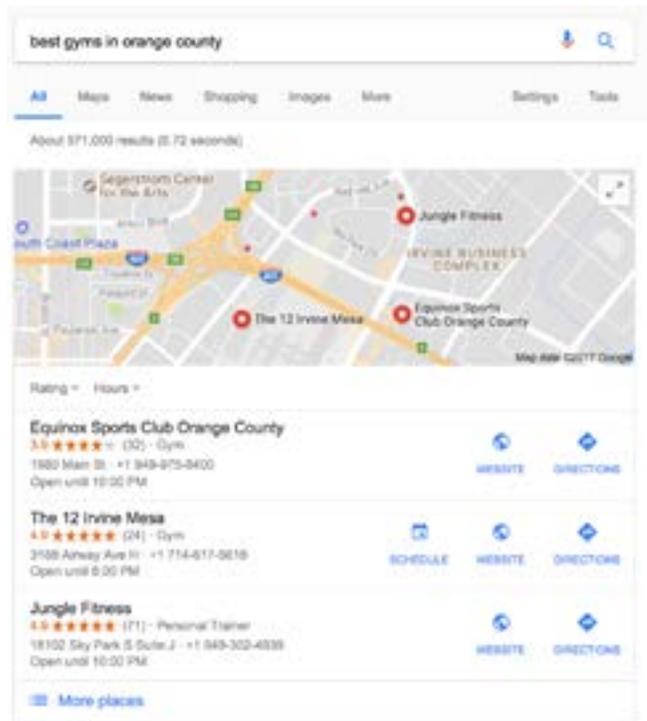


# GOOGLE LOCAL SEARCH QUICK TIPS

One of the most common questions I'm asked is, "how can more people find me online?"

If this person has a local business (bound by geographical limitations), the first thing I do is see what happens when I search for "best gym in [location]."

Are they showing up in the coveted "map" section? aka the Google Local 3-Pack?



The Google Local 3-Pack is one of the most common ways a cold lead finds a local business. The click-through-rate is 20% greater for businesses who populate that area.

So, do you want to rank on Google's Local 3-Pack? Then this PDF is for you. These are valuable positions for businesses with a local presence and (at the moment) are easier to rank for than you'd think.

This is a pretty huge change and a great opportunity for smaller businesses who don't have the time or resources to focus on Search Engine Marketing.

# STEP 1

## Create a VERIFIED Google My Business page.

If you haven't already, go to [www.google.com/business](http://www.google.com/business) and create your free business listing.

Personal trainers, you should do this even if you don't have a brick-and-mortar business location but don't use the address of the gym you work out of. Without getting too far into the weeds, Google doesn't allow for similar businesses in the same location to show up in Local results, only the most optimized will win that spot and it will probably be the gym you're working out of.

Instead, use your home address and just hide your address from the public. Follow the steps on [www.google.com/business](http://www.google.com/business) to verify your account. They'll send you a postcard with a code to finish the process.

Add as many good images as possible of your facility, of people working out (and enjoying it), of people that personify your ideal member, of your awesome coaches, of any events you've had . . .

Make sure the listing has good information. Ensure you have the correct open and closing times, and make sure you add keywords that are relevant to you like: personal training, group training, CrossFit classes, workouts, etc. Make sure your snippet communicates "better" than your competitors.

And congrats! You're officially on the "maps" section for at least branded searches. i.e. "F.I.T. Brea" "CrossFit Active Performance"

## STEP 2:

### Optimize your ranking on Google Local

This is how you're going to get found for non-branded searches like "best group training in Brea" or "personal trainers near me".

1. Your NAP (name, address phone number) has to be the same across the internet. Google doesn't like inconsistencies in your NAP: Suite #200, ste 200, #200, or CFAP, CrossFit Active Performance, Active Performance etc. Go to [moz.com/local](https://moz.com/local) to see the consistency of your local pages for free.
2. Get listed in local online directories. Some are free, some are paid - the more places you show up online, the better. Try Yelp, Facebook, Foursquare, your Chamber of Commerce, etc. Check [moz.com/local](https://moz.com/local) for suggested local directories.
3. Get Google Business reviews. Google wants to reward good businesses and if people show how much they like your business through good reviews, Google will make the assumption that other people will like to find your business as well. The more reviews you have the better.

It just makes sense. If you're a consumer and you're making a split second decision on which website to click on in the expanded "maps" section, you're going to click on the one with the most and best reviews.

I hope this quick tip sheet helps you in your quest to be found by your ideal clients! Hit me up at [jessica@fitnessbreakroom.com](mailto:jessica@fitnessbreakroom.com) if you'd like further help with this whole marketing thing.