



thirdRiver

Steps to Setting Up Your

Google Places

Why You Should Use Local Search

- All of the major search engines are now using some sort of local search technology to display information about companies that are based in one specific geographic location.
- You may have heard it can take months for a website to make it to the top of the search engines. If you're in a highly-competitive niche, you may never be able to make it there. Fortunately, local search makes it easy to grab a top ranking in Google very quickly.
- Local search results appear at the top of the results, before the standard results are shown. This means that they get a lot of attention, often more so than the actual search results.
- If your business is not listed here, but your competitors are, you will be losing a lot of business. In some areas, thousands of people use Google and other search engines to find local businesses just like yours every single day!
- It just makes sense to make use of this technology. It's free to submit your business, and it can make a big difference to your bottom line.

Google Places

- Google Places is the new name for their Business Center. Using this service, you can “claim” your business in Google and customize your listing on Google Maps and other important services.
- Google is the largest search engine, with an estimated 75-85% market share. Most of your online efforts should be focused on making sure your business has a prominent presence in this search engine.
- While this can be accomplished by creating a website for your company and using search engine optimization techniques, it could take several weeks or even months before your site ranks well and starts to see significant amounts of traffic.
- The best way to make sure your company has a strong presence is through the use of Google Places. If you have ever done a search for a local business on Google, you’ve probably noticed the Google Places listings at the top of the search results. They appear before the standard results, making them especially lucrative. It is very important to make sure your business has a presence here!

Step 1: Claim Your Place Page

Web Images Videos Maps News Shopping Gmail more ▾

Sign in 



portland oregon attorney

Search Maps

Get Directions My Maps

Lane Powell Pc: Maloney Robert E

601 SW 2nd Ave # 2100, Portland, OR 97204-3158

(503) 778-2100

lanepowell.com

[Directions](#) [Search nearby](#) [more ▾](#)

Category: Attorney

Transit: Oak/SW 1st Ave MAX Station (0.2 mi NE)  MAX Blue Line, ...

Your rating: 

Details

Law Firm: Lane Powell PC

State Licensing: Wa

[martindale.com](#), [avvo.com](#)

[More details »](#)

Rate this Lawyer: [Rate this Lawyer](#)

Avvo Rating for Robert E. Maloney Jr: No concern

Photos & Videos

[Upload a photo](#)

[Be the first to upload a photo](#)



Reviews by Google users

Been here? [Sign in to rate](#)

Ads

[PDX Chapter 7 Attorney](#)

Stop Foreclosure * Get a Fresh Start
Debt Relief Attorney * Free Consult
www.muir-troutman.com

[Filing For Bankruptcy?](#)

Step 2: Edit

Google places

david.f.chandler@gmail.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United States) 

Add, Edit, or Suspend Listing

In order to proceed, please choose an option below. (Each option will require validation.*)

Choose one.



Edit my business information.

You may update your business name, contact information, payment types, hours and categories.



Suspend this listing.

You may return to Google Places and re-activate your listing at any time.



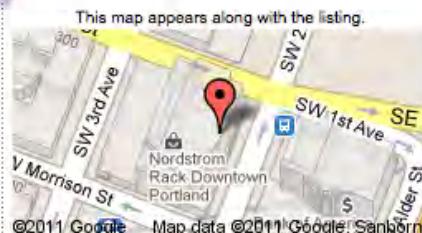
This isn't my listing.

If the information to the right isn't yours, you may add your business as a new listing now.

Lane Powell P.C. Maloney Robert E

601 SW 2nd Ave # 2100 Portland OR
97204-3158 United States

Phone: (503) 778-2100



*Validating your listing

We'll send a letter containing a PIN and activation instructions to the business address associated with your listing. After you validate your listing, you may edit your Google Maps listing at any time.

[« Back](#)

[Continue »](#)

Step 3: Match the Info

▼ Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

* Required Fields

Country: *

Company/Organization: *

Street Address: *

City/Town: *

State: *

ZIP: *

Main phone: *

 Email address:

 Website:

 Description:

 Category: *

United States

Lane Powell Pc: Maloney Robert E

601 SW 2nd Ave # 2100

Portland

Oregon

97204-3158

(503) 778-2100

Example: (201) 234-5678 [Add more phone numbers](#)

Example: myname@example.com

Example: http://www.example.com

I don't have a website.

