

**A Step-By-Step Tutorial
To List Your Business
In The Google Places™
Local Search Listings.**

Why Use Google Places?

⦿ **Traditional Advertising Is On The Decline.**

- Print, TV and Radio ad spending are all declining and estimated to continue falling year after year.
- When is the last time you used a phone book to find a business?

⦿ **Online Search Activity Is On The Rise.**

- 90% of online commercial searches result in offline brick and mortar purchases. (comScore)
- 82% of local searchers follow up offline via an in-store visit, phone call, or purchase. (TMP / comScore)
- 73% of online activity is related to local content. (Google)

⦿ **Listing Your Business With Google Places Is FREE!**

How Can Customers Find You On Google?

There are 3 key locations on Google's search results.

1) Paid Listings (aka: Adwords)

These sponsored listings are located at the very top and on the right side of all other listings.

Google las vegas dentist Search Advanced Search

Web Show options... Results 1 - 10 of about 2,470,000 for las vegas dentist. (0.29 second)

Las Vegas Area Dentists
www.1900dentist.com/LasVegas Find a Great Las Vegas Dentist That's Not Too Far Away. Call Now!


Interest Free Dentistry
www.WesternDental.com Affordable Dentistry Interest Free. Open Evenings And Saturdays.

Hillside Dental
www.HillsideDentalFineArt.com Outstanding Family Dentistry in Las Vegas, Nevada! Call Today

Sponsored Links

Rainbow Dental Care
Experienced Family Dentist
Emergencies, Cosmetics, Implants
www.RainbowDental.com
4825 S Rainbow Blvd # 201

Local business results for dentist near Las Vegas, NV



- Thomas Tenney DMD Cosmetic Dentistry Teeth Whitening Veneers Las Vegas**
www.thomastenneydmd.com - (702) 454-5200 - 62 reviews
- Moxley Jeff E DDS PC**
maps.google.com - (702) 898-8350 - 38 reviews
- Satoria Brock DDS MS**
brocksatonsdds.com - (702) 435-9100 - 3 reviews
- Hale and Downey Family Dentistry**
www.smileslasvegas.com - (702) 871-4903 - 27 reviews
- Dr. Steven C. Garbani DDS**
maps.google.com - (702) 944-7000 - 9 reviews
- Balle Peter S DDS**
balledds.com - (702) 877-6608 - 38 reviews
- Harmony Dental, Reiter Elizabeth A DDS**
www.mharmonydental.com - (702) 562-2400 - 25 reviews

More results near Las Vegas, NV »

Las Vegas Dentist Reviews. 425 Dentist Reviews in Las Vegas, NV.
Las Vegas Dentist Guide: 425 Dentist Las Vegas Reviews, Cosmetic Dentists, Endodontists, Orthodontists, Prosthodontists, Pediatric Dentists, ...
las-vegas.doctoroogle.com/ - Cached - Similar - Print

Las Vegas Dentist, Henderson Dentist, Reno Dentist | Absolute Dental
Absolute Dental and Absolute Dental Kids. Make your Las Vegas dentist appointment conveniently on our website. **Dentist Las Vegas, dentistry Reno.**
www.absolute-dentistonline.com/ - Similar - Print

Sponsored Links

Las Vegas Dentist
Find local dentists in the Las Vegas area.
www.DexKnows.com

Eastern Canyon Dental
Dr. Joel Stokes - 34 Yrs Experience
Easy Payments - Emergency Service
www.EasternCanyonDental.com
8605 S Eastern Ave # A, Las Vegas

Las Vegas Dentist
Need a Cleaning? A Filling? Call Us for Professional Dental Care.
www.AbleDentalDds.com

Las Vegas Dental Clinic
Come In & Have A Seat For Healthier Teeth. Call Our Dentist Today.
www.CoronadoDentalOnline.com
Las Vegas, NV

Las Vegas Dentist
Family and Cosmetic Dentist
Implants, Crowns, Veneers, Dentures
www.lakesparkdental.com
8961 W Sahara Ave, Las Vegas, 89117

Las Vegas Dentist
We Offer Dental Care For The Whole Family At Affordable Prices.
www.OceanValleyDentistry.com

2) Organic Search Results

Free listings based on Google's algorithm to determine who gets the highest positions. (SEO)

Google las vegas dentist Search Advanced Search


Web Show options... Results 1 - 10 of about 2,470,000 for las vegas dentist. (0.29 second)

Las Vegas Area Dentists
www.1300dentist.com/LasVegas Find a Great Las Vegas Dentist That's Not Too Far Away. Call Now!

