

# Worksheet: Connect with local customers online

Did you know that one out of every five searches on Google is “local”? That means the searcher typed “city or town + something they want.”

## 1) Does your website mention your location?

- Add your physical address or service area to every page.
- Mention your location in the text: “We’re conveniently located near \_\_\_\_\_.”

## 2) Get social with Google+ for Business

- Create your page at: [www.google.com/+business](http://www.google.com/+business)
- Gather content for your new page. Look for:
  - News relevant to your business
  - Links
  - Photographs
  - Promotions
  - And more!
- Create “circles” and add people you know.
- Try a Google+ Hangout – a free group video chat that makes it easy to connect with fans.

## 3) Monitor what people say about your business

- Create a list of online places where your business is mentioned, including:
  - Search engine directories
  - Yelp
  - Citysearch
  - Etc.
- Read customer reviews and respond if appropriate.
- How often? I will check reviews every: \_\_\_\_\_
- Ask happy customers to leave positive reviews for your business.
- Sign up for Google Alerts to get notified when your business is mentioned online.  
Visit: [www.google.com/alerts](http://www.google.com/alerts)

