

CLIENTCLICKS

5 Things every business can do to boost their presence in Google search results

– *FOR FREE!*

About ClientClicks

- ▶ Digital Marketing Agency in Point Richmond
 - ▶ In digital marketing since 2006
 - ▶ We build beautiful websites
 - ▶ We **Teach** You
 - ▶ Rank in Google through free and paid strategies
 - ▶ Lead Tracking Dashboard
 - ▶ Hosted Chat and Forms that Call You

#1 Claim Your Business



See photos

See outside

Powder Keg

Website

Directions

Save

4.3 ★★★★★ 294 Google reviews

\$\$ · Seafood restaurant

Cozy hangout serving craft cocktails & comfort-food classics such as clam chowder & fish 'n' chips.

Address: 2132 Railroad Ave, Hercules, CA 94547

Hours: **Closes soon:** 9PM · Opens 11:30AM Thu ▼

Phone: (510) 724-7300

Menu: [places.singleplatform.com](https://places.singleplatform.com/powder-keg/)

Suggest an edit · Own this business?

Why claim your **Google My Business** listing?

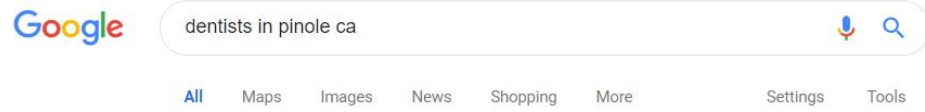
- ▶ Receive notification when somebody leaves a review
- ▶ Add a business description
- ▶ Add posts which are similar to Facebook posts
- ▶ Add services
- ▶ Add events
- ▶ Add Questions and Answers
- ▶ Correct business hours

Many people never go beyond the Google listing to click through to your business website, so this must be accurate!!

Who is Eligible for a Google Business Listing?

- ▶ **Brick and Mortar:** Businesses with an address that's staffed during the stated hours.
- ▶ Google: "Represent your business as it's consistently represented and recognized in the real world across signage, stationery, and other branding."
- ▶ **Service Area Businesses** – If you don't serve customers at your location, you can still add a listing and then set your service area.
 - ▶ Locksmith
 - ▶ Cleaning Services
- ▶ <https://support.google.com/business/answer/3038177/#address>

The Snack Pack Listings



About 144,000 results (0.44 seconds)

Visit Tara Hills Dental Today | Best Dentist in Pinole CA
(Ad) www.tarahillsdental.com/Best/Dentist
Book An Appointment with Dr Ghaoui. New Patient Specials Available. Call Today. We're Focused...
Attention to Detail - See Our Dental Office

Paid Listings



Albert M. Tsang DDS - Pinole General and Implant Dentistry
4.9 ★★★★★ (66) · Emergency dental service
2000 Appian Way Suite #202 · (510) 724-2800
WEBSITE DIRECTIONS

Pinole Modern Dentistry
4.0 ★★★★★ (15) · Dentist
Pinole Vista Crossing
1208 Fitzgerald Dr · (510) 210-8907
Closes soon · 6PM
WEBSITE DIRECTIONS

Bright Now! Dental
4.2 ★★★★★ (91) · Dentist
Pinole Vista Shopping Center
1477 Fitzgerald Dr Suite 106 · (510) 669-0350
WEBSITE DIRECTIONS