Interest Free Dentistry
www.WesternDental.com Affordable Dentistry Interest Free. Open Evenings And Saturdays.

Hillside Dental
www.HillsideDentalFineArt.com Outstanding Family Dentistry in Las Vegas, Nevada! Call Today

Local business results for dentist near Las Vegas, NV



Thomas Tenney DMD Cosmetic Dentistry Teeth Whitening Veneers Las Vegas
www.thomastenneymd.com - (702) 454-5200 - 62 reviews

Moxley Jeff E DDS PC
maps.google.com - (702) 898-8350 - 18 reviews

Satoria Brock DDS MS
brocksationsdds.com - (702) 435-9100 - 3 reviews

Hale and Downey Family Dentistry
www.smileslasvegas.com - (702) 871-4903 - 27 reviews

Dr. Steven C. Garbani DDS
maps.google.com - (702) 944-7000 - 9 reviews

Balle Peter S DDS
balledds.com - (702) 877-6608 - 38 reviews

Harmony Dental, Reiter Elizabeth A DDS
www.mharmonydental.com - (702) 562-2400 - 25 reviews

More results near Las Vegas, NV »

Las Vegas Dentist Reviews. 425 Dentist Reviews in Las Vegas, NV.
Las Vegas Dentist Guide: 425 Dentist Las Vegas Reviews, Cosmetic Dentists, Endodontists, Orthodontists, Prosthodontists, Pediatric Dentists, ...
las-vegas.doctorgoogle.com/ - Cached - Similar - (R) (X)

Las Vegas Dentist, Henderson Dentist, Reno Dentist | Absolute Dental
Absolute Dental and Absolute Dental Kids. Make your Las Vegas dentist appointment conveniently on our website. **Dentist Las Vegas, dentistry Reno.**
www.absolute-dentistry.com/

Sponsored Links

Rainbow Dental Care
Experienced Family Dentist
Emergencies, Cosmetics, Implants
www.RainbowDental.com
4825 S Rainbow Blvd # 201

Las Vegas Dentist
Find local dentists in the Las Vegas area.
www.DexKnows.com


Eastern Canyon Dental
Dr. Joel Stokes - 34 Yrs Experience
Easy Payments - Emergency Service
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8605 S Eastern Ave # A, Las Vegas

Las Vegas Dentist
Need a Cleaning? A Filling? Call Us for Professional Dental Care.
www.AbleDentalDds.com

Las Vegas Dental Clinic
Come In & Have A Seat For Healthier Teeth. Call Our Dentist Today.
www.CoronadoDentalOnline.com
Las Vegas, NV

Las Vegas Dentist
Family and Cosmetic Dentist
Implants, Crowns, Veneers, Dentures
www.lakesparkdental.com
8961 W Sahara Ave, Las Vegas, 89117

Las Vegas Dentist
We Offer Dental Care For The Whole Family At Affordable Prices.
www.GreenValleyDentistry.com



3) Local Business Results

Free listings from the Google Places directory prominently displayed next to the large Google Map.

Google [Advanced Search](#)

Web [Show options...](#) Results 1 - 10 of about 2,470,000 for las vegas dentist. (0.29 second)

Las Vegas Area Dentists
www.1500dentist.com/LasVegas Find a Great Las Vegas Dentist That's Not Too Far Away. Call Now!

Interest Free Dentistry
www.WesternDental.com Affordable Dentistry Interest Free. Open Evenings And Saturdays.

Hillside Dental
www.HillsideDentalFineArt.com Outstanding Family Dentistry in Las Vegas, Nevada! Call Today

Sponsored Links

Rainbow Dental Care
Experienced Family Dentist
Emergencies, Cosmetics, Implants
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4825 S Rainbow Blvd # 201

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Harmony Dental, Reiter Elizabeth A DDS
www.mharmonydental.com - (702) 562-2400 - [25 reviews](#)

[More results near Las Vegas, NV](#)

Las Vegas Dentist Reviews, 425 Dentist Reviews in Las Vegas NV
Las Vegas Dentist Guide: 425 Dentist Las Vegas Reviews, Cosmetic Dentists, Endodontists, Orthodontists, Prosthodontists, Pediatric Dentists, ...
las-vegas.doctoroogle.com/ - [Cached](#) - [Similar](#) - [Print](#)

Las Vegas Dentist, Henderson Dentist, Reno Dentist | Absolute Dental
Absolute Dental and Absolute Dental Kids. Make your Las Vegas dentist appointment conveniently on our website. **Dentist Las Vegas, dentistry Reno.**
www.absolute-dentistonline.com/ - [Similar](#) - [Print](#)


All 3 Listings Have Their
Benefits, However Today We
Are Focusing On The Local
Business Results.

