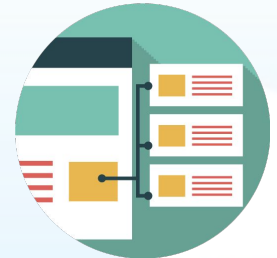
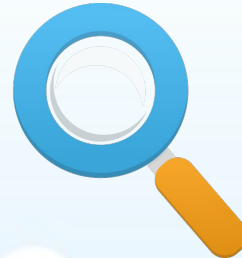


Local Marketing Stack Checklist: 5 Exercises to Increase Brand Awareness





Exercise 1: Google My Business





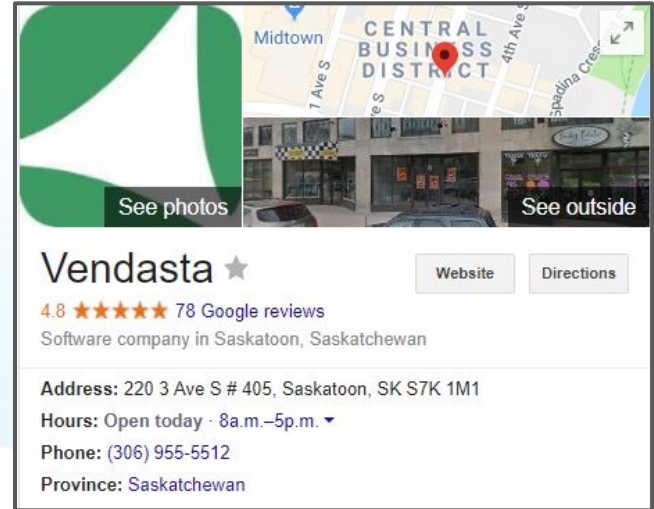
Local Marketing Stack Checklist

Exercise 1: GMB Listing

When you search a business on Google, you probably notice their business pop up on the side of the search results showing:

- **Reviews**
- **Address**
- **Hours of Operation**
- **Phone Number**

What you might not know is that this is what is called a **Google My Business (GMB) Listing**.





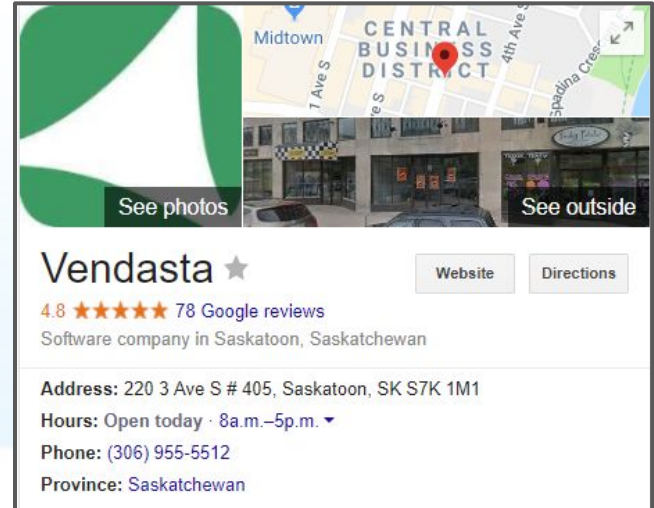
Local Marketing Stack Checklist

Exercise 1: GMB Listing

All businesses need a GMB listing, as it provides relevant information quickly to consumers when they search for your business on Google.

How does a GMB listing help?

- Listing pushes data to Google Maps
- Shows up at the top (side) of Organic Search
- Allows consumers to review your business
- Shows all relevant contact information





Local Marketing Stack Checklist

Exercise 1: GMB Listing

Setting up a GMB Listing is simple, and can be done in one of two ways:

1) Creating a New Listing:

If your business data is not already listed on Google, you can manually update and add this information into Google's database. This information will then be verified by Google via phone or postcard to ensure accurate representation from your business.



2) Claim Existing Listing:

Google may already have your business info, if so, then great! Google gives business owners the option to claim existing listings. Once again Google will verify the request of ownership via phone or postcard.





