



HYPERLOCAL SEO MARKETING

Get discovered by customers that are nearby
searching for your business.

RAVEN⁵
Unique as your customers.

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Introduction to Hyperlocal Marketing

Hyperlocal marketing is an important element when it comes to online marketing that often gets overlooked. Consumers are constantly searching for local businesses on their mobile devices using various map applications such as:

- Google Maps (Google My Business listings)
- Apple Maps (Yelp listings)
- Bing Maps (Bing Places listings)

Accurate and up-to-date information on these popular directories will improve your rankings in search engines, not only for your business name but for keywords or services as well. These various services and platforms also allow users to write reviews and the gives your business the ability to respond directly to your customers.



Google My Business Overview

Formerly known as Google Places, Google My Business allows you to put the right info about your business on Search, Maps and Google+ so that customers can get in touch.

Google My Business

The screenshot shows a Google My Business listing for 'Upper Oakville Shopping Centre'. At the top, there are two images: a photo of the building and a map showing its location. Below the images are buttons for 'See photos' and 'See outside'. The main title is 'Upper Oakville Shopping Centre' with a star icon, and buttons for 'Website' and 'Directions'. The category is 'Shopping Mall'. The address is '1101 Upper Middle Rd E, Oakville, ON L6H 4L2'. Other details include phone number '(905) 849-4722', hours 'Open today · Open 24 hours', and menu 'oakvilleshops.com'. There are buttons for 'Suggest an edit', 'Write a review', and 'Add a photo'. A 'Send to your phone' button is also present. Below this is a section 'People also search for' with five related business cards: Oakville Place, Erin Mills Town Centre, Square One Shopping..., Flower Place The Florist, and MCI The Doctor's Office at... Medical Clinic. A 'Feedback' link is at the bottom.

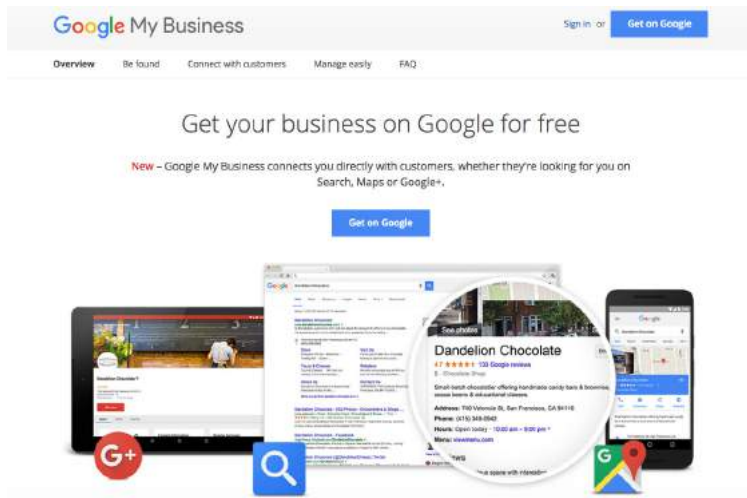
Google My Business allows your company to:

- Show up on Google searches
- Get onto the map
- Stand out on Google+ and create a community
- Analyze your efforts with insights
- Actively respond to and encourage reviews
- Be found across all devices

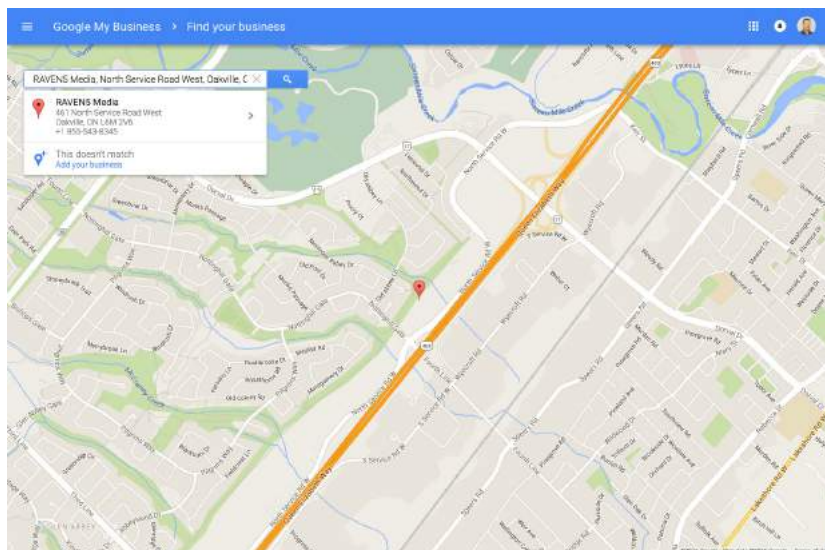
Adding Your Business on Google My Business

Visit google.com/business to get started and follow the five steps below to get your business to Google.