Getting Your Business Listed On The Local Business Search Results Is Vital!


- ⦿ These results are displayed at the TOP of the organic search results (just below any sponsor ads).
- ⦿ There is a LARGE map next to the listings that draws attention to the business listings.
- ⦿ This is PRIME virtual real estate!

So Here Is How You Can Add Your Business To The Google Places Directory


- Go to <http://www.google.com/local/add/>
- If you have any account set up with Google already (like Gmail), sign in to your account. If not, create a new one now.





Change Language: English ▾

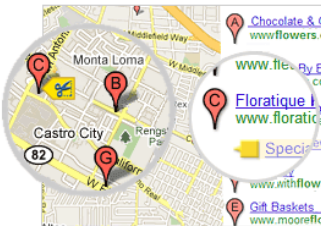
Use Google Places to get your local business found on Google, for free!
Be found. Communicate with customers. Get insights to make decisions.



- Make sure your business information is correct
- Post coupons & live updates
- Use a performance dashboard to see how you're doing

 **New! Stand out from the competition with Google Tags**
Advertise for less than \$1 a day. Try for 30 days **FREE!**

-  **Get more customers**
by promoting features that make your business unique
-  **Save time advertising**
with our easy tag builder, ready in minutes
-  **Control your budget**
with a \$25/month flat fee



Sign up now

Sign in with your
Google Account

Email:
ex: pat@example.com

Password:

Stay signed in

[Can't access your account?](#)

- Once logged in, click the **"Add new business"** button.



Your local business, discovered on Google

Be found. Communicate with customers. Get insights to make decisions.



- Make sure your business information is correct
- Post coupons & live updates
- Use a performance dashboard to see how you're doing



Add new business

Upload a data file



New! Stand out from the competition with Google Tags

Advertise for less than \$1 a day. Try for 30 days **FREE!**



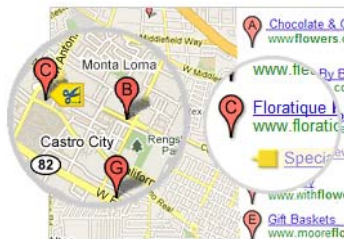
Get more customers
by promoting features that make your business unique



Save time advertising
with our easy tag builder, ready in minutes



Control your budget
with a \$25/month flat fee



Enter your company information and details.

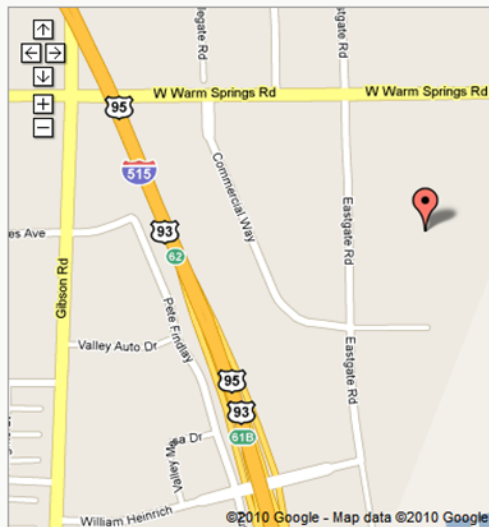
This is just a first step. Enter your business information here and watch your listing take shape on the right. In later steps, you will specify categories, payment hours, service areas, and much more.

* indicates a required field

Country: *	<input type="text" value="United States"/>
Company/Organization: *	<input type="text" value="Sierra"/>
Street Address: *	<input type="text" value="7380 Eastgate Road Suite 120"/>
City/Town: *	<input type="text" value="henderson"/>
State: *	<input type="text" value="Nevada"/>
ZIP: * [?]	<input type="text" value=""/>

Note: You can hide your street address later if you don't want people to see it.

