



ZEPHYR
MARKETING

Be More Visible

With a Google Local Business Listing

Topics

- Introduction to Local Business Listings
- How to Create your Local Business Listing
- Promoting your Local Business Listing



Introduction to Google's

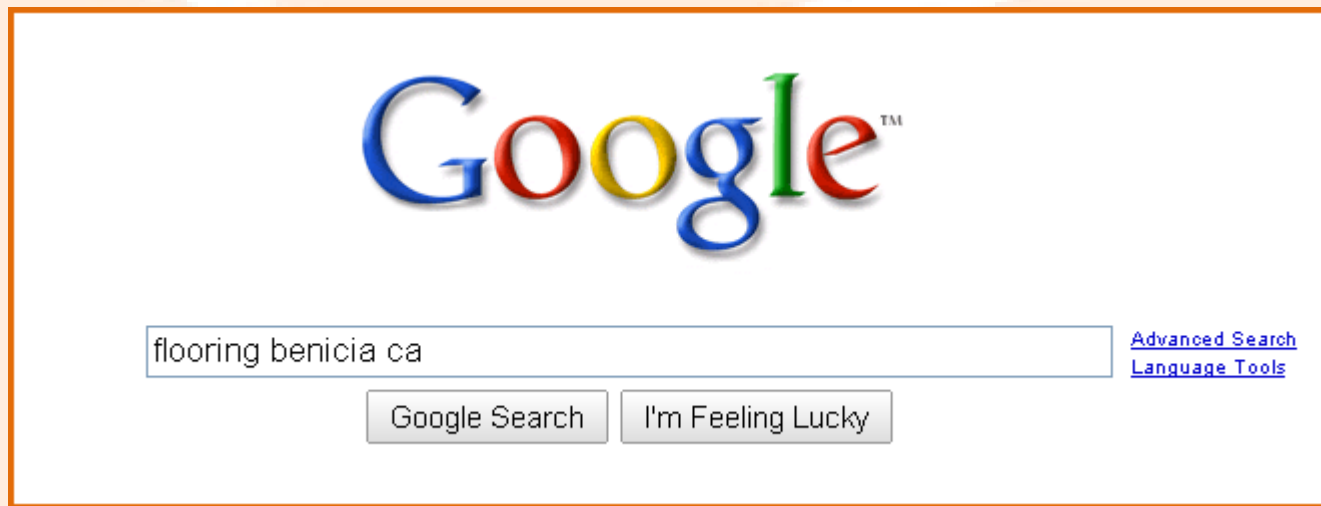
LOCAL BUSINESS LISTINGS



How *Visible* is your business when someone searches for you on Google?

Do you have an informative Local Business Listing on Google Maps?

Search for a local floor store





flooring benicia ca

Search

[Advanced Search](#)

3 Main Results Sections

[View customizations](#)

Web [+ Show options...](#)

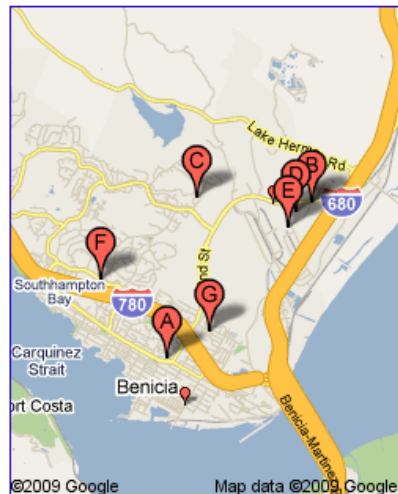
Results 1 - 10 of about 89,900 for flooring benicia ca. (0.20 seconds)

[New flooring-discover your design options at Benicia Floor Co.](#) - 6 visits - Dec 8
 Do you want to pick out your new **flooring** from an award winning company in a bright and ...
 84 Solano Square · **Benicia, CA** MAP Us Phone: 707.745.9024 ...
[www.beniciafloorcompany.com/](#) - [Cached](#) - [Similar](#) - [🗨](#) [📍](#) [🗕](#)

[Benicia Flooring | Find Flooring in Benicia, CA](#)
Flooring Yellow Pages for **Benicia, CA** . Find phone numbers, addresses, maps, driving directions and reviews for **Flooring** businesses in **Benicia, CA**.
[local.sanfrancisco.com/benicia+ca/flooring.zq.html](#) - [Cached](#) - [🗨](#) [📍](#) [🗕](#)