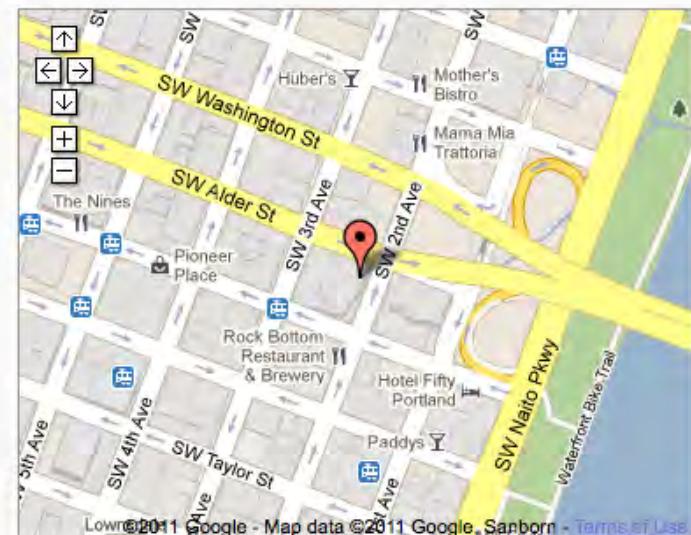
200 characters max, 200 characters left.

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

[Add another category](#)

Lane Powell Pc: Maloney Robert E

601 SW 2nd Ave # 2100 (503) 778-2100
Portland OR 97204-3158
United States



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[Fix incorrect marker location](#)

Description & Categories

Country: *

Company/Organization: *

Street Address: *

City/Town: *

State: *

ZIP: *

Main phone: *
Example: (201) 234-5678 [Add more phone numbers](#)

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com
 I don't have a website.

Description:
200 characters max. 200 characters left.

Category: *
Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: *

Category: *

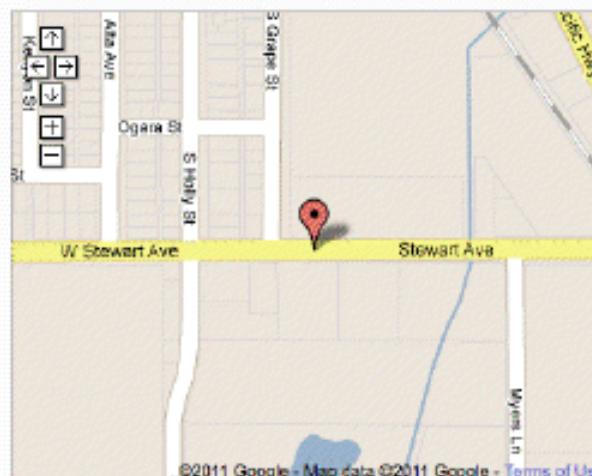
Category: *

Category: *

Black, Chapman, Webber and Stevens

221 West Stewart Ave., Suite 209
Medford OR 97501-3647
United States

(541) 772-9850
<http://blackchapman.com>



Step 4: Location and Hours

▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- No, all customers come to the business location
- Yes, this business serves customers at their locations

▼ Hours of operations

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
- My operating hours are:

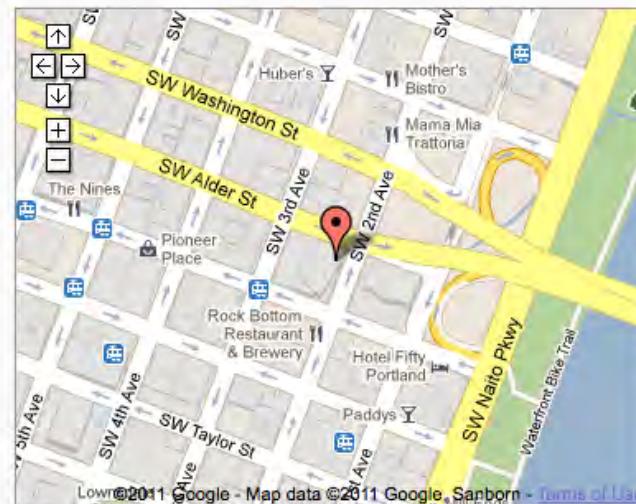
Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	Apply to all
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Sat:				<input checked="" type="checkbox"/> Closed	
Sun:				<input checked="" type="checkbox"/> Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

- I'd like to enter two sets of hours for a single day.