Main phone: *	<input type="text" value=""/>
	Example: (201) 234-5678 Add more phone numbers
Email address:	<input type="text" value=""/>
	Example: myname@example.com
Website:	<input type="text" value=""/>
	Example: http://www.example.com
	<input type="checkbox"/> I don't have a website.
Description:	<input type="text" value=""/>



[Fix incorrect marker location](#)

- ① **Use your primary business address and your main local business phone number. (Try to avoid toll-free numbers, backline numbers and tracking numbers here if possible)**
- ① **Use your actual (dba) business name and physical address.**
- ① **Provide a keyword rich description of your business.**
- ① **Enter as many related categories as allowed. Use targeted keyword categories here.**

Smart Category Strategy

- Create new categories based on your optimum keywords.
- What are keywords?
- Keywords = Search Terms that people are typing into the search engines to find local businesses to buy from. What are the keywords for your business?
- Everything revolves around your keywords!

▼ Categories

Please enter in a few categories related to your business e.g. **Restaurant, Dentist**

Category

Category

[Add another category](#)

▼ Hours of operations

Make sure your customers know when you're open!

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

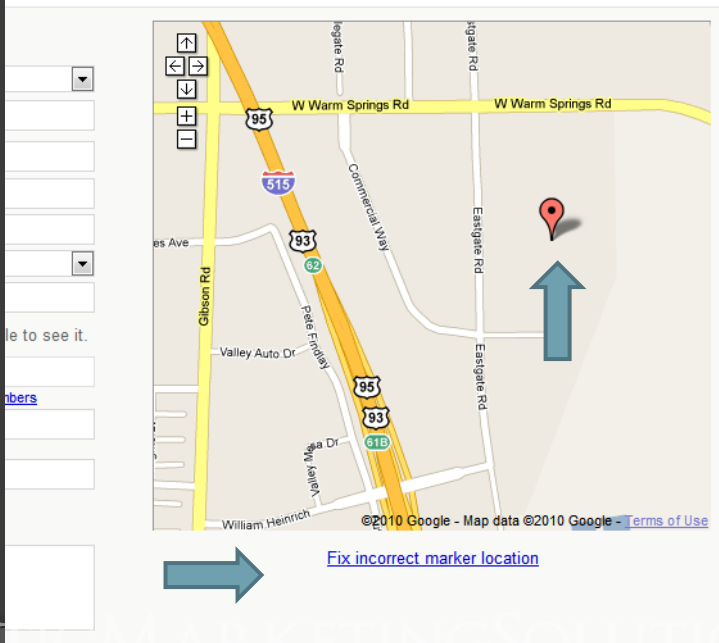
Mon:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	↓ Apply to all
Tue:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Wed:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Thu:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/> Closed	
Fri:	9:00 AM	▼	-	5:00 PM	▼	<input type="checkbox"/>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

- **Make sure the map correctly points to your location. If not, fix it.**

r listing take shape on the right. In later steps, you will specify categories, payment options, business



○ Claim, or Add your business listing.

- Google may already have your business in their system, if so, claim it.
- If the listing is not there, add it.

Already on Google Maps?

The listing you entered closely matches the following listings already on Google Maps. If you are referring to one these listings, please click on the 'Claim Listing' button next to it.



Sierra Ice Llc
7380 Eastgate Road Henderson NV United States

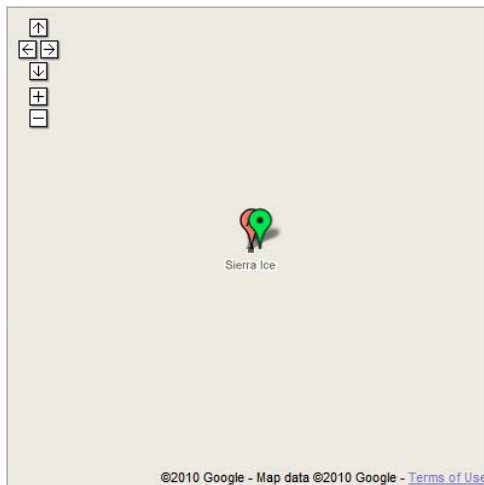
Claim Listing

If none of the above is the listing you were trying to add, please click on the 'Add Listing' button.



Sierra Ice
7380 Eastgate Road Suite 120 henderson NV United States

Add Listing



● Add Additional Details About Your Business.

