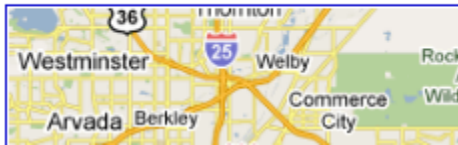


## Background

The very first thing that any site owner should do to achieve better search engine rankings is to add their website to Google Places, Yahoo Local and Bing Local. If you just do this and nothing else, it will provide a boost to your search engine site ranking when relevant local keywords are entered by web searchers.

Google Places is the entry that comes up at the very top of many search results with a small map. A similar service is provided by the Bing and Yahoo search engines. For example the following is the first listing returned when searching for **Business Coaching Denver**.

### Local business results for **business coaching near Denver, CO**



[Collaborative Solutions](#)

[www.collaborativesolutions.us](http://www.collaborativesolutions.us) - (720) 581-2490 - [More](#)



[The Alternative Board - Denver East/Northeast](#)

[tab-denverene.com](http://tab-denverene.com) - (303) 322-9282 - [More](#)


The remainder of this document provides the instructions for how to add your website & the relevant profile information to Google Places, Yahoo Local and Bing Local. These instructions provide the basics. For a much more detailed discussion on best practices, including use of photos and videos, [click here](#).

**Note:** These instructions are accurate as of the time of this writing. These services will periodically update their user interface for making these entries. Depending on what you are setting this up, the specific steps may vary from what is written below.

## Establishing Your Website on Google Places

One of the most important things you can do is establish your site on **Google Places** (previously named **Google Local Business Center**).

To create an entry for your business and satellite site:


- Go to [www.google.com/places](http://www.google.com/places)
- Click the  button.
- Most of the **Basic Information** fields are self-explanatory. Here are a few guidelines:
  - **Description:** The following is a description that you can enter for the site by inserting your territory name:

The Alternative Board® (TAB) <your location> is an exclusive, membership-based organization that helps business owners achieve more – more profitability, productivity, and personal fulfillment – through an unmatched combination of peer to peer insight, private coaching with TAB-certified coaches and TAB proprietary tools, and resources that connect business owners to thousands of their peers around the world.

- **Category:** It's important that you select multiple categories. This will be a strong hint to Google to return your site for searches in these categories in your location. We recommend that you enter the following 5 categories: **Business Coaching, Small Business Consulting, Peer Advisory Boards, Executive Coach, Business Networking.**
- In the **Service Areas and Location Settings**, choose the “customers come to the business location” option.
- In **Hours of Operation**, select the option to not specify operating hours.
- I would recommend skipping the **Payment Options**.
- You may want to upload one or more photos into the **Photos** section.
- You may want to add videos into the **Videos** section.
- Once you have submitted the listing, you will be required to verify your listing. Multiple verification options will work. The phone-based verification process is straightforward. The last time I updated this I only received the postcard option.

## Establishing Your Website on Yahoo Local

To setup a Yahoo Local entry:

- Go to <http://listings.local.yahoo.com/>
- Select the Basic Listing option and click [FIND OUT MORE](#)
- Click the  button.
- The first step is to enter your listing details. This is divided into the following sections:
  - Account Contact Information
  - Location Information: business name, phone, email, website, etc
  - Hours of Operation: Choose **Do not display operating hours**
  - Payment Methods You Accept: I would recommend skipping this section
  - Additional Information. There is no business description field. The best fit for the business description is in the **Products & Services** field. The following is the default business description:





The Alternative Board® (TAB) <your location> is an exclusive, membership-based organization that helps business owners achieve more – more profitability, productivity, and personal fulfillment – through an unmatched combination of peer to peer insight, private coaching with TAB-certified coaches and TAB proprietary tools, and resources that connect business owners to thousands of their peers around the world.

- Clicking **Continue** will first search to see if there is a matching business already listed in Yahoo Local. If not, it will take you to the **Select Category** page.
  - First, select a primary category. A recommendation would to select Master Category of Business to Business and a sub-category of Management and Consulting. You may find something better.
  - Then, select one or more secondary categories. Yahoo's options are based very much around local businesses. I didn't find any good secondary category options that matched our business.
- Clicking **Continue** takes you to the preview page.
- If everything is ok, click **Submit**.
- Accept the terms & conditions.

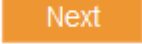


Yahoo indicates that it will take 3 to 5 days to review a submittal.

## Establishing Your Website on Bing Local

To setup a Bing Local entry:

- Go to page <http://www.bing.com/businessportal/>
- Click 
- Bing will first ask you to enter your business name to determine if there is already an entry. As long as you enter city, state and zip code as well as the business name, it should not find a match in Bing.
- Click 
- You will then be prompted for street address and also be asked for the contact information of the primary contact for this site. Enter the relevant details.
- You will be prompted for "What type of business is this?". This will display a handful of high-level industries. In searching through the options, the following seems to be the best fit for TAB.
  1. Click the arrow next to **Business Services** to expand it.
  2. Click the arrow next to **Consultants & General Services** to expand it.
  3. Select **Business Management Services**.
- You will then be prompted for other details, such as your website URL and facebook/twitter URLs (optional).
- You will also be prompted for your logo. You can download the TAB logo from your satellite site to your computer and upload it to Bing.
- Click 
- You will next be prompted for your list of specialties. This does not allow you to type them but instead to select them from the same list of business categories used above. You may choose to select customized specialties based on your background. Here are some recommendations:
  1. Business to Business -> Business Services -> Business Networking Events
  2. Business to Business -> Business Services -> Consultants & General Services
  3. Business to Business -> Business Services -> Consultants & General Services -> Business Consultants
  4. Business to Business -> Business Services -> Consultants & General Services -> Business Management Services
  5. Business to Business -> Business Services -> Consultants & General Services -> Management Consultants
- Once selected, this page allows you to use a slider to indicate the relative relevance of these specialties. Adjust accordingly.
- Click 
- The next page allows you to create a mobile site for your business, a QR code and to select specific products to feature. The products and QR code don't really apply to us. But you may

want to create a mobile site. The mobile site seems more appropriate for companies with physical products but the option is there.

- Click 
- The next page allows you to upload up to 9 photos. You could upload a photo of yourself, a board meeting and perhaps even a member or two. When someone clicks on your business in the search results, the photos will be displayed.
- Click 
- The next page is the More Details page. The relevant fields on this page to TAB are:
  1. **Year established**
  2. **Company tagline:** Change Perspective, Improve Business, Enjoy Life
  3. **Business Direction:** The Alternative Board® (TAB) <your location> is an exclusive, membership-based organization that helps business owners achieve more – more profitability, productivity, and personal fulfillment – through an unmatched combination of peer to peer insight, private coaching with TAB-certified coaches and TAB proprietary tools, and resources that connect business owners to thousands of their peers around the world.
  4. Any **Professional Affiliations** that you are part of.
- Click 
- The next screen will prompt you for verification method. It should include options to verify by email, verify by phone or verify by physical mail. In setting this up, I was only presented with the physical address option. Select the most efficient option presented and click the **Verify** button. Click **Send Mail**.
- Once you receive you PIN, go back to the verification page and enter it. This will allow you to publish your site.