



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 ⚙

Google maps

portland oregon attorney

Search Maps

Get Directions My Maps

Edit this place - Business owner? <<

Print Send Link

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

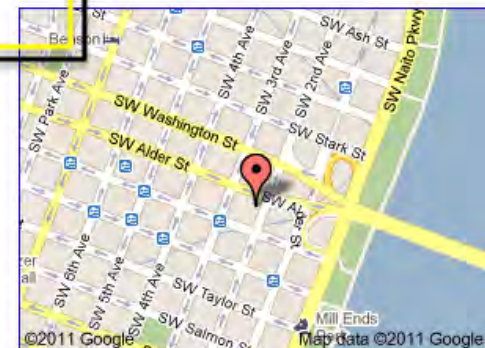
Photos & Videos

[Upload a photo](#)

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

Reviews by Google users

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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



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

Add, Edit, or Suspend Listing

To proceed, please choose an option below. (Each option will require validation.)*

Choose one.

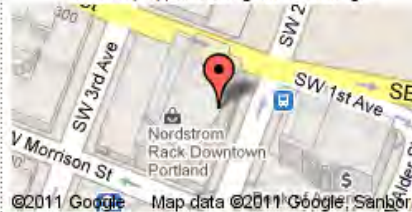
- ☒ **Edit my business information.**
You may update your business name, contact information, payment types, hours and categories.
- ☐ **Suspend this listing.**
You may return to Google Places and re-activate your listing at any time.
- ☐ **This isn't my listing.**
If the information to the right isn't yours, you may add your business as a new listing now.

Lane Powell Pc: Maloney Robert E

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

Phone: (503) 778-2100

This map appears along with the listing.



*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: *	<input type="text" value="United States"/>
Company/Organization: *	<input type="text" value="Lane Powell Pc: Maloney Robert E"/>
Street Address: *	<input type="text" value="601 SW 2nd Ave # 2100"/>
City/Town: *	<input type="text" value="Portland"/>
State: *	<input type="text" value="Oregon"/>
ZIP: * [?] [?]	<input type="text" value="97204-3158"/>
Main phone: *	<input type="text" value="(503) 778-2100"/> <small>Example: (201) 234-5678 Add more phone numbers</small>
Email address:	<input type="text"/> <small>Example: myname@example.com</small>
Website:	<input type="text"/> <small>Example: http://www.example.com</small> <input type="checkbox"/> I don't have a website.
Description:	<input type="text"/> <small>200 characters max, 200 characters left.</small>
Category: *	<input type="text"/> <small>Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant Add another category</small>

Lane Powell Pc: Maloney Robert E

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



[Fix incorrect marker location](#)

Description & Categories

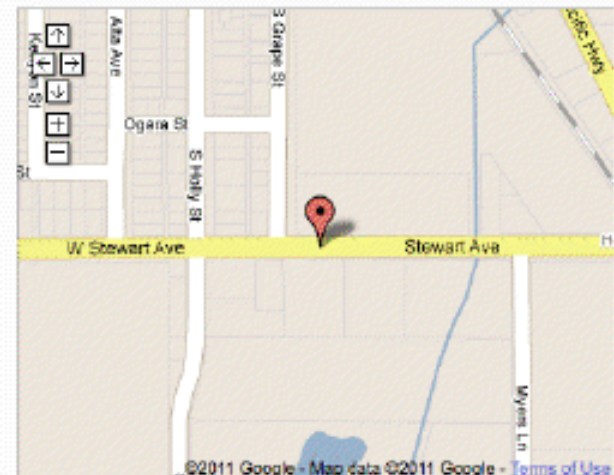
Country: *	United States
Company/Organization: *	Black, Chapman, Webber and Stevens
Street Address: *	221 West Stewart Ave., Suite 209
City/Town: *	Medford
State: *	Oregon
ZIP: *	97501-3647
Main phone: *	(541) 772-9850 <small>Example: (201) 234-5678 Add more phone numbers</small>
Email address:	blackchapman@gmail.com <small>Example: myname@example.com</small>
Website:	http://blackchapman.com <small>Example: http://www.example.com</small> <input type="checkbox"/> I don't have a website.