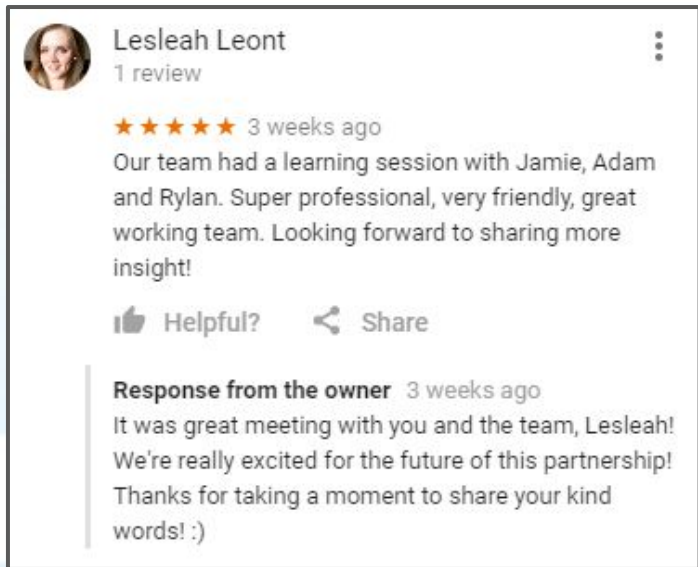
Local Marketing Stack Checklist

Exercise 1: GMB Listing

After you claim your GMB listing, your business will be able to:

- **Respond to Reviews or Report Reviews**
- **Upload photos of your business**
- **Update Contact Information**

**this can be extremely helpful for relocated businesses*



The screenshot shows a Google My Business review interface. At the top left is a profile picture of Lesleah Leont. To the right of the photo, the name 'Lesleah Leont' is displayed in bold, with '1 review' underneath. A vertical ellipsis menu icon is on the far right. Below the name is a 5-star rating (all stars are filled) followed by '3 weeks ago'. The review text reads: 'Our team had a learning session with Jamie, Adam and Rylan. Super professional, very friendly, great working team. Looking forward to sharing more insight!'. Below the text are two icons: a thumbs-up icon labeled 'Helpful?' and a share icon labeled 'Share'. A vertical line separates the review from the response below. The response is titled 'Response from the owner' followed by '3 weeks ago'. The response text reads: 'It was great meeting with you and the team, Lesleah! We're really excited for the future of this partnership! Thanks for taking a moment to share your kind words! :)'





Exercise 2: Request Google Reviews





Local Marketing Stack Checklist

Exercise 2: Request Reviews

If you have created/claimed your business's GMB listing, then your next step is asking satisfied customers to leave you a review. Great reviews do many things for a local business:

- Advertise a business's ability to provide quality customer service
- Establish trust between a consumer and a business
- Attract new customers to an establishment





Local Marketing Stack Checklist

Exercise 2: Request Reviews

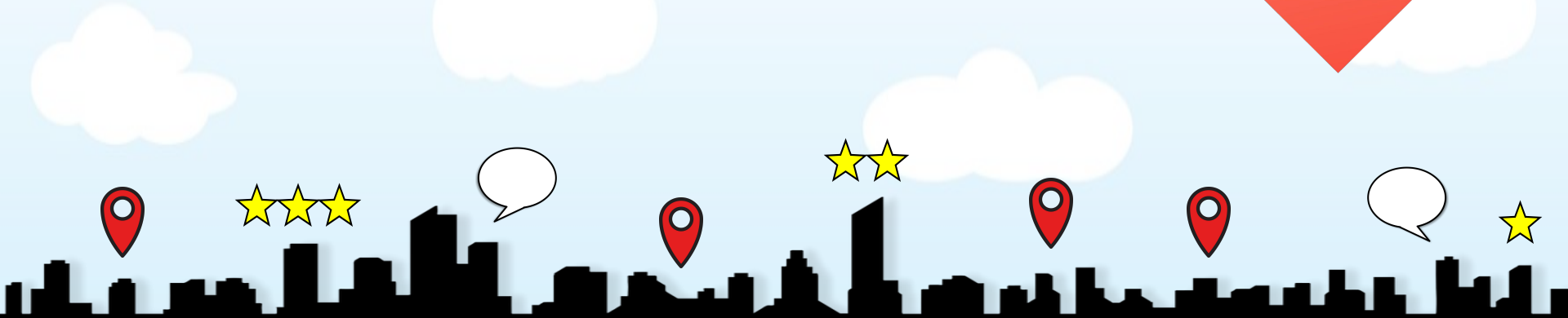
There are many different ways to get your customers to leave a review, here are the few that are trending:

- **Storefront tablet** (*quick and easy*)
- **Add messaging to receipts**
"Please share your experience with us on Google!"
- **Review requesting as a part of email marketing**
- **Simply ask!**
(sometimes a nudge is all a customer needs)





Exercise 3: Consistent Listings Check





Local Marketing Stack Checklist

Exercise 3: Consistent Listings Check

So, there are a lot of different sites that offer business listings. The main areas where a business could be listed are:

- Search Engines
- Social Sites
- Review Sites
- Directory Specific Sites
- International Sourced Sites

Review Sites	Directory Sites	International Sources (Various)
<input type="checkbox"/> Avvo ?	<input checked="" type="checkbox"/> 411.com ?	<input checked="" type="checkbox"/> 411.ca ?
<input checked="" type="checkbox"/> Caring.com ?	<input checked="" type="checkbox"/> Al Dia ?	<input type="checkbox"/> Central Index Australia ?
<input type="checkbox"/> Cars.com ?	<input type="checkbox"/> Apartment Guide ?	<input type="checkbox"/> Central Index Ireland ?
<input type="checkbox"/> Citysearch ?	<input type="checkbox"/> Apartments.com ?	<input type="checkbox"/> Central Index New Zealand ?
<input type="checkbox"/> DealerRater ?	<input checked="" type="checkbox"/> BestLocalSearch ?	<input type="checkbox"/> Central Index South Africa ?
<input type="checkbox"/> Edmunds ?	<input checked="" type="checkbox"/> Better Business Bureau ?	<input type="checkbox"/> Central Index UK ?
<input type="checkbox"/> Expedia.com ?	<input checked="" type="checkbox"/> Brownbook ?	<input checked="" type="checkbox"/> Citipages ?
<input checked="" type="checkbox"/> glassdoor.com ?	<input checked="" type="checkbox"/> Central Index US ?	<input checked="" type="checkbox"/> Evening Standard ?
<input type="checkbox"/> Healthgrades ?	<input checked="" type="checkbox"/> Chamber Of Commerce.com ?	<input checked="" type="checkbox"/> Mirror ?
<input type="checkbox"/> Houzz ?	<input checked="" type="checkbox"/> CitySquares ?	<input checked="" type="checkbox"/> Mysask411 ?
<input checked="" type="checkbox"/> indeed.com ?	<input checked="" type="checkbox"/> DexKnows ?	<input checked="" type="checkbox"/> N49 ?
<input checked="" type="checkbox"/> Kudzu ?	<input type="checkbox"/> Doctor.com ?	<input checked="" type="checkbox"/> ProfileCanada ?
<input type="checkbox"/> OpenTable ?	<input checked="" type="checkbox"/> El Tiempo Latino ?	<input checked="" type="checkbox"/> TrueLocal ?
<input type="checkbox"/> Rate MDs ?	<input type="checkbox"/> ForRent ?	<input checked="" type="checkbox"/> Weblocal.ca ?
<input type="checkbox"/> SureCritic ?	<input type="checkbox"/> Georgia Local Search ?	<input checked="" type="checkbox"/> Yahoo! Canada Local ?
<input type="checkbox"/> TripAdvisor ?	<input type="checkbox"/> Judy's Book ?	<input checked="" type="checkbox"/> Yellow.co.nz ?
<input type="checkbox"/> Vitals ?	<input checked="" type="checkbox"/> La Voz ?	<input checked="" type="checkbox"/> YellowPages.ca ?
<input checked="" type="checkbox"/> Yelp ?	<input checked="" type="checkbox"/> Latinos.us ?	<input checked="" type="checkbox"/> YellowPages.com.au ?