Please enter in some additional details about your business. If people know when you're open or can see some pictures of your business, they're more likely to visit you. All of this information is optional and can be entered in at a later time if you're in a hurry to see your business appear on Google Maps.

If you'd like to skip this step, please scroll to the bottom of the page and click on the 'Submit' button.

▼ 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.

▼ Payment options

Specify how customers can pay at your business.

Las Vegas

8 4 Las Vegas Blvd S.
Bldg 109 Unit 365
Las Vegas NV 89123
United States



[Fix incorrect marker location](#)

Email address:

Description:

Internet Marketing Services. Let us put your local business on the internet and show you how to maximize and harness the power of online marketing and advertising.

Fill Out And Add As Many Details As You Can.

- **The more information entered the better it is for customers searching for you.**
- **You can edit this information at any time.**
- **You can add up to 10 photos. Add as many as you can. They can be basic images, but any image will help make your listing more attractive.**
- **You can add up to 5 videos. Add as many as you can, even if it is a short and simple promo video.**
- **Add any additional details that are relevant to your business that customers will find useful.**

▼ 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 |

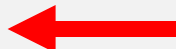
▼ Photos

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

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.

▼ 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=dFtfxv1JdXI>

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](#)

Validate Your Listing

Once you have completed your listing, you will need to validate your business with Google. You can validate by phone or by mail.

- **Via Phone – They call instantly (so be ready!)**
 - This is the preferred option as you will be verified instantly.
- **Via Postcard – Arrives within 2-3 weeks.**

How would you like to validate your listing?

For your protection, we need to verify the information you've just given us. This can be done in one of 2 ways:



By phone

We'll call you at this phone number [REDACTED]



By postcard (2-3 weeks)

We'll send you a postcard in the mail to this address

Las Vegas [REDACTED]
804 Las Vegas Blvd S.
Bldg 109 Unit 365
Las Vegas NV 89123
United States

If necessary, you may specify another recipient or enter a mailstop/mailbox number below. *This information won't appear on Google Maps.*

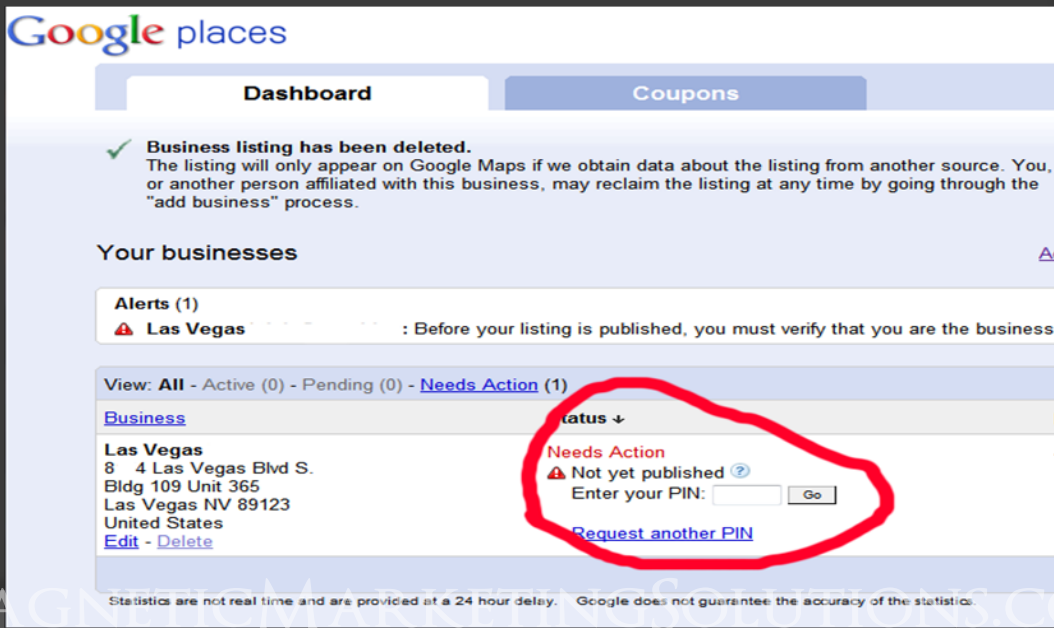
Contact name:

By clicking 'Finish,' you're authorizing Google to create or update your business listing for use in Google Maps or other Google services. You are also affirming that you have the right to create this listing and that you have read and agree to Google's [terms of service](#). There is currently no charge for creating or displaying listings. If this is a new listing or has a new address, you must verify the address via regular mail or telephone before the listing is activated. See next page for instructions.