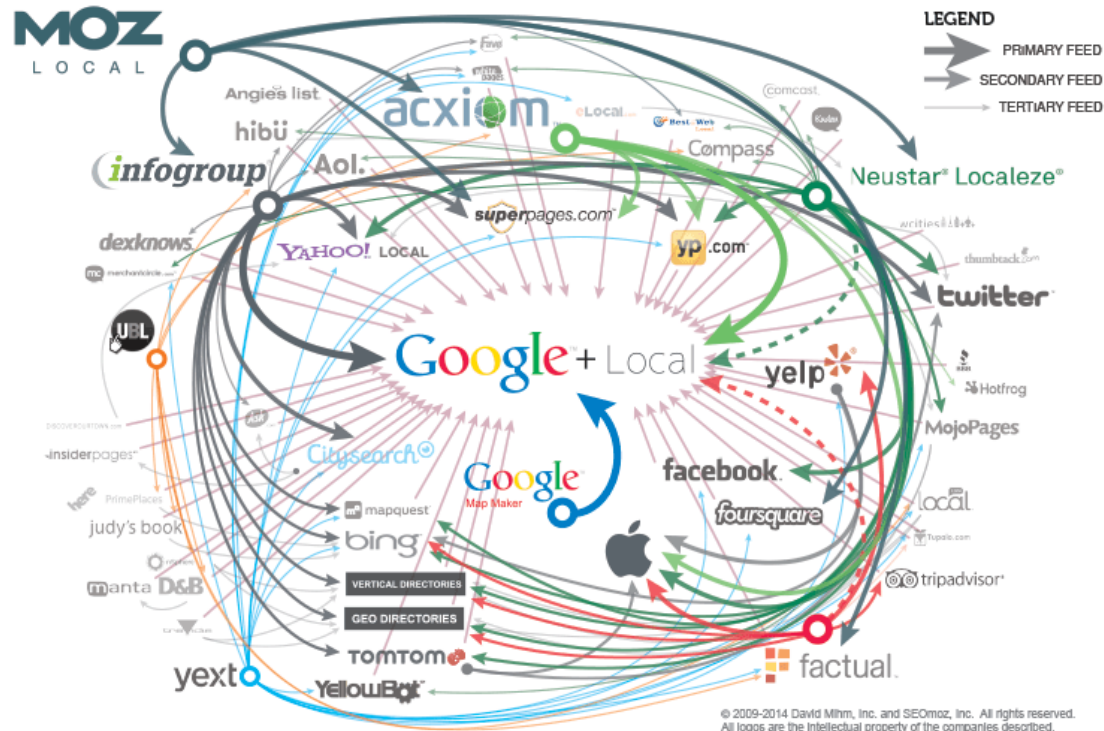
The Snack Pack



#2 Get Listed Everywhere

- ▶ Data Aggregators
 - ▶ Neustar/Localeze
 - ▶ Acxiom
 - ▶ Infogroup
 - ▶ Factual
- ▶ Top Directories
 - ▶ Apple Maps
 - ▶ Bing
 - ▶ Yelp
 - ▶ Citysearch
 - ▶ Foursquare

The Local Search Ecosystem (United States)



Tools to Help

| | Cost | Comments |
|-------------|---|--|
| Yext | \$499/annual | Full Featured Service |
| Synup | \$360/ annual \$250/ annual with Client Clicks | Full Featured Service, Google post and review option |
| Brightlocal | \$3/site, \$5/aggregator | Great for additional niche citations |
| Moz Local | \$99/annual | Great for Aggregators |
| DIY | FREE | FREE |



Accuracy Factors

Legend: ■ Good (80-100%) ■ Fair (50-79%) ■ Poor (0-49%) Not Available

| Partner <input checked="" type="checkbox"/> Show all partners | Name | Address | Phone | Website | Categories | Accuracy |
|--|------|---------|-------|---------|------------|----------|
| All Partners | 90% | 92% | 90% | 88% | 83% | 90% |
| Search | 93% | 93% | 93% | 93% | 100% | 93% |
| Google My Business | 100% | 100% | 100% | 100% | 100% | 100% |
| Bing ¹ | 86% | 86% | 86% | 86% | N/A | 86% |
| Aggregators | 90% | 95% | 90% | 86% | 95% | 91% |
| Acxiom | 71% | 86% | 71% | 57% | 86% | 74% |
| Infogroup | 100% | 100% | 100% | 100% | 100% | 100% |
| Neustar/Localeze | 100% | 100% | 100% | 100% | 100% | 100% |
| Local Directories | 90% | 90% | 90% | 88% | 76% | 88% |
| Foursquare | 100% | 100% | 100% | 100% | 100% | 100% |
| Apple | 86% | 86% | 86% | 86% | 86% | 86% |
| Citysearch (Citygrid) | 71% | 71% | 71% | 71% | 57% | 70% |
| Insiderpages | 71% | 71% | 71% | 71% | 57% | 70% |
| Best of the Web | 100% | 100% | 100% | 100% | 100% | 100% |
| Superpages | 100% | 100% | 100% | 86% | 29% | 91% |
| Hotfrog | 100% | 100% | 100% | 100% | 100% | 100% |