[Diggs Brothers Hardwood Flooring - Benicia, CA](#)
 ★★★★★ 1 review
 May 12, 2009 ... 1 Review of Diggs Brothers Hardwood **Flooring** "If you need refinishing or new hardwood **flooring** installed,this guy is the wizard."
[+ Show map of 377 Piercy Dr, Benicia, CA 94510](#)
[www.yelp.com/biz/diggs-brothers-hardwood-flooring-benicia](#) - [Cached](#) - [Similar](#) - [🗨](#) [📍](#) [🗕](#)

Local business results for flooring near Benicia, CA



- A** [Benicia Floor Co](#)
[www.beniciafloorcompany.com](#) - (707) 745-9024 - [More](#)
 - B** [Albertson's Abbey Carpet Floor](#)
[benicia.abbeycarpet.com](#) - (707) 746-0324 - [3 reviews](#)
 - C** [Diggs Brothers Hardwood Floors](#)
[maps.google.com](#) - (707) 745-1700 - [More](#)
 - D** [Floortec Inc](#)
[www.floortecinc.com](#) - (707) 747-0770 - [More](#)
 - E** [Home Depot](#)
[www.homedepot.com](#) - (707) 748-1039 - [More](#)
 - F** [N-Hance](#)
[maps.google.com](#) - (707) 747-6843 - [More](#)
 - G** [Loudermilk Construction](#)
[www.loudermilkconstruction.com](#) - (707) 745-1976 - [More](#)
- [+ More results near Benicia, CA >](#)

[Tiling Flooring in Benicia, CA on Yahoo! Local](#)
 Tiling **Flooring** in **Benicia, CA** on Yahoo! Local Get Ratings & Reviews on Tiling **Flooring** with Photos, Maps, Driving Directions and more.
[local.yahoo.com/CA/Benicia/Home.../Tiling+Flooring](#) - [Cached](#) - [Similar](#) - [🗨](#) [📍](#) [🗕](#)

Organic Listings

Local Business, or Map Listings

PPC Listings

Sponsored Links

[Flooring Hardwood](#)
 Up to 71% Off **Flooring!** Great Low Prices Everyday. Full Price Match.
[www.LumberLiquidators.com](#)

[Huge 72% Off Wood Floors](#)
 Stunning & Vibrant **Floors**. Local Store. Low \$1.84/sf. Buy Now & Save!
[www.SimpleFloors.com/floors-to-go](#)

[Wholesale Flooring](#)
 Direct Insider Prices on Top Brands Stop Paying Retail and Save Now!
[Flooring.DirectBuy.com](#)
 San Francisco-Oakland-San Jose, CA

[60% Off Flooring](#)
 Select styles of **Flooring** on Sale. Ends December 20. Conditions apply.
[www.empiretoday.com](#)
 San Francisco-Oakland-San Jose, CA

[Hardwood on Sale](#)
 Exotic Hardwood @ 2.99/SF Distressed Hardwood @ 3.49/SF
[www.carpeteria.com](#)
 San Francisco-Oakland-San Jose, CA

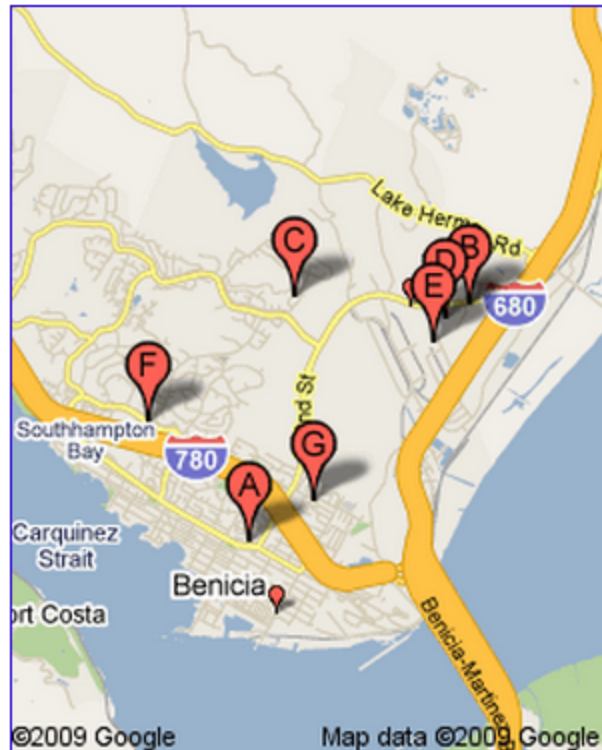
[Wood Flooring](#)
 We're Overstocked in Wood **Floors**. Buy Factory Direct & Pay Zero Tax!
[www.iFLOOR.com/hardwood-flooring/](#)