Finish

Enter Your Pin Number

Once you receive your pin number, via phone or postcard, just enter it in to activate your listing.



The screenshot shows the Google Places dashboard. At the top, there are tabs for 'Dashboard' and 'Coupons'. A green checkmark icon is next to the heading 'Business listing has been deleted.' Below this, a paragraph explains that the listing will only appear on Google Maps if data is obtained from another source and can be reclaimed through the 'add business' process.

The 'Your businesses' section is visible. Under 'Alerts (1)', there is a warning icon and the text 'Las Vegas : Before your listing is published, you must verify that you are the business'. Below this, a filter bar shows 'View: All - Active (0) - Pending (0) - Needs Action (1)'. The 'Needs Action' filter is selected.

The main listing for 'Las Vegas' is shown with the address: '8 4 Las Vegas Blvd S. Bldg 109 Unit 365 Las Vegas NV 89123 United States'. The listing status is 'Needs Action' and 'Not yet published'. A red circle highlights the 'Needs Action' status and the verification prompt: 'Enter your PIN: [input field] [Go]'. Below the prompt is a link for 'Request another PIN'.

At the bottom of the page, there is a small disclaimer: 'Statistics are not real time and are provided at a 24 hour delay. Google does not guarantee the accuracy of the statistics.'

That's It. You Are Now Listed!

- ⦿ It may take Google a day or so before your listing is finalized and starts to appear in their search results.
- ⦿ Be sure to access your listing's dashboard and optimize it further by adding coupons and posting special events and special deals as applicable.
 - You should add at least one coupon to your listing as it will enhance your listing to attract more customers!

Add At Least One Coupon!

Google places

Dashboard

Coupons

Add Coupons to Your Google Maps Listing - Free!

Let Google users print your coupons and bring them to your business. Coupons will appear alongside your business listing on Google Maps.

A new way to attract customers. Adding coupons to your listing in Google Maps will bring new customers to your business. The better savings you offer, the more customers you'll gain.

It's free and it only takes a few minutes. Just enter a few lines of text for your coupon, set an expiration date, and tell us which of your locations accept the coupon. Users will start seeing your coupons within a few hours.

Add a coupon now >



Coupons

📄 10% off any medium pizza
Choice of toppings. Free delivery.

📄 Two topping pizza for \$10
Free delivery



Add Events and Specials!


Google places [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

Dashboard | **Coupons**


Tuesday, July 6, 2010 - Thursday, August 5, 2010

[last 7 days](#) | [last 30 days](#)

[« Locations](#)
Las Vegas

 There is no data for your request.

Post to your place page [View](#)

Enter specials, events, and useful information here for your customers. 

Post about events, specials, and more.
Example: "Live music tonight at 7pm!"

160

Expires in 30 days

What Else Can You Do After Your Listing Is Complete To Enhance Your Online Presence?

- Continue to update and add posts to your Google Places listing.
- Get Social! – Put your business on all the HOT social networking sites like Facebook, Twitter and LinkedIn.
- Add your business to additional directories like Yahoo, Bing and Best Of The Web.
 - Go to <http://www.getlisted.org> to help you get started on those other directories.

Check Your Website Listings

www.GetListed.org

getlisted.org

Home

Get Tested—List Your Business!

Resource Center

Local Marketing Tips + News

Basic Listings

Google, Yahoo + More

Enhance Your Listing

Rank Higher and More Often

About GetListed.org

Our Mission Statement

[UK Version Now in Beta!](#)

See how your business is listed at Google, Yahoo, and other top local search engines.

Enter Your Business Name:

Enter Your Zip Code:

[Check My Listings](#)

Claim Your Listings Where Applicable

(Your New Google Listing May Not Show Active Yet)

LocalDashboard™

[Login](#)

created by [getlisted.org](#)

[Enhance Your Listings! »](#)

[Dashboard](#)

[Listing Snapshot](#)

[Overview](#)

[To Do](#)

[Details](#)

[Reviews](#)

[Help](#)

getlisted.org

Home

Get Tested—List Your Business!