Data Aggregators



1. Bing does not provide reporting for categories. ↩

Total Reach

400



#3 Get Reviews and Testimonials

The Big Three



Review Sources

▶ **Google #1**

- ▶ Reviews boost your company's prominence in the local maps results
- ▶ Use the Grade Us link generator for free:

<https://www.grade.us/home/abs/google-review-link-generator.html>

Yelp #2

Popular Review Site
Loved and Hated!

- ▶ **Facebook #3**, but switched to star-only ratings
- ▶ Don't forget industry-specific review sites
 - ▶ Travel industry: Tripadvisor
 - ▶ Healthcare: healthgrades
 - ▶ Legal: Avvo

Review Guidelines

- ▶ Please don't offer rewards!
- ▶ Beware of review filters



Yelp's Policies: No Asking for Reviews

- ▶ https://www.yelp-support.com/article/Don-t-Ask-for-Reviews?l=en_US

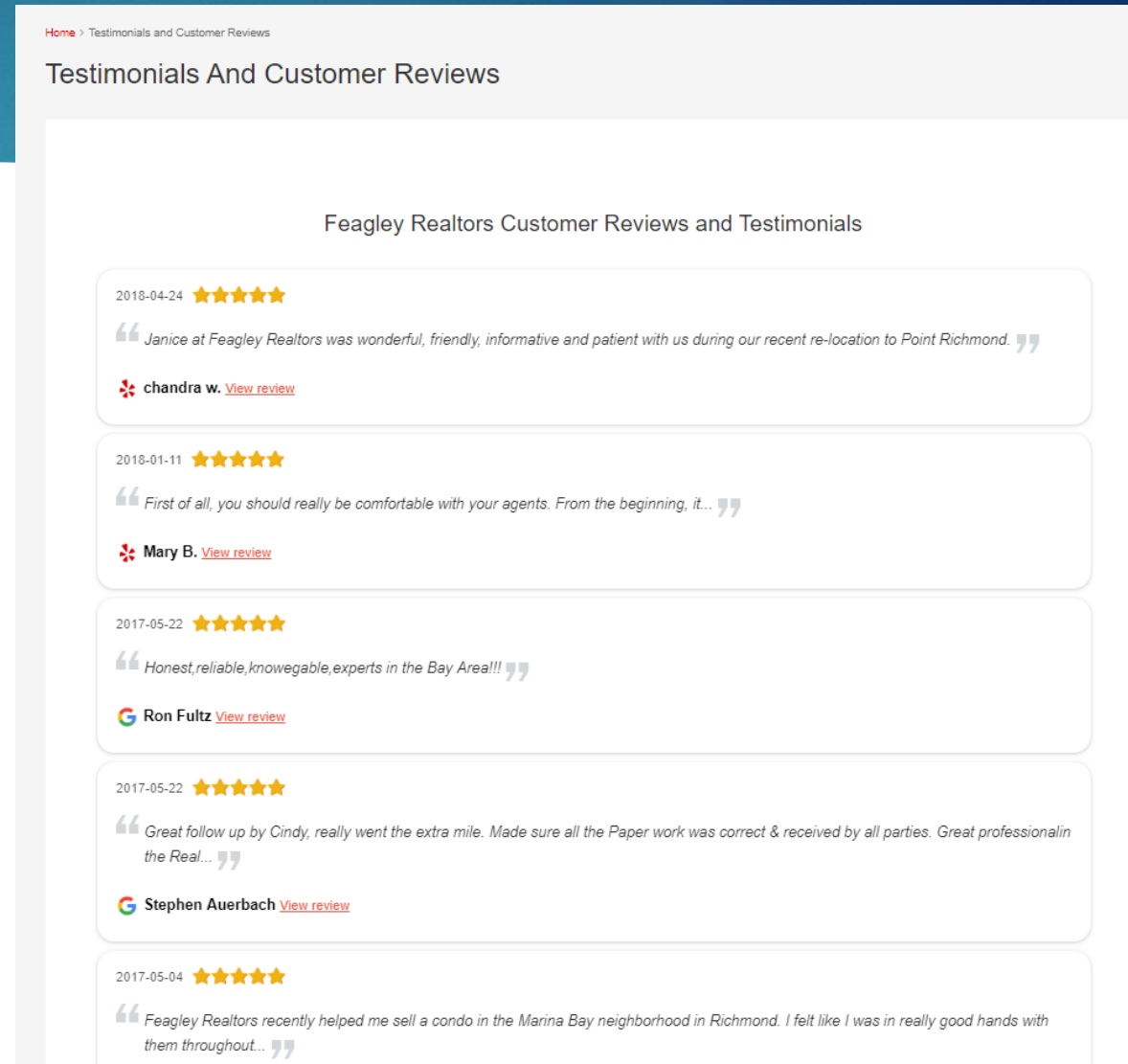
Here are some tips to avoid hurting your Yelp rating:

- Don't ask customers, mailing list subscribers, friends, family, or anyone else to review your business.
- Don't ask your staff to compete to collect reviews.
- Don't run surveys that ask for reviews from customers reporting positive experiences.
- Don't ever offer freebies, discounts, or payment in exchange for reviews — it will turn off savvy consumers, and may also be illegal. Yelp has a [Consumer Alerts](#) program to let people know about businesses that engage in this sort of activity. For the same reason, you also shouldn't offer incentives for users to remove reviews.



Recommended Review Tool: Grade Us

- Aggregates reviews from multiple sources
- Facebook, Yelp, Google and others
- Include testimonials
- Display them all in one impressive list on your website
- On Chamber site too?



Home > Testimonials and Customer Reviews

Testimonials And Customer Reviews

Feagley Realtors Customer Reviews and Testimonials

2018-04-24 ★★★★★
“Janice at Feagley Realtors was wonderful, friendly, informative and patient with us during our recent re-location to Point Richmond.”
✦ chandra w. [View review](#)

2018-01-11 ★★★★★
“First of all, you should really be comfortable with your agents. From the beginning, it...”
✦ Mary B. [View review](#)

2017-05-22 ★★★★★
“Honest, reliable, knowledgeable, experts in the Bay Area!!!”
G Ron Fultz [View review](#)

2017-05-22 ★★★★★
“Great follow up by Cindy, really went the extra mile. Made sure all the Paper work was correct & received by all parties. Great professional in the Real...”
G Stephen Auerbach [View review](#)

2017-05-04 ★★★★★
“Feagley Realtors recently helped me sell a condo in the Marina Bay neighborhood in Richmond. I felt like I was in really good hands with them throughout...”

Recommended Review Tool: Grade Us

- Makes it easy to ask for reviews
- Normally \$90/month if you buy directly from Grade Us.
- I offer it at \$50/month through my agency partnership.

Dutton-Goldfield Winery
3100 Gravenstein Hwy N
Sebastopol, CA 95472
Voice 7078233887

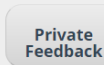
Help wine lovers find the best tasting experiences. You're invited to review.

If your experience was less than perfect, you may use the [private feedback](#) option to contact the winery directly to let them know how they fell short so that they can address your concerns.

[CONTACT US](#)

Dutton-Goldfield Winery Reviews and Information

Please take a moment to review your experience with this winery. Your feedback helps other wine lovers find the best wineries.