Lane Powell Pc: Maloney Robert E

601 SW 2nd Ave # 2100 (503) 778-2100
Portland OR 97204-3158
United States



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[Fix incorrect marker location](#)

Step 5: Photos

► **Payment options**

Specify how customers can pay at your business.

Cash American Express Visa
 Check Diner's Club Financing
 Traveler's Check Discover Google Checkout
 Invoice MasterCard Paypal

► **Photos**

Add flair to your listing: include photos of your products or your storefront. You can upload up to 10 photos. Please be sure they comply with our [photo submission guidelines](#).

Add a photo from your computer Browse... Add Photo ←

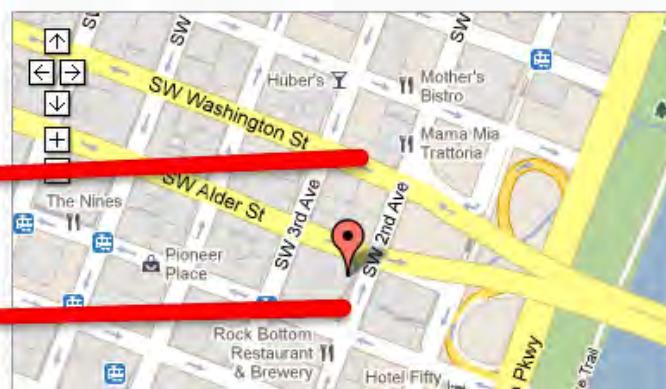
Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded **0** of up to **10** images for this listing. ←

Lane Powell Pc: Maloney
Robert E

601 SW 2nd Ave # 2100 (503) 778-2100
Portland OR 97204-3158
United States



Picasa and Flickr

Picasa Web Albums

Search Photos

Share photos with friends and family



...or explore public photos



Sign in with your
Google Account

Email: *

Password: *

[Can't access your account?](#)
[Sign in as a different user](#)

Don't have a Google account?

[Learn more about Picasa Web Albums](#)

New! Try Picasa for Mac OS X (beta)
A faster way to organize, edit, and share your photos.

©2011 Google - [Terms of Service](#) - [Privacy Policy](#) - [Help Center](#) - [Getting Started Guide](#)

A red arrow points from the bottom left towards the "Create an Account" button.

Picasa cont...

Picasa™ Web Albums Home My Photos Explore Upload

Your album has been updated.

My Photos > Dennis Black, Oregon Personal Injury Attorney

Full screen Share Download Prints Edit

Photo 1 of 1 View All

 Dennis Black, Oregon Personal Injury Attorney

Dennis Black, Managing Partner
Personal Injury Attorney

Dennis Black, Oregon Personal Injury Attorney [edit](#) 

Views: 0

Like  [Comment](#)  [Share](#)  [Email](#)  [Embed](#)  [Edit](#) 

David Chandler Photos | Profile Mar 23, 2011 2:40PM

Add a comment ...

Subscribe  [Post Comment](#)

Photo information

Mar 23, 2011
300x169 pixels - 90KB
Filename: dennis_black-300x169.png
Camera: n/a
Model: n/a
ISO: n/a
Exposure: n/a
Aperture: n/a
Focal Length: n/a
Flash Used: n/a
Latitude: n/a
Longitude: n/a

[full details page](#)

Post on:   

[Link to this Photo](#)

Tags

dennis
Black
oregon
personal
injury
attorney
lawyer
accident

Page 1 for “Portland Oregon Attorney”

Web Images Videos Maps News Shopping Gmail more ▾

Sign in 



portland oregon attorney

Search

SafeSearch off ▾

Advanced search

 Everything

 Images

 Videos

 News

 Shopping

 More

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any type

Face

Photo

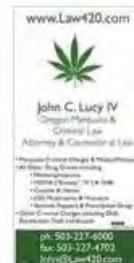
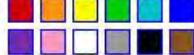
Clip art

Line drawing

Any color

Full color

Black and white



Timothy M. Bowman



Step 6: Upload Videos

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

[Add Video](#)

Example: <http://youtube.com/watch?v=dPtxv1JdXl>

You have uploaded **0** of up to 5 videos for this listing.