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		
Category: *	Personal Injury Attorney		
<small>Which categories (up to 5) best describe your business? Ex: Dentist, Wedding Photographer, Thai Restaurant</small>			
Category: *	Social Security Attorney		<input checked="" type="checkbox"/>
Category: *	Attorney		<input checked="" type="checkbox"/>
Category: *	Accident Attorney		<input checked="" type="checkbox"/>
Category: *	Workers Compensation Attorney		<input checked="" type="checkbox"/>

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



[Fix incorrect marker location](#)

Step 5: Photos

▼ Payment options

Specify how customers can pay at your business.

- | | | |
|---|---|--|
| <input type="checkbox"/> Cash | <input type="checkbox"/> American Express | <input type="checkbox"/> Visa |
| <input type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover | <input type="checkbox"/> Google Checkout |
| <input type="checkbox"/> Invoice | <input type="checkbox"/> MasterCard | <input type="checkbox"/> 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

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

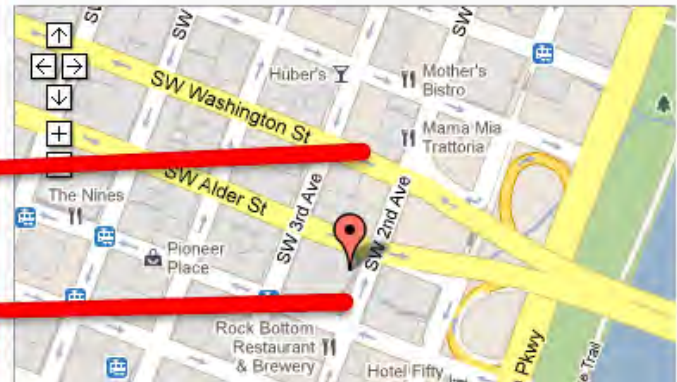
☐ Add a photo from the web

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

Lane Powell Pc: Maloney Robert E

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

(503) 778-2100



Picasa and Flickr

 Picasa® Web Albums

Search Photos

Share photos with friends and family



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...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?

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](#)

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 edit

Like Views: 0

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

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

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 ▾

About 586,000 results (0.30 seconds)

Advanced search

Everything

Images

Videos

News

Shopping

More ▾

Any size

Large

Medium

Icon

Larger than...

Exactly...

Any type

Face

Photo

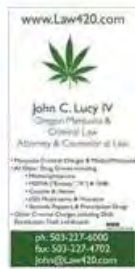
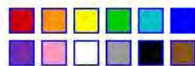
Clip art

Line drawing

Any color

Full color

Black and white



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=dFt6v1JdXI>

You have uploaded 0 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.


:

Add another

Submit

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](#)

Page 1 for “Oregon Personal Injury Attorney” Videos

Web Images **Videos** Maps News Shopping Gmail more -

Sign in 



oregon personal injury attorney



Search

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



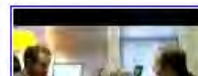
[Oregon Personal Injury Lawyer](#)

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

Instant is on 
SafeSearch off 

Ads

Ads

[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
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[Oregon Injury Attorney](#)

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

[Portland Injury Attorney](#)

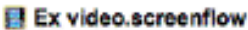
Successful Representation For Your **Personal Injury** Claim. Call Today.
Portland, OR
www.peterevanslawpdx.com



[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




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

Upload progress: 100% [Upload details](#)

Preview: 
Processing 100% — Processing completed

Video information and privacy settings 

Title:

Description:

Tags:
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  



0:36 / 2:11  360p   

 Like  + 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.