Our rating:

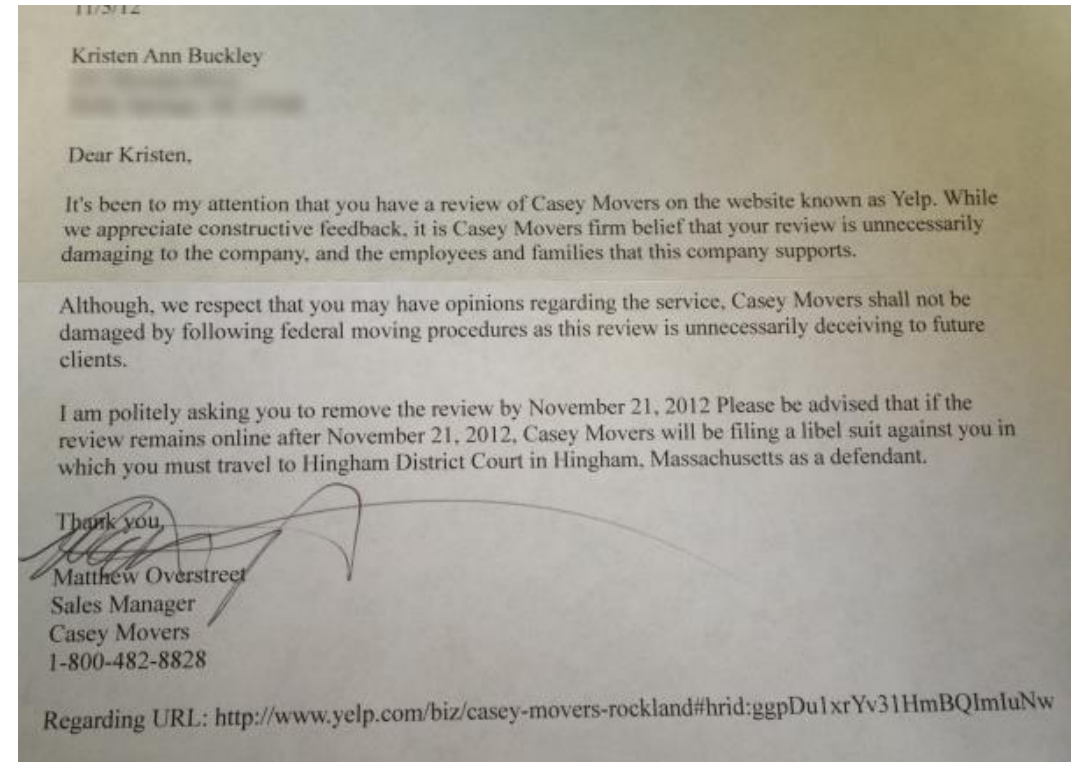


Dutton-Goldfield Winery is rated 4.7 out of 5.0 based on 247 reviews...

Recent reviews:

Negative Review? Don't Do This:

“...if the review remains active, Casey movers will be filing a libel suit against you.”



#4 Take Advantage of Free Features in your Google My Business Profile

- ▶ Questions and Answers Section
- ▶ Business Description
- ▶ Services
- ▶ Posts
- ▶ Events
- ▶ Appointments URL



I ❤️ FREE STUFF

Questions and Answers Section

Q: Are the donuts delicious?



Dream Fluff Donuts

Directions

Save

4.7 ★★★★★ 86 Google reviews

\$ · Donut shop

Easygoing place serving breakfast sandwiches, coffee & a wide selection of donuts, such as crullers.

Address: 2637 Ashby Ave, Berkeley, CA 94705

Hours: Open · Closes 6PM ▾

Order: postmates.com

Phone: (510) 649-0471

[Suggest an edit](#)

Add missing information

[Add website](#)

Questions & answers

[Ask a question](#)

Q: Are the donuts delicious, more delicious than Dunkin' Donuts?