Resource Center

Local Marketing Tips + News

Basic Listings

Google, Yahoo + More

Enhance Your Listing

Rank Higher and More Often

About GetListed.org

Our Mission Statement

[UK Version Now in Beta!](#)

Taco Bell

8520 West Warm Springs Road
Las Vegas, NV 89113-3620
(702)262-9080
[tacobell.com](#)

Listing Score:

This listing is 20% complete.
[What does this score mean?](#)

20%

Expecting to see a different business?
[Try our Advanced Check.](#)



You have not claimed this listing on Google.

[Claim your listing](#)
[View additional details](#)



You have not claimed this listing on Yelp.

[Claim your listing](#)
[View additional details](#)



You have not claimed this listing on Bing.

[Claim your listing](#)
[View additional details](#)



You have claimed this listing on Yahoo.

[View additional details](#)



You have not claimed this listing on Best Of The Web.

[Claim your listing](#)
[View additional details](#)

[Why is it so important to claim your listing?](#)

- ◎ **Submit Your Website/Business To The Following:**
 - **“Yellow Page” Type Online Directories.**
 - **Local Directory Websites – ex: Citysearch**
 - **Hyper-Local – ex: HelloVegas.com**
 - **Industry Specific Online Sites and Directories**

Directory & Review Websites To List Your Business

Listed In Priority Order:

1. CitySearch	9. Ask.com
2. Yelp	10. Zagat's
3. InsiderPages	11. Guidespot
4. SuperPages	12. Yahoo Travel
5. TripAdvisor	13. Panoramio
6. MerchantCircle	14. Yahoo Yellow Pages
7. MSN/Live	15. YellowBook
8. Local.com	

Utilize Review Websites To The Fullest!

This is a KEY strategy for all businesses!

- ◎ Encourage customers to leave reviews about your company on as many prominent review sites as possible. Such as:
 - Yelp.com
 - CitySearch
 - InsiderPages.com
 - Best of the Web
- ◎ Reviews are picked up by additional sites, including your Google Places listing and therefore help spread the word about your business and increase it's online visibility.

- **Fake reviews typically sound fake and readers will pick up on this. These don't help your business.**
- **Fake reviews are also quite often removed from the sites by the review-site moderators.**
- **Fake Reviews can land you in LEGAL trouble!**

WARNING: Do Not Create FAKE Reviews!

The New York Times

Company Settles Case of Reviews It Faked

By CLARE CAN MILLER

Published: July 14, 2009

Lifestyle Lift, a cosmetic surgery company, has reached a settlement with the State of New York over its attempts to fake positive consumer reviews on the Web, [the New York attorney general's office said Tuesday](#).

The company had ordered employees to pretend they were satisfied customers and write glowing reviews of its face-lift procedure on Web sites, according to the attorney general's statement. Lifestyle Lift also created its own sites of face-lift reviews to appear as independent sources.

The company will pay \$300,000 in penalties and costs to the state. It has also agreed to stop publishing anonymous reviews on Web sites in the voices of satisfied customers and to identify any content created by employees, the statement said.

Make Sure **Your** Website Is
Fully Optimized

MAGNETICMARKETINGSOLUTIONS.COM

Optimize Your Website

- ◉ **Have your company name/address/number (Those that match your Google Places listing) on all pages of your site.**
- ◉ **Make Sure You Have A “Contact Us” page on your site and add a Google Map to the page.**
- ◉ **Make sure your site is structured properly for Search Engine Optimization (SEO).**
 - ◉ Proper keywords, title tags, description tags, headline tags...etc.
 - ◉ Properly chosen keywords for your website will be the foundation of both your on-site optimization as well as your off-site optimization.
- ◉ **Use a wide variety of off-site SEO strategies for maximum exposure.**
 - ◉ EX: Video marketing, article marketing, social networking, press releases and more.

Take Action!

- ◉ **We hope that you have enjoyed this tutorial AND that you put the information in this guide into action immediately.**
 - Your business is counting on it.
- ◉ **We also realize that not every business has the time to implement ALL the online marketing strategies and techniques available to them.**
- ◉ **That is where we come in. Our experienced team of online marketing experts are standing by waiting to assist your business.**
 - We can complete your Google Maps listing for you, along with all the other major online directories.
 - We can setup and maintain your Social Networks as needed (Facebook, Twitter...etc)
 - We can implement a detailed online marketing action plan designed specifically for your business.

Contact Us Today!

Thank You.

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