1. Go to Google My Business and click “Get on Google”.



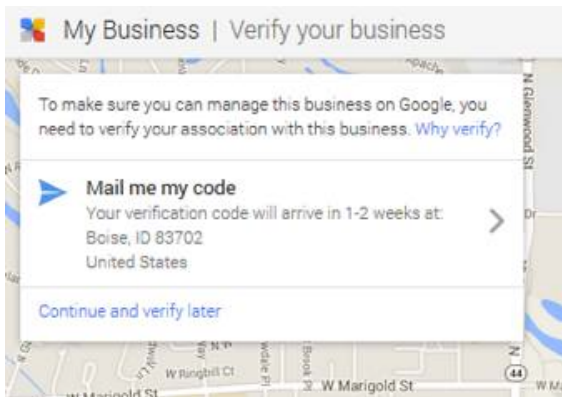
2. Enter your business name and address in the search bar.



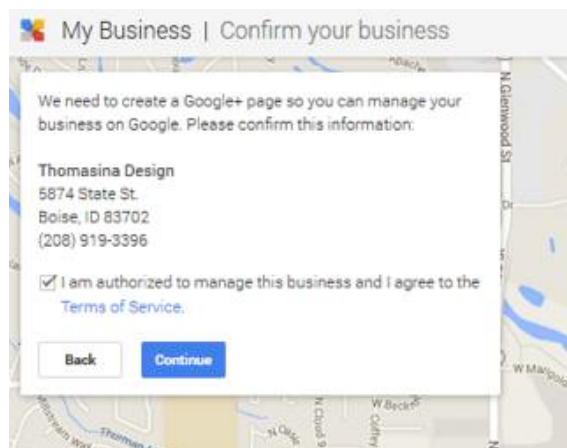
3. Choose or Add Your Business: Click on your business if it appears in the suggested locations. If not, select the “Add Your Business” option below and fill out the corresponding form.

Adding Your Business on Google My Business Contd.

4. Verify Your Business: Google will mail you a postcard within 10 business days with a verification PIN to verify your location.



5. Confirm your business and proceed to set up a Google+ page for it.



Fill in every field properly and as detailed as possible on your business's Google+ page. This is the information Google pulls from when it indexes its searches. As well, join some relevant Google+ communities and start posting content on a regular basis.

Yelp Overview

Yelp is a website and mobile app that connects people with great local businesses. People use Yelp to search for everything from the city's tastiest burger to the most renowned cardiologist. Get discovered in your neighbourhood.



Upper Oakville Shopping Centre
★ ★ ★ 3 reviews [Details](#) [Write a Review](#) [Add Photo](#) [Share](#) [Bookmark](#)

\$\$ · [Shopping Centres](#) [Edit](#)

1011 Upper Middle Rd E
Oakville, ON L6H 4L2
[Get Directions](#)
(905) 849-4722
[upperoakvilleshoppingcentre.ca](#)

Ad The Optic Zone Inc
★ ★ ★ ★ ★ 33 reviews [Get Your Free Professional Vision Opinion Today!](#)
K. J. said "After coming to Yelp to find a place close to work where I could buy new glasses, it seemed that this might be the best option. The people were definitely helpful, attentive and understood that picking out a..." [read more](#)

Ad Toronto Hemp Company
★ ★ ★ ★ ★ 16 reviews [Message the business](#)
Joy S. said "Believe it or not I brought my mom here yesterday with me to pick up a Hookah because on the website it said they carried them. I also knew they had wicked incense I love and a few other things. Immediately..." [read more](#)

Price range **Moderate**
[Edit business info](#)
[Work here? Claim this business](#)

Hours
[Add business hours](#)