A: They are very fresh too

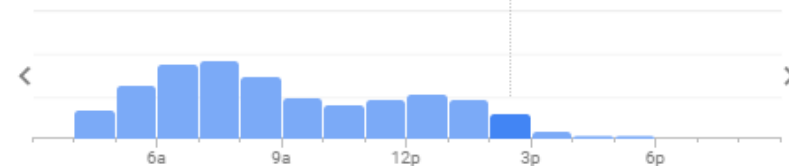
(4 more answers)

[See all questions \(1\)](#)

Popular times

Wednesdays ▾

2 PM: Usually not too busy



Plan your visit

People typically spend 15 min here

Business Description

- ▶ Up to 750 characters
- ▶ What makes your business unique
- ▶ Signature product or service

The screenshot displays a Google Business listing for Pinole Modern Dentistry. On the left, there are several rows of 'WEBSITE' and 'DIRECTIONS' buttons. The main content area shows a 'Like' button, a review by Irina Mukhacheva (5 stars, 2 months ago) with a positive comment, and a review by Jacqueline Coleman (4 stars, 9 months ago) with a negative comment. Below the reviews is a 'More Google reviews' link. A red box highlights the business description: 'From Pinole Modern Dentistry' followed by a paragraph: 'As a dentist in Pinole, we offer modern dentistry at an affordable price. We are proud to be your complete Pinole dental provider by offering you great specialty services and state-of-the-art equipment, including same day dental Crowns, Zoom...More'. At the bottom, there is a 'People also search for' section with five related dental businesses: Bright Now! Dental, Albert M. Tsang DDS - Pinole Gen..., Eastshore Pediatric Dental Group, Tara Hills Dental, and San Pablo Dental Care.

upscale.

Like

Irina Mukhacheva
1 review
★★★★★ 2 months ago
It feels really strange to see here couple of negative reviews about Pinole Modern Dentistry, it doesn't feel right! All people working there are paying close attention to my needs and very professional. The office itself is beautifully ... [More](#)

3

Jacqueline Coleman
1 review
★★★★☆ 9 months ago
Beware of this dental office the customer service is okay what I did not like about this place was they go deep in your pocket ANYTHING AND EVERYTHING they do come with a price. It's like the intent is to milk the insurance provider. We ... [More](#)






3

[More Google reviews](#)

From Pinole Modern Dentistry

"As a dentist in Pinole, we offer modern dentistry at an affordable price. We are proud to be your complete Pinole dental provider by offering you great specialty services and state-of-the-art equipment, including same day dental Crowns, Zoom...[More](#)


People also search for View 15+ more


| | | | | |
|---|---|---|--|---|
|  Bright Now! Dental Dentist |  Albert M. Tsang DDS - Pinole Gen... Emergency dental service |  Eastshore Pediatric Dental Group Pediatric Dentist |  Tara Hills Dental Dentist |  San Pablo Dental Care Cosmetic Dentist |
|---|---|---|--|---|

Google Posts: Great Way to Highlight Specials


From Barbara Oliver Jewelry

"For me, ensuring you get the right piece of jewelry for the occasion, at the right price, is paramount. Whether you want custom designed jewelry or need a jewelry appraisal it's about helping you find the joy in your most precious memories."

 Barbara Oliver Jewelry
on Google





Rectangles and circles are so complimentary to each other. This pendant has it all. Set in...
4 days ago
[Learn more](#)



Here is a stunning bangle bracelet set in 18k white gold. The diamonds are just...
4 days ago
[Learn more](#)

Profiles

 Google+  Instagram

- Similar to Facebook posts. People will see Google posts when they search for your business name.

#5 Create Targeted Content on Your Website

- ▶ Add Landing Pages
- ▶ Surround your products and services with targeted content
- ▶ Aim for 1,500 words
 - ▶ (Three typewritten pages!)

Examples

- ▶ Plumber:
 - ▶ Leaky sink repair pinole
 - ▶ Water heater install pinole
 - ▶ Bathroom remodel pinole
- ▶ Dentist:
 - ▶ Dental implants pinole
 - ▶ Invisalign pinole

Review

1. Claim your Business
2. Get Listed Everywhere
3. Get Reviews
4. Use Free Tools in Google My Business
5. Create Targeted Content on your website

More Information

Schedule a FREE Marketing Strategy Session

scott@clientclicks.com

(510) 255-7270

137 Park Place, Downtown Pt. Richmond