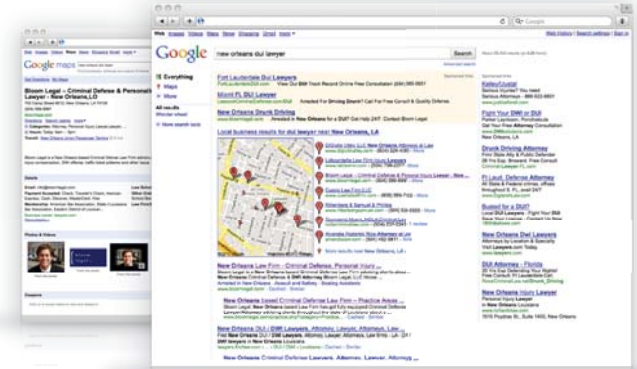


Google Places Information Sheet



Google Places Business Listing Checklist

- ✓ Claim a Google Local Listing
 - ➔ Register
 - ➔ Notify Client that they will be getting a call
 - ➔ Get Phone Verification Code from Client
- ✓ Create Proper Categories
- ✓ Create Practice Keywords in Listing Name
- ✓ Practice Keywords in Description
- ✓ Geographic Keywords in Listing Name
- ✓ Geographic Keywords in Description
- ✓ Practice Keywords in Custom Fields
- ✓ Practice Keywords in Custom Fields
- ✓ Video Uploaded
- ✓ Photos Uploaded



Free Citations - Check & Sign Up

- | | |
|------------------|----------------|
| ✓ Superpages.com | ✓ Localeze |
| ✓ Yahoo.com | ✓ Yellowpages |
| ✓ Justia.com | ✓ Yelp |
| ✓ Avvo.com | ✓ InsiderPages |
| ✓ BBB.org | ✓ CitySearch |
| ✓ infoUSA | ✓ Local |



Negative Factor Check

- ✓ Is an 800 number used exclusively on the site?
- ✓ Is there an exclusive use of a PO Box?
- ✓ Are there Multiple Google Local Business Listings with same name?
- ✓ Are there Multiple Google Local Business Listings with same address?
- ✓ Are there Multiple Google Local Business Listings with same phone?
- ✓ Are there Negative customer reviews?



Paid Listings Available at Cost

- ✓ HG
- ✓ Martindale.com
- ✓ Findlaw.com
- ✓ Lawyers.com



Reviews

- ✓ Reviews on Google
- ✓ Reviews on Yahoo
- ✓ Reviews on SuperPages



Web Site Checklist

- ✓ Address on Web Site
- ✓ Address on Contact Page of Web Site
- ✓ Location in Title Tags of Web Site
- ✓ hcard Microformat