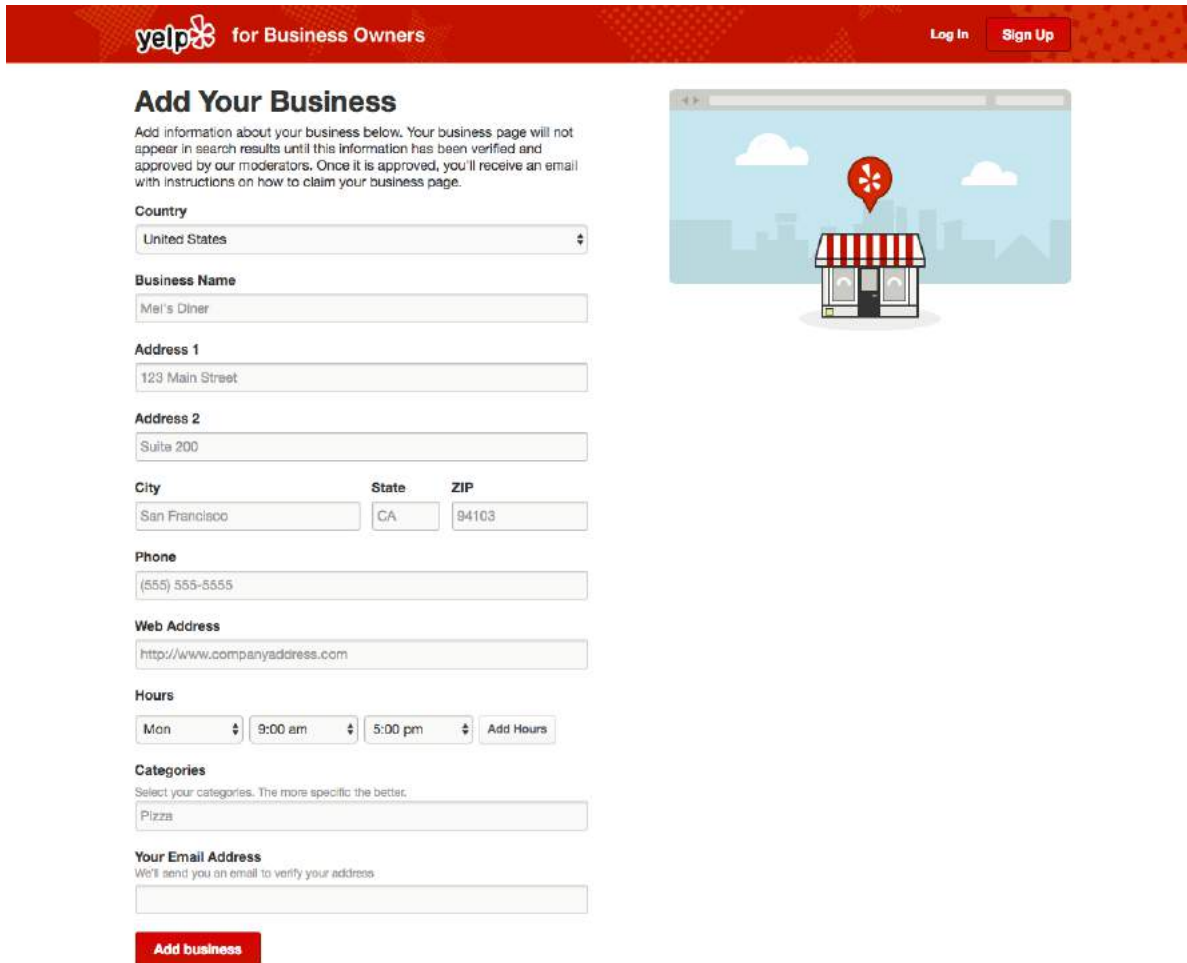
More business info

Yelp allows your business to:

- Recognize the value of customer reviews
- Respond to your customers
- Measure visitor activity on your page
- Create a strong photo gallery
- Easily discover and leverage your local competition
- Connect to OpenTable to take reservations for restaurants

Adding Your Business to Yelp

If your business isn't listed on Yelp yet, you can add a new business at biz.yelp.com/signup_business/new



yelp for Business Owners Log In Sign Up

Add Your Business

Add information about your business below. Your business page will not appear in search results until this information has been verified and approved by our moderators. Once it is approved, you'll receive an email with instructions on how to claim your business page.

Country
United States

Business Name
Mei's Diner

Address 1
123 Main Street

Address 2
Suite 200

City **State** **ZIP**
San Francisco CA 94103

Phone
(555) 555-5555


Web Address
<http://www.companyaddress.com>

Hours
Mon 9:00 am - 5:00 pm Add Hours

Categories
Select your categories. The more specific the better.
Pizza

Your Email Address
We'll send you an email to verify your address

Add business



Please note: Your business will not appear in search results until the information has been verified and approved by Yelp moderators. Once approved, you will receive an email to claim your business.