5 likes, 1 dislikes

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

Broadcast it & Map It

Category:
People & Blogs

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 5 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

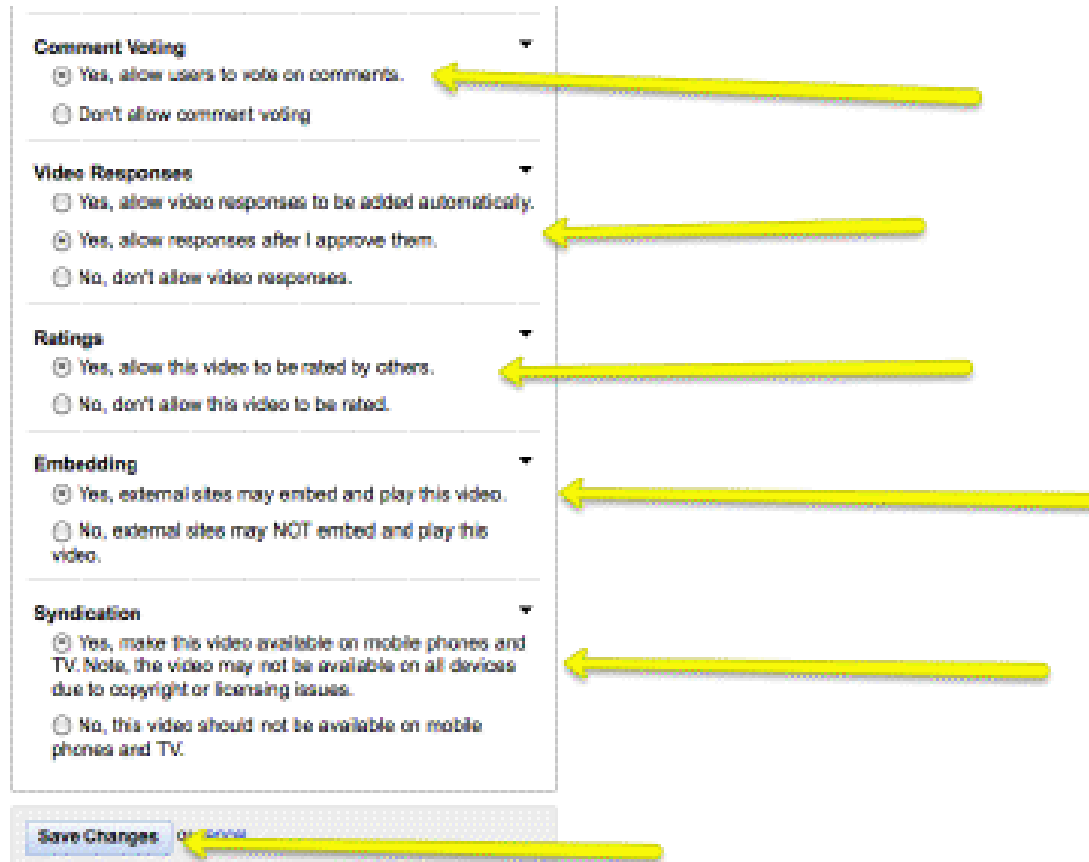
Altitude (in ft)
Set Clear

Map Satellite Hybrid

Search for the place where you recorded your video.
Drag the marker to choose a specific location.

Stereoscopic Video Options

Like it, comment, share it and SAVE it



The image shows a settings panel for a video with five sections: Comment Voting, Video Responses, Ratings, Embedding, and Syndication. Each section has radio button options. Yellow arrows point from the right side of the image to specific options: the first arrow points to 'Yes, allow users to vote on comments.'; the second arrow points to 'Yes, allow responses after I approve them.'; the third arrow points to 'Yes, allow this video to be rated by others.'; the fourth arrow points to 'Yes, external sites may embed and play this video.'; and the fifth arrow points to the 'Save Changes' button at the bottom.

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](#) or [Cancel](#)

Step 8: Submit

Copyright © 2004 by John Wiley & Sons, Inc.