Lane Powell Pc: Maloney
Robert E

601 SW 2nd Ave # 2100 (503) 778-2100
Portland OR 97204-3158
United States



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[Fix incorrect marker location](#)

▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.

Brands carried : Sony, Panasonic and Toshiba.

: [X](#)

[Add another](#)

[Submit](#)

Page 1 for “Oregon Personal Injury Attorney” Videos

Web Images Videos Maps News Shopping Gmail more ▾

Sign in 

Google Instant is on ▾
SafeSearch off ▾

About 936 results (0.07 seconds) Advanced search

Everything **Images** **Videos** **News** **Shopping** **More**

Any duration
Short (0–4 min.)
Medium (4–20 min.)
Long (20+ min.)

Any time
Past hour
Past 24 hours
Past week
Past 3 weeks
Past month
Past year
Custom range...

Sorted by relevance
Sorted by date

Any quality
High quality

Oregon Injury Attorney
Aggressive Legal Representation Free No Obligation Consultation
www.mdkaplanlaw.com

Personal Injury Attorney
Doug Farrell, **Personal Injury** Law Over 33yrs Exp. Free Consultation
www.dfarrelllaw.com/503-645-7788

Personal Injury Experts
Get Expert **Personal Injury** Law Help From Top Oregon City Attorneys
www.jforourke.com/Personal-Injury

Oregon Personal Injury Lawyer 
33 sec - Nov 9, 2009 - Uploaded by LawyerPortland
Chad Stavley, **Oregon personal injury lawyer** is an experienced litigator and trial **attorney**. Free consultations are available in any ...
youtube.com

Eugene Personal Injury Attorney Car Accident Lawyer 
1 min - Aug 4, 2009 - Uploaded by FindLaw
millerandwagner1.lawoffice.com (541) 683-2004 The Law Office of Robert A. Miller handles **personal injury** cases including auto ...
youtube.com

Personal Injury Attorney Portland Oregon ... 
1 min - Dec 23, 2009 - Uploaded by NWInjuryLawCenter
www.nwinjurylawcenter.com The NW Injury Law Center was created by

Vancouver Injury Attorney
We Are On Your Side. Call Our **Personal Injury Lawyer** Today.
Portland, OR
gregglawfirm.com/InjuryLawyer

Personal Injury Claims
Have Questions About Legal Claims?
Visit Us For More Information.
Oregon
www.calbomschwab.com

Oregon Injury Attorney
Oregon Personal Injury Attorneys
We'll Fight Hard For Your Rights!
Oregon
harrislawsite.com/Personal-Injury

Portland Injury Attorney
Successful Representation For Your **Personal Injury** Claim. Call Today.
Portland, OR
www.peterevanslawpdx.com

Injury Only - Portland
Our **personal injury** attorneys and lawyers are the best in **Oregon**!
Portland, OR
www.injuryonly.com

Video Naming Guidelines

Video File Upload

Ex video.screenflow

whirLocal, Online Reviews Explained [1.1M]

Your video will be live in a moment at:
<http://www.youtube.com/watch?v=7SHiorJKshw>

Upload progress: 100% Upload details

Preview: 
Processing 100% — Processing completed

Video information and privacy settings More

Title: whirLocal, Online Reviews Explained

Description: <http://www.whirlocal.com> - With 85% of the the clicks on Google occurring on Page 1, it is critical to have a strategy for optimizing your business listing on Google, also known as your Google Place Page. whirLocal, a thirdRiver company, has developed a local search and social media friendly system that makes getting online reviews from your customers super simple.