Claiming Your Business Page on Yelp

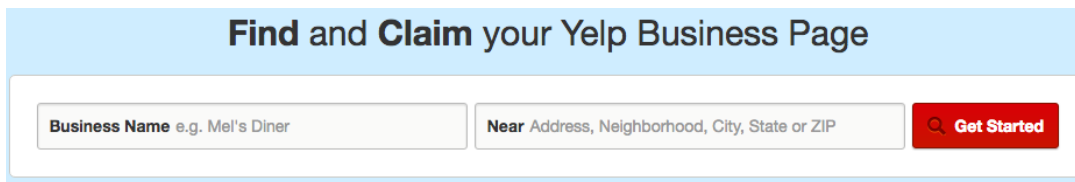
The best way to manage your business on Yelp is by claiming your Yelp Business Page and creating a business login. It's a great, free way to engage the Yelp community.

After claiming your business page, you'll be able to:

- Respond to reviews, both privately and publicly
- Track the User Views and Customer Leads Yelp is generating for your business
- Add photos and a link to your website
- Update important information such as your business hours and phone number

How to Claim Your Business

1. Search for your business on biz.yelp.ca



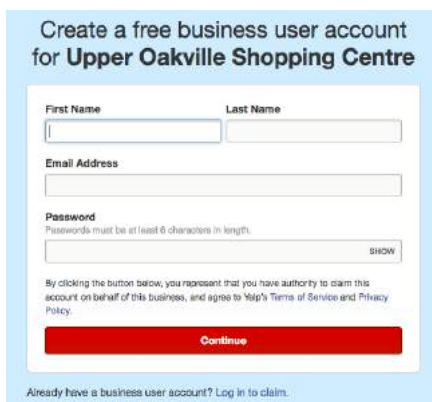
The screenshot shows a search bar with the title "Find and Claim your Yelp Business Page". It contains two input fields: "Business Name e.g. Mel's Diner" and "Near Address, Neighborhood, City, State or ZIP". To the right of the second field is a red button with a magnifying glass icon and the text "Get Started".

2. Once found, click on the red 'Claim this business' button.



The screenshot shows a business listing for "1. Upper Oakville Shopping Centre". It includes a small image of the building, a star rating of 3 reviews, and the address "1011 Upper Middle Rd E Oakville, ON L6H 4L2 (905) 849-4722". A red button labeled "Claim this business" is positioned to the right of the listing.

3. Create a free business account for your business.



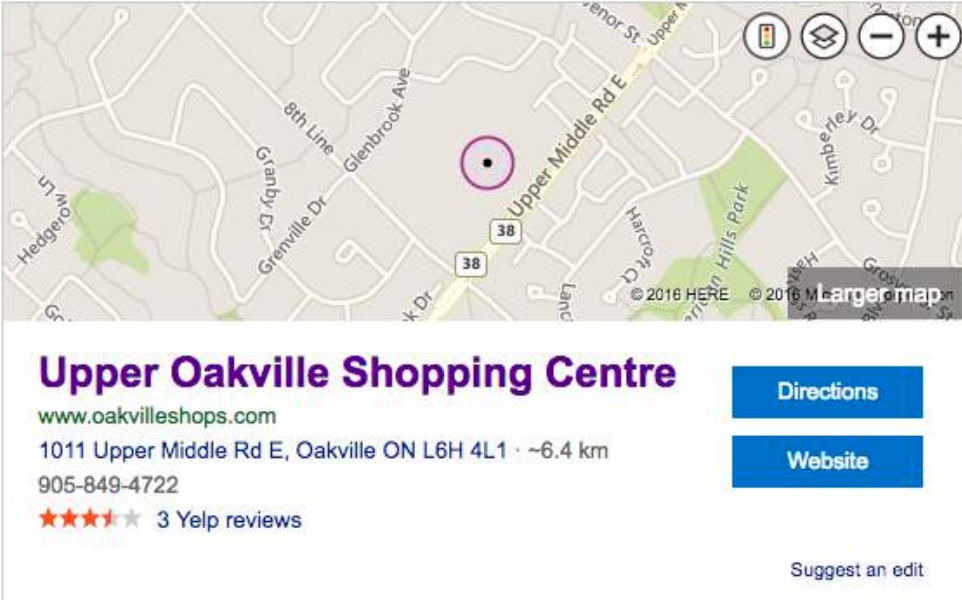
The screenshot shows a form titled "Create a free business user account for Upper Oakville Shopping Centre". It has fields for "First Name", "Last Name", "Email Address", and "Password". Below the password field is a "SHOW" button. At the bottom of the form is a red "Continue" button. A small note at the bottom left says "Already have a business user account? Log in to claim."