Local Marketing Stack Checklist

Exercise 3: Consistent Listings Check

As a business, you customers are looking for consistent listings information across the board. If they look you up on Facebook then it should match the information seen on Google! Be sure to check that your business information is consistent across **ALL** sources.

The most popular and heavily targeted sites for business listing information are:

- Google
- Yelp
- YellowPages
- Bing Local





Exercise 4: Search Your Business



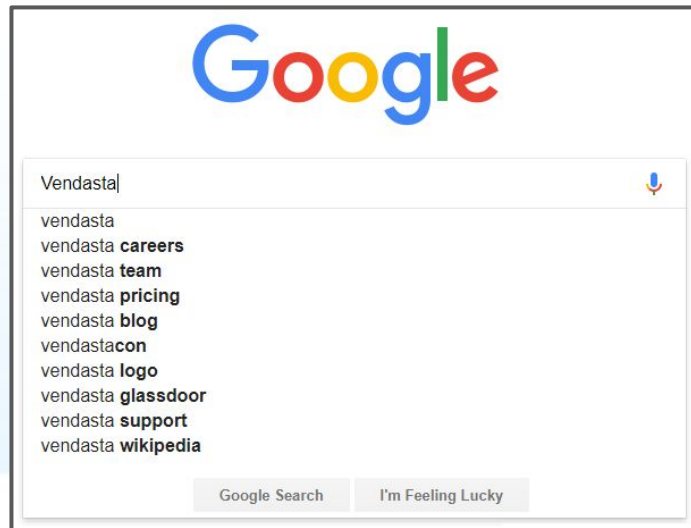


Local Marketing Stack Checklist

Exercise 4: Search Your Business

All businesses have typed in their company name to see what search results come up. For smaller businesses, the company page may not even rank on the first page of Google. **This is a problem!**

For most businesses, there can be irrelevant information that appears with this search.





Local Marketing Stack Checklist

Exercise 4: Search Your Business

Businesses will want a variety of sources pointing towards their business online.

- **Websites**
- **Listing Sites**
- **Blogs**
- **News Articles**

Google is scraping any content that they find relevant to a business. **So, businesses should be looking to produce relevant content.**





Exercise 5: Add Content Regularly





Local Marketing Stack Checklist

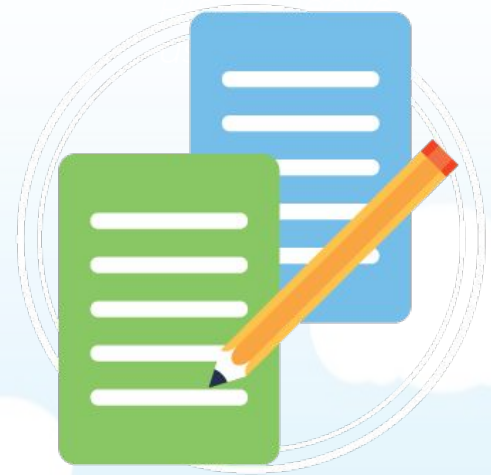
Exercise 5: Add Content Regularly

Before a business starts to write a bunch of content on their website they must first identify their tone and brand voice.

Questions that should be asked:

- **Who is your audience?**
- **What personality do you want your brand to portray?**

This can greatly affect the way you tell your brand story, and position your products and services to your target audience.





Local Marketing Stack Checklist

Exercise 5: Add Content Regularly

Consider a business blog! A blog is a great way to provide useful information to your clients, and also generate organic search traffic by ranking for industry-related keywords on Google and other search networks. **What you might write on your blog is up to you, but here are some ideas to start:**

- Helpful articles about your industry/products
- Product and feature updates
- Press releases
- “Behind-the-scenes” company culture articles





Create/Claim Google My Business Listing



Request Customer Reviews on Google



Check for Consistent Listings Across the Web



Do a Search Audit of Your Business



Develop a Content Strategy & Add Content