Tags: google places, google maps, google page 1, page 1 of google, local search, search

Suggestions: [+ programs](#) [+ cybersecurity](#) [+ graphics software](#) [Add All](#)

Improve your video-making skills and turbocharge your YouTube career
Learn more about the YouTube Creator Institute and YouTube NextUp programs.
[Learn more and apply now](#)

YouTube direct mobile uploads
Did you know you can upload directly from your mobile phone?
[Set up](#) | [Learn more](#)

Advanced Video Upload
Support for large (>2GB) files and resumable uploads (requires Java).
[Try now](#) | [Learn more](#)

Important: Do not upload any TV shows, music videos, music concerts, or commercials without permission unless they consist entirely of content you created yourself.
The [Copyright Tips](#) page and the [Community Guidelines](#) can help you determine whether your video infringes someone else's copyright.
By clicking "Upload Video", you are representing that this video does not violate YouTube's [Terms of Service](#) and that you own all copyrights in this video or have authorization to upload it.

Video Naming

BlackChapman 57 videos  [Subscribe](#)



0:36 / 2:11   360p   

 [Like](#)  [Dislike](#)  [Add to](#)   [Share](#)  [Embed](#) 

8,004 

Uploaded by BlackChapman on Jun 16, 2010

<http://www.blackchapman.com>, Dennis Black, Oregon and Northern California

Personal Injury Attorney, reflects on a rollover accident case involving a church group.

As THE leading professionals in Personal Injury Law, Sexual Abuse cases, Workers' Compensation Law Firm, and Social Security Disability Claims for Southern Oregon and Northern California, they have more than 100 years of

5 likes, 1 dislikes

A red arrow points from the text "Personal Injury Attorney, reflects on a rollover accident case involving a church group." to the "Personal Injury Attorney" part of the video description. Another red arrow points from the text "As THE leading professionals in Personal Injury Law, Sexual Abuse cases, Workers' Compensation Law Firm, and Social Security Disability Claims for Southern Oregon and Northern California, they have more than 100 years of" to the "Personal Injury Law" part of the video description.

Broadcast it & Map It

Category:

Video Thumbnail:

Choose a video still from above to represent your video in search results and other displays. You can choose a different still image by clicking on it. Note: It can take up to 8 hours for your image to be updated.

Broadcasting and Sharing Options

Privacy

- Public (anyone can search for and view - recommended)
- Unlisted (anyone with the link can view) [Learn more](#)
- Private (only people you choose can view)

Comments

- Allow comments automatically
- Allow friends' comments automatically, all others with approval only
- Allow all comments with approval only
- Don't allow comments

Date and Map

Date: Today Clear

Map Location: Search Clear

Altitude (in ft): Set Clear

Powered by Google

Map data ©2011 Geocentric Consulting, MapLink - [Terms of Use](#)

Stereoscopic Video Options

Like it, comment, share it and SAVE it

Comment Voting

Yes, allow users to vote on comments.

Don't allow comment voting

Video Responses

Yes, allow video responses to be added automatically.

Yes, allow responses after I approve them.

No, don't allow video responses.

Ratings

Yes, allow this video to be rated by others.

No, don't allow this video to be rated.

Embedding

Yes, external sites may embed and play this video.