[Carpet & Flooring Experts](#)
 Large showroom. Vast selection Huge warehouse. Great prices.
[www.KensCarpets.com](#)

[See your ad here >](#)

Click for “More” Information

Local business results for flooring near Benicia, CA



- A** [Benicia Floor Co](#)
www.beniciafloorcompany.com - (707) 745-9024 - [More](#)
- B** [Albertson's Abbey Carpet Floor](#)
benicia.abbeycarpet.com - (707) 746-0324 - [3 reviews](#)
- C** [Diggs Brothers Hardwood Floors](#)
maps.google.com - (707) 745-1700 - [More](#)
- D** [Floortec Inc](#)
www.floortecinc.com - (707) 747-0770 - [More](#)
- E** [Home Depot](#)
www.homedepot.com - (707) 748-1039 - [More](#)
- F** [N-Hance](#)
maps.google.com - (707) 747-6843 - [More](#)
- G** [Loudermilk Construction](#)
www.loudermilkconstruction.com - (707) 745-1976 - [More](#)
- [More results near Benicia, CA »](#)

Click

Benicia Floor Co

84 Solano Sq, Benicia, CA
(707) 745-9024

beniciafloorcompany.com

[Directions](#) [Search nearby](#) [more](#)

Category: Carpet & Rug Dealers-New

Hours: Today 10am – 5:30pm

200 Character description is missing.

Information will either be supplied by Google (based on other Web info) or by the business owner.

Details

Services: Sales & Installation Of Hardwood, Tile, Laminate & Carpet

Nonservices: Re-Finish Of Hardwood, Grout Cleaning, Carpet Re-Stretch, ...

Warranties: Ask For Details

angieslist.com

[More details](#)

Licensed: Yes (All statements concerning insurance, licenses, and bonds are informational only, and ar...

Free Estimates: Ask For Details

Date Of Most Recent Report: 10/2/2005

Reviews

[Be the first to write a review](#)

In this example. Listing info has been provided by Google. The business owner should next "claim" this listing and add more information to it.

[Write a review](#)

Web Pages

[New flooring-discover your design options at Benicia Floor Co.](#)

Click to take a virtual tour of our showroom. It's no substitute to being there, but it's cool anyway! VISIT. then imagine what you can do with yours. A visit to our showroom is the ideal starting ...

www.beniciafloorcompany.com/

[Benicia Floor Company: known for excellence in installations](#)

... Benicia Floor Company 84 Solano Square Benicia, California (707) 745-9024 | Map It. Of course all of these factors are critical and should in fact all be considerations. The final piece is the ...

www.beniciafloorcompany.com/installation.html

[More results from www.beniciafloorcompany.com](#)

[Solano County > Benicia Floor Company > Flooring Showrooms > Diamond Certified Profile](#)

... A visit to the Benicia Floor Company showroom is an ideal starting point. There you'll see samples of many popular flooring brands and styles, and even some that you don't see at other stores. ...

www.diamondcertified.org/solanobeniciafloorco.html



Sponsored Links

[Flooring Contractors](#)

Find Top-Rated Flooring Pros in Your Area. Get 4 Free Bids Today!
www.Servicemagic.com

[Wood Laminate Flooring](#)

Low Price Guarantee for Flooring. We won't be undersold.
www.empiretoday.com

[Hardwood Flooring Prices](#)

Find Hardwood Flooring Experts. Hardwood Flooring Estimates Online.
HardwoodFlooring.Reply.com

[Flooring Cost Calculator](#)

Check Our Site for Free Calculator With All Options For Laminate Floor
Laminate.Qualitybyvm.com

Example of listing info provided by the business owner

Zephyr Marketing LLC
1060 Grant Street, Suite 1-D, Benicia, CA
(707) 745-3503 – (707) 980-4213 (Mobile)
zephyrmarketing.net
Directions Search nearby more



Provided by the business owner



Category: Internet Marketing Service

200 character, keyword-rich description

Inbound and social media marketing for local businesses to be more visible, credible and remarkable. SEO, Search Marketing, Email Marketing, Twitter, Facebook Fan Pages, LinkedIn and business blogs. - From the owner

Details

Email: greg@zephyrmarketing.net
Services offered: inbound marketing, social media marketing, blogs, email marketing, Twitter, Facebook...

