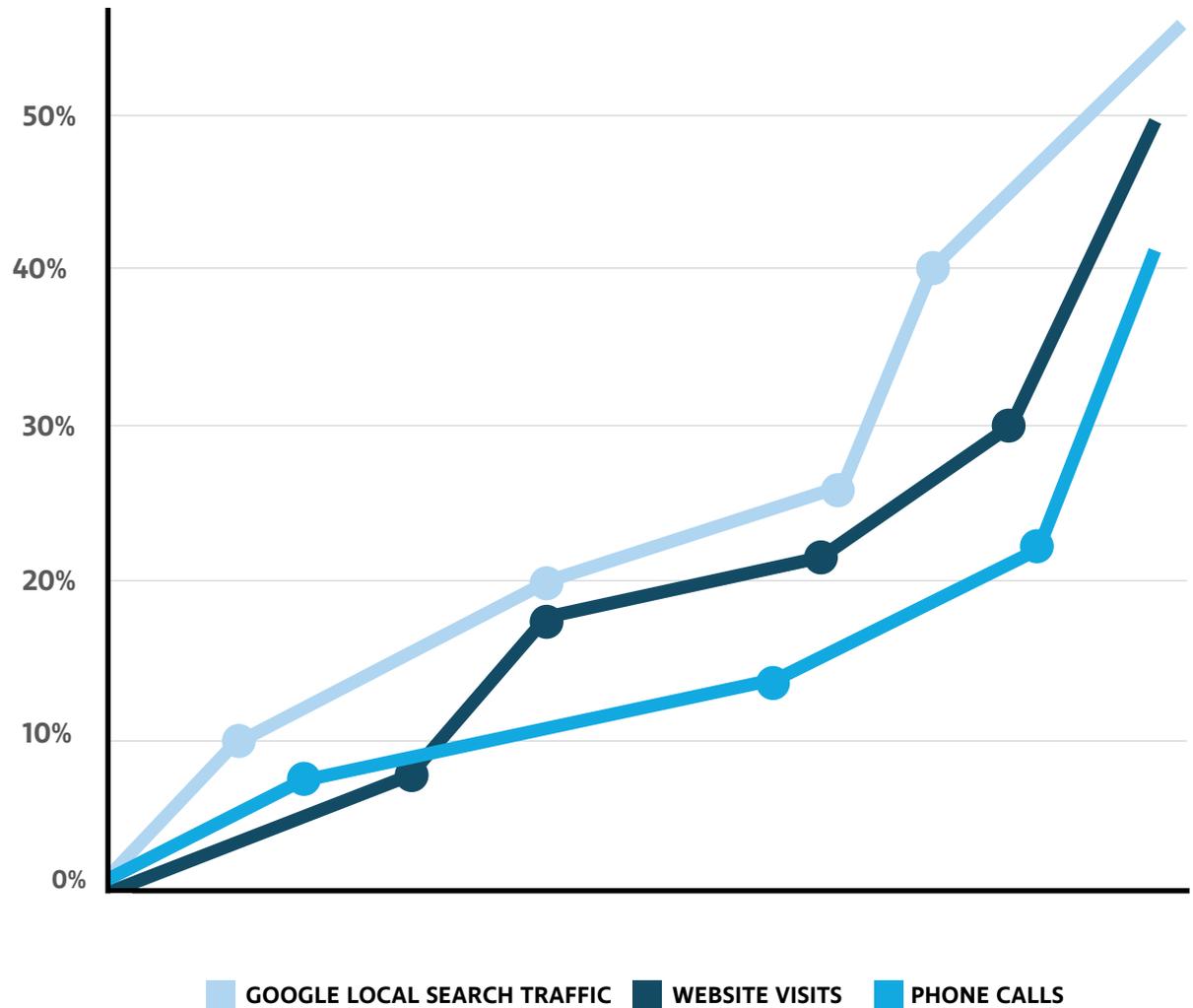
SUMMARY

We appreciate that is a lot of information and we wanted to make sure you have a clear understanding of 5 things you can start on TODAY to help your double your Google Maps Traffic.

Google Reviews: Ensure you have a minimum of 4.5 star average with 50+ Google reviews and set a goal of then getting 1 new review every week moving forward.

Online Directories: List your company on Apple maps, Yelp, Bing and 20 online business.

Business description: Write a 750 keyword rich business description that describes all of your products/services and areas you service

Google my business: Follow our step by step guide to optimise your Google business listing

Website: Create a suburb site map with a list of all the suburbs you service or want to attract customers from

As we mentioned at the start of this e-book we had two primary goals writing it.
1. Educate small and medium business owners around competitor analysis and insight
2. Provide businesses with practical steps they can implement in their business for free
We hope we delivered on that and you found the e-book both informative and practical.

P.S. If you are too busy running your business or don't have the Digital expertise in house to implement these strategies you can always book in a free Digital Marketing Strategy session with one of our online experts.

After reading these if you are looking for a company to double your Google Maps traffic instead of doing it yourself feel free to reach out to customerservice@cubeonline.com.au or call on

1300 423 618

Www.cubeonline.com.au