

How To Get Reviews And Improve Local Ranking With Google+ Local | Search Engine People | Toronto



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The screenshot shows a Google+ Local profile for 'online marketing by zagoumenov'. The profile includes the address '813 13 Avenue Southwest Calgary, AB T2R 0L1 Canada', phone number '+1 403-612-4706', and website 'zagoumenov.com'. It also features a 'Write a review' button, a map showing the location at the intersection of 13 Ave SW and 14 Ave SW, and a quote from the owner: 'I'm an online marketing consultant living in Calgary and specializing in SEO. I help businesses succeed on the internet through quality education and execution of digital marketing strategies.' The profile currently has 'No score yet' and '3 reviews'.

This post is designed to help you sort confusion caused by recent actions from Google and improve using new Google+ Local profile².

To achieve that we'll go through two important steps: 1) creating and maintaining a proper Google+ Local profile, AND 2) gaining and facilitating customer reviews on Google+ Local profile. But before we go into it, let's discuss the confusion element

Resolving The Confusion

Recently Google has turned all Google Places into Google+ Local properties. Here's a good [post detailing the move](#)³. The move was a strategic way of moving things under the Google+ umbrella. However, this automatic action has created a problem for Google Places holders. Right now we look at two different properties for a single business: Google+ Local⁴ (formerly known as Google Places) AND Google+ Business Page⁵.

In short, at this point there are two completely separate page types: Google+ Business Page AND Google+ Local. The

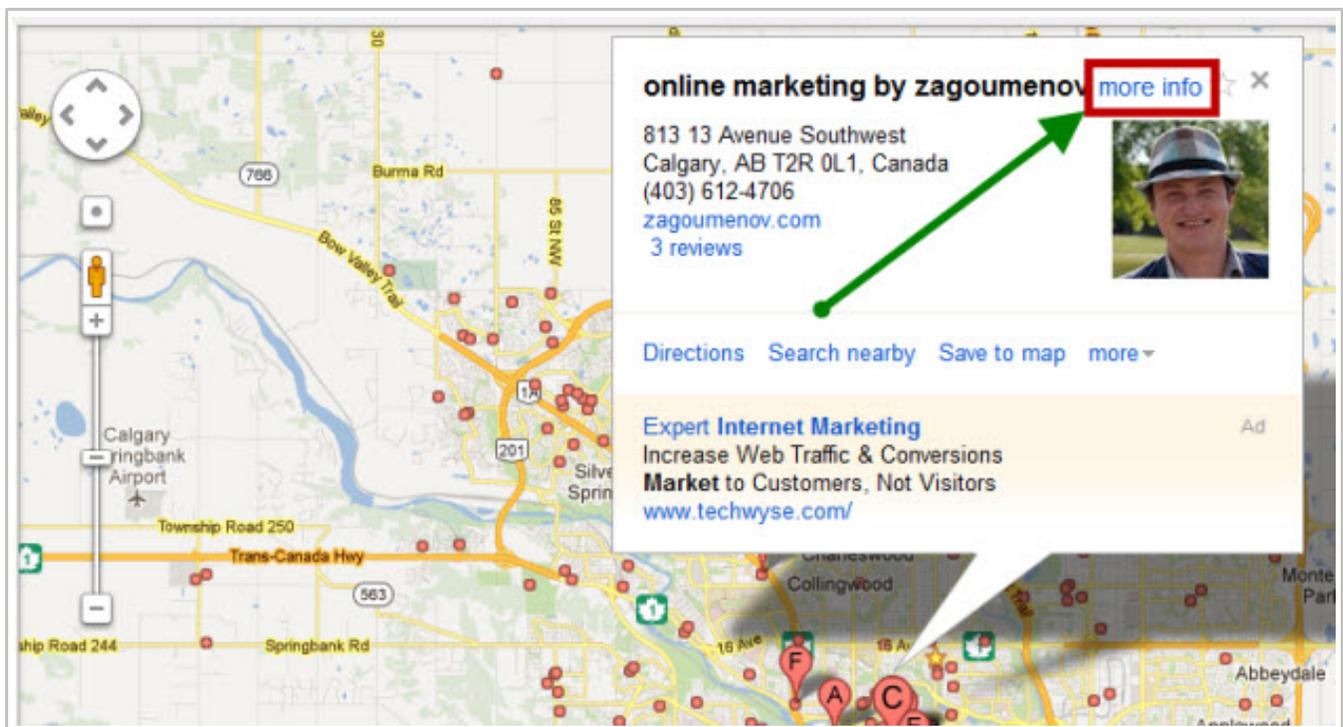
issue is that they serve a very similar purpose but are two different Google products. Google+ Local (formerly known as Google Places) is the only page type that allows reviews. Now Google is working on a way to combine the two page types due to their similar purposes. They will eventually get it but there's no estimate as of when.

Here's a good post on clarifying the confusion⁶ between the two pages. Please note that the solution the author offers here (link to form to merge the two is no longer working) no longer works. However what you can do is to submit your email on Google's list⁷. This will ensure that once Google finds a proper solution to the issue of having two listings for a single business you will be the first to know.

Creating A Google+ Local Profile

If you've already had Google Plus listing, check how it looks now by:

1. Going to Maps.google.com
2. Search for your business
3. Click on "more info" for your listing
4. Google brings you to your new Google+ Local page



You can edit this listing by logging into your Google Places profile here: <http://www.google.com/places/>⁸. Changes will take effect in your Google+ Local listing.

If you haven't had a Google Places listing before, then it's recommended you create one here⁹. Make sure you complete all required information. Here's another way of creating the Google+ Local page¹⁰ from Google+ Business page interface provided by Google themselves. After you've done that, use these instructions from Google to edit your Google+ Local listing¹¹.

Here's a few good posts on how to ensure your Google+ Local listing performs well:

Simplifying "Getting The Reviews" Step

One of the most significant things you can do to improve your listing and rankings is getting native (true) customer reviews. Once your listing is created and verified make sure you ask your most raving fans to create a short review of

your business on Google+ Local.

Based on my experience, it can be sometimes tricky for customers to leave a review. So, I created a short deck helping them do just that. Feel free to use and repurpose it for your business.

[Leaving a review on Google+ Local](#)¹² from [Alexander Zagoumenov](#)¹³

If you liked this, you'll love [9 Easy Ways to Improve Local Search Rankings](#)¹⁴

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References

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