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



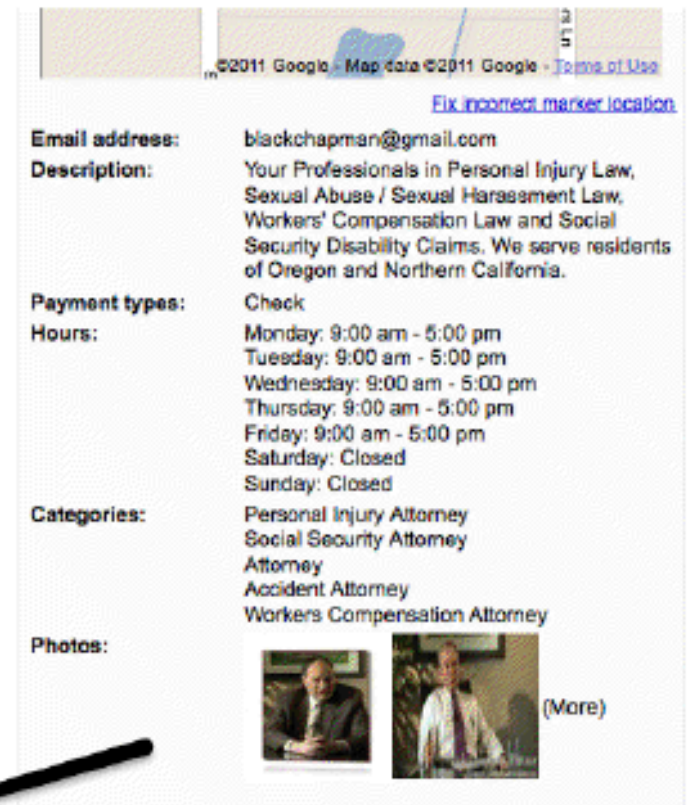
▼ Additional Details

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




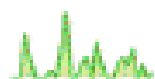

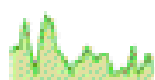
Parking available : Yes.

Brands carried : Sony, Panasonic and Toshiba.

[Add another](#)



Verify

Status	Impressions (last 30 days)	Actions (last 30 days)
<div>Needs Action  Not yet published  Confirmation letter sent Jan 24, 2011. Enter your PIN: <input type="text"/> <input type="button" value="Go"/> Request another PIN</div>	 <u>273</u>	 <u>49</u>
Active	 <u>4760</u>	 <u>111</u>

[See your listing on Google Maps](#)

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

[See your listing on Google Maps](#)




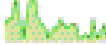



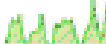
Review Your Stats

Status ▾

Needs Action

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

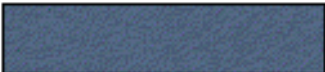
Viewing listings 1 - 8 of 8

	Impressions (last 30 days)	Actions (last 30 days)
Active See your listing on Google Maps Create Tag Create Boost ad	 273	 49
Active See your listing on Google Maps Create Tag Create Boost ad	 4760	 111
Active See your listing on Google Maps	 0	 1
Active See your listing on Google Maps Create Tag Create Boost ad	 464	 101

Add a Tag

Google places

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

Add a tag to 

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.

Listing preview

[Your Amazing Business](#)

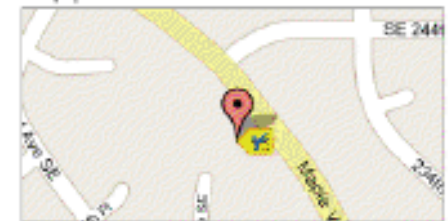
www.amazingbusinessurl.com

1234 Super St, Anywhere -

(878) 555-1212

 10% off everything until Friday! Sponsored

Map preview



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

[Continue >](#) [Cancel](#)

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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

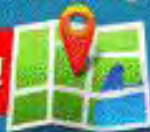
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The whirLocal Review Engine™ can help.

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

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Have questions?

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