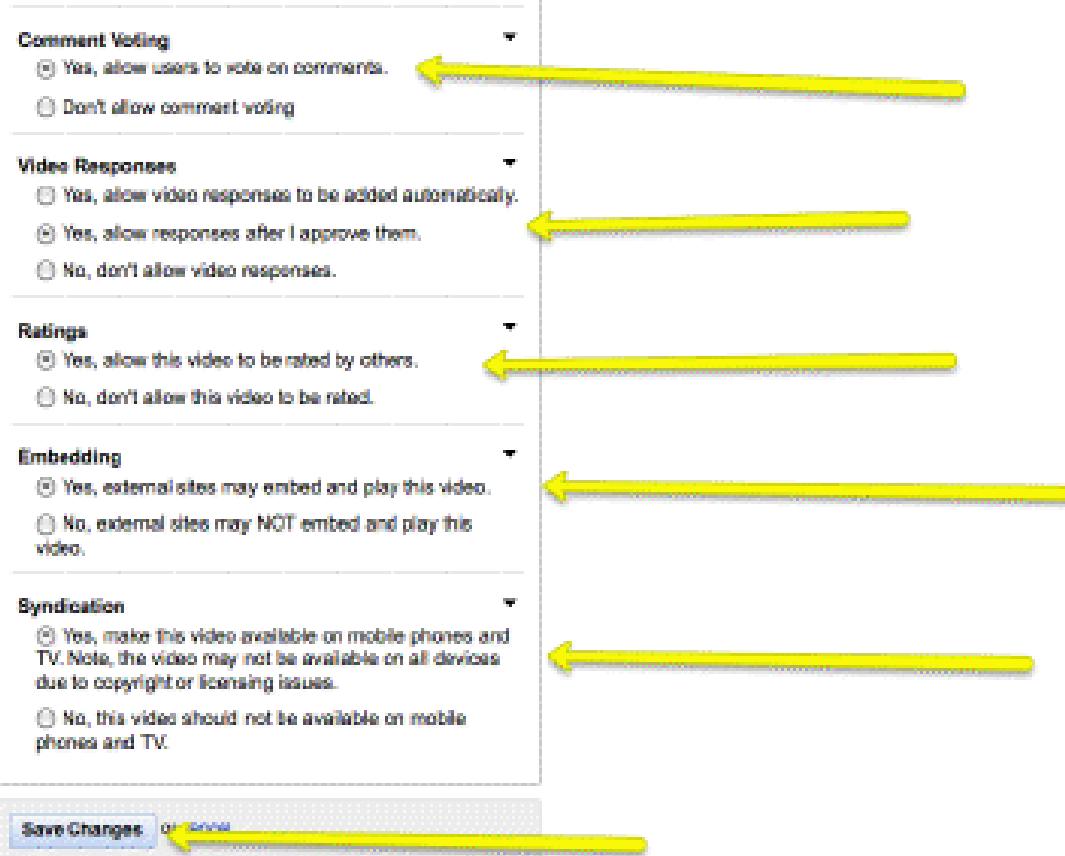
No, external sites may NOT embed and play this video.

Syndication

Yes, make this video available on mobile phones and TV. Note, the video may not be available on all devices due to copyright or licensing issues.

No, this video should not be available on mobile phones and TV.

Save Changes



Step 8: Submit

VIDEO URL / VIDEOS URL / VIDEO URL / VIDEO URL / VIDEO URL

You have uploaded 4 of up to 5 videos for this listing.



▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.

Brands carried : Sony, Panasonic and Toshiba.

 : X

[Add another](#)

Submit

© 2011 Google - [Google Home](#) - [Google Maps Home](#) - [Privacy Policy](#) - [Google Places Help](#) - [Google Places Home](#)

Fix incorrect marker location

2011 Google. Map data ©2011 Google. [Terms of Use](#)

Email address: blackchapman@gmail.com

Description: Your Professionals in Personal Injury Law, Sexual Abuse / Sexual Harassment Law, Workers' Compensation Law and Social Security Disability Claims. We serve residents of Oregon and Northern California.

Payment types: Check

Hours: Monday: 9:00 am - 5:00 pm
Tuesday: 9:00 am - 5:00 pm
Wednesday: 9:00 am - 5:00 pm
Thursday: 9:00 am - 5:00 pm
Friday: 9:00 am - 5:00 pm
Saturday: Closed
Sunday: Closed

Categories: Personal Injury Attorney
Social Security Attorney
Attorney
Accident Attorney
Workers Compensation Attorney

Photos:

(More)

Verify

Status 

Needs Action

 **Not yet published**  Confirmation letter sent Jan 24, 2011.

Enter your PIN: 

[Request another PIN](#)

Active

[See your listing on Google Maps](#)

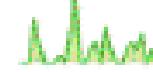
[Create Tag](#)

[Create Boost ad](#)

Active

[See your listing on Google Maps](#)

 **273**

 **49**

 **4780**

 **111**

Review Your Stats

Status + 

Needs Action

 [Not yet published](#) 
Confirmation letter sent Jan 24, 2011.
Enter your PIN:
[Request another PIN](#)

Active

[See your listing on Google Maps](#)

[Create Tag](#)
[Create Boost ad](#)

Active

[See your listing on Google Maps](#)

[Create Tag](#)
[Create Boost ad](#)

Active

[See your listing on Google Maps](#)

Active

[See your listing on Google Maps](#)

[Create Tag](#)
[Create Boost ad](#)

Viewing (listings 1 - 3 of 3)

Impressions (last 30 days) Actions (last 30 days)

 273  49

 4780  111

 0  1

 464  101

Add a Tag

Google places

david.f.chandler@gmail.com | Settings | Help | Sign Out | English (United States)

Add a tag to [REDACTED]

Tags are yellow markers that allow business owners to promote their businesses on Google search and maps. Google Tags cost \$25/month, you can update or cancel anytime. [Learn more](#)

Choose a tag to make your listing stand out:

Offer to promote your specials and coupons

You can create an offer in the next step. You currently do not have an offer.