Payment Accepted: Check, Invoice, Cash, MasterCard, Paypal, Visa

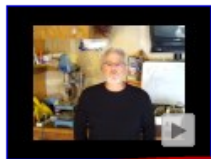
Business owner
[More details >](#)

Videos or Photos

Photos & Videos



Business owner



Business owner



Business owner



Sponsored Links

- [Internet Marketing Degree](#)
Become a Pay Per Click Expert! Get Your Degree Online with Full Sail.
www.FullSail.edu
- [Promote your Business](#)
Use your news to get leads & sales online. Register for free account!
www.prweb.com
- [Lands' End Blankets](#)
Unify Your Team & Enhance Brand Strategy. Order Customized Items!

Report inappropriate [photo](#) | [video](#)

Add or Claim a Google Business Listing

- Go to: <http://google.com/lbc>
- If you don't have a free Google account or are not logged into your Google account you'll see the screen on the following page.
 - Note: There's a short (1:38) intro video to Local Business Listings you can watch before logging in or getting your free Google account

Google's LBC Page (when not signed in): <http://google.com/lbc>

Google Local Business Center

Change Language: English

[Sign up now »](#)

Sign in to Local Business Center with your **Google Account**

Email:

Password:


Stay signed in


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


Click to watch video

Click here to watch

Help customers find you on Google, it's free.

 **Free listing**
Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.

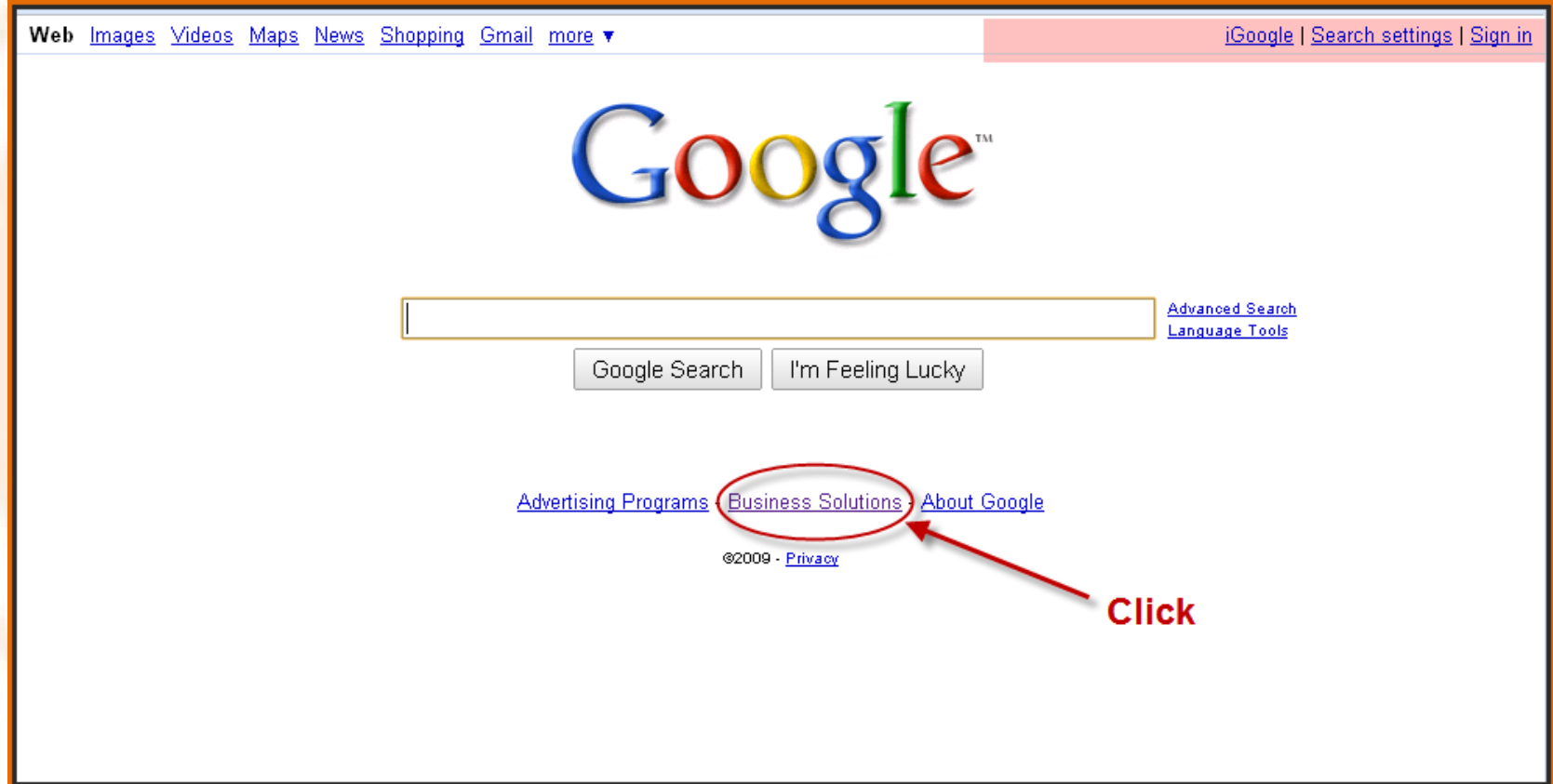
 **Free updates**
Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.

 **New! Free insights**
Use the power of Google's data to learn where your customers come from and what they search for to find you.

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Here's the full link to the video: <http://www.youtube.com/watch?v=hjeCmHwqVpU>

Getting to Google's Business Solutions from Google.com Home Page...



Google™ Welcome to Google Business Solutions

Advertise your business with Google AdWords



Google AdWords lets you promote your business alongside relevant Google search results and on our advertising network. Reach people looking for information about your products and services online. Easily control your budget and target prospects geographically. [Learn more »](#)

[Get Started](#)

Cut costs with hosted business email and more



Google Apps lets businesses securely deploy Gmail, Google Docs, Google Calendar and more to their employees. It's all hosted by Google, saving companies the time, money and hassles of managing their own IT solutions. [Learn more »](#)

Increase website conversions and marketing ROI



Use **Google Analytics** easy-to-understand reports to make measurable improvements to campaigns and websites. Learn which keywords, sites and locations bring high-value traffic, and be more informed about how visitors are reacting to your site's content. [Learn more »](#)

All of our business solutions

Reach new customers



[AdWords](#)

Advertise your business on Google

Your ads can appear when people search Google or visit our network of partner sites.



[Local Business Center](#)

Make your business searchable on maps

Create or edit a Google Maps business listing. Add hours of operation, photos, and other details.

Enhance your website



[AdSense](#)

Earn revenue from your website

AdSense delivers ads precisely targeted to your site, helping you earn revenue from your website.



[Analytics](#)

Analyze website traffic

Use easy-to-understand reports to make measurable improvements to marketing campaigns and websites.



[Checkout](#)

Sell online

Increase your productivity



[Google Enterprise Search solutions](#)

Search company information

New! Maximize website ROI and internal productivity with Google-powered search for your website or intranet.



[Google Apps](#)

Communicate and collaborate

Email, calendar and collaboration tools that your employees can access from any computer.



[Postini services](#)

Click

Google's LBC Page (from link on previous page)

Google Local Business Center

Change Language: English

[Sign up now »](#)

Sign in to Local Business Center with your **Google Account**


Email:

Password:

Stay signed in


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

Click to watch video




Click here to watch


Help customers find you on Google, it's free.



Free listing
Local customers already search Google for the products and services you offer. Create a business listing to be sure they find you.



Free updates
Keep your address, phone number, hours of operation, and more up-to-date. Even create coupons and display photos and videos, all for free.



New! Free insights
Use the power of Google's data to learn where your customers come from and what they search for to find you.

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Here's the full link to the video: <http://www.youtube.com/watch?v=hjeCmHwqVpU>

Key Takeaways

- Be more visible on Google with a Local Business Listing – They're Free!
- You'll need a free Google Account.
- Business owners should add or claim one.
- Enhancing your listing with a good description and other details (photos, videos, hours, coupons, etc) may increase the position and interest of your LBC listing
- *Next Topic: How to Create a Local Business Listing*

For more information...

- Greg Elwell, Principal, Zephyr Marketing LLC
 - Phone: 707.745.3503
 - Blog: <http://zephyrmarketing.net>
 - Email: greg@zephyrmarketing.net
 - Twitter: <http://twitter.com/zephyrmarketing>
 - Zephyr Marketing's Local Business Listing:
 - http://maps.google.com/maps/place?georestrict=input_srcid:18ee7deee2773650

Helping local businesses be more visible, credible and remarkable