- Offers are free and printable.
- Offers will appear next to your Places listing on Google Maps.
- If your offer expires, your tag will instead highlight your photos (or be deactivated if you don't have one).

Share an update for your business

Photo of your business, products, or events

Video showing how your business is special

Reservations link for your business

Menu link for your business

You'll provide billing information in the next step.

Google Tags cost \$25/month, you can update or cancel anytime.

Listing preview

[Your Amazing Business](#)

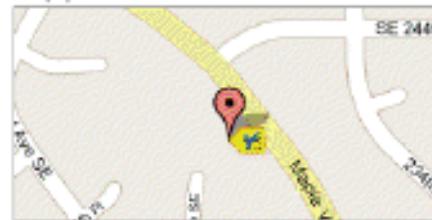
[www.amazingbusinessurl.com](#)

1234 Super St, Anywhere -

(876) 555-1212

 10% off everything until Friday! Sponsored

Map preview



Once live, your real business info will populate your tag.

[Continue](#)

[Cancel](#)

Build Your Offer

Enter details of your offer.

Offers must adhere to Google's [Editorial Guidelines](#)

Headline
max. 25 characters

Need to Close Quickly?

Example: 15% off any pizza

Sub-heading (optional)
max. 35 characters

Try Fidelity

Example: Excellent woodfired pizzas

Details
max. 250 characters

We serve the best ~~realtors~~ in all the
Mid-Willamette Valley!

Image (optional)

Add Image

Good until date
max. Mar 31, 2012

Apr 30, 2011

Offer code (optional)
max. 15 characters

GP2011

Distribution

Mobile Phones ([learn more](#))

Printable

Preview

This is how your offer will look when a customer redeems it at your business.

Printed



[Your business location]

Need to Close Quickly?

Try Fidelity. We serve the best realtors in all the
Mid-Willamette Valley!

Code - GP2011

Expires - Apr 30, 2011

Mobile



Show this offer on your phone at the
participating business.

Need to Close Quickly?

[Your business location]

Try Fidelity. We serve the best realtors in all the
Mid-Willamette Valley!

What are Citations?

Citations are the new links but, unlike links, they are harder to get and somewhat exclusive. Only a select few websites are used by Google for the Google Places ranking and thus you have to first identify them and then make sure real users go there and actually review your brick and mortar business.

Where can you get them?

- Superpages
- infoUSA
- Yellowpages
- Citysearch
- Localeze
- Yelp
- Yahoo
- Acxiom
- InsiderPages
- Niche Industry Sites
- Niche Civic/Municipal Sites (i.e., Chamber of Commerce, Local Directories)

How important are reviews?

- **Aaron Weiche** Five Technology- Being reviewed on other sites give you twice the review when it appears in the Google places review as well. Encourage it!
- **Shagun Vatsa** Powered by Search- Once a local profile is optimized to be a 100% complete and has substantial citation sources, the number of reviews can highly influence local rankings.
- **Mary Bowling** - Reviews are exactly what people searching for local business information want to see, so reviews make local business listings more valuable to searchers.
- **Brian Combs** ionada local - Reviews placed directly with the engines have the advantage of going live immediately.
- **Tom Crandall** Tom Crandall & Associates - I believe reviews that are keyword-rich have an impact on rankings.
- **Don Campbell** Expand2Web SMB - Product, service or location keywords in your reviews can help you show up in more searches.

So...how does a business go about getting authentic reviews

Are you on the map?

The whirLocal Review Engine™ can help.

This unique system provides everything your business needs to get found on Google Places and other local search results.

The easiest way to gather, share, and optimize customer reviews ... and get found on Page 1 of Google.

Get Started Now!



www.whirlocal.com

Contact Us

Have questions?

Third River Marketing LLC

343 Court St. NE

Salem, OR 97301

p. 503.581.4554

e. tim@thethirdriver.com