4. To verify that you are the owner of your business, Yelp may call the number listed on your business page and prompt you to enter a verification code. Please ensure you are at your place of business to answer this phone call.

Bing Places Overview

Bing Places for Business is a Bing portal that enables local business owners add a listing for their business on Bing. Using Bing Places for Business, local business owners can verify their existing listing on Bing, edit or update the listing information, add photos, videos, services and other information that shows their business in the best possible way.

Bing places for business



Upper Oakville Shopping Centre
www.oakvilleshops.com
1011 Upper Middle Rd E, Oakville ON L6H 4L1 · ~6.4 km
905-849-4722
★★★★★ 3 Yelp reviews

Directions
Website

Suggest an edit

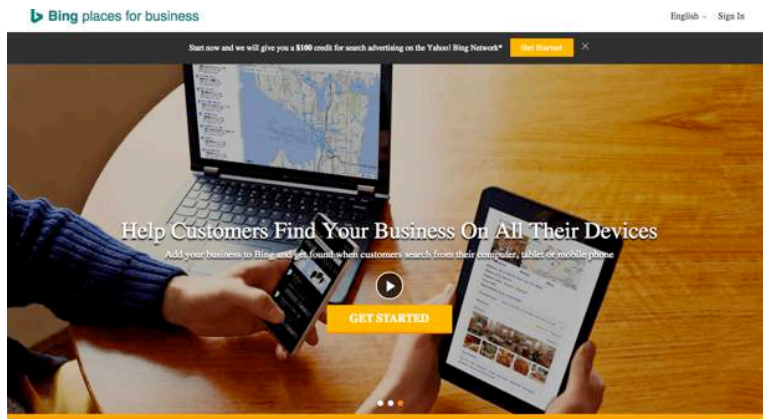


Although it is not as popular as Google, it is the default search engine for all computers running Windows 8 and mobile devices running Windows 8 Mobile.

Adding Your Business to Bing

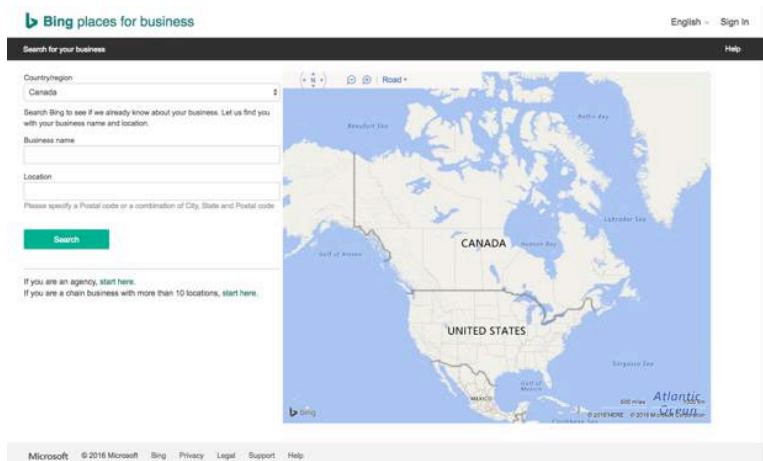
Follow the simple steps below to get your company listed on Bing Places:

1. Go to Bing Places and click on 'Get Started' here: bingplaces.com



Add your business to Bing in 3 easy steps

2. Search for your business by name and location.



3. Claim your existing business or create new business: Click on 'claim business' if it appears in the results. If your business is not listed, select 'create new business' which will make you login/create a Microsoft account and fill out your information.

4. After you fill out all the details and submit, Bing will mail you a verification PIN at your postal address. You should receive this PIN to the address listed within 3 to 5 business days.

5. Once you receive PIN in mail, you will be able to verify and manage your listing. The listing will then be able to go live.

Other Business Directories

Besides Google My Business, Yelp, and Bing Places, there are many other popular online services that your business should be listed on:

- Yahoo! Local Listing
- MerchantCircle
- Yellow Pages
- Superpages
- MapQuest
- Foursquare
- Angie's List
- CitySquares
- TripAdvisor



If you're a restaurant owner, be sure to also get listed on websites and apps such as Zomato, previously known as Urbanspoon.



Next Steps

While we've provided you with all of the necessary steps required to complete Google, Yelp, and Bing listings for your business, it doesn't necessarily mean that you've got the time to step back from running your business to complete it.

Allow us to do the heavy lifting here for you and help get your business found at the top of Google and Bing (along with the help of Yelp).

Pricing

Google My Business Setup	\$250
Yelp Setup	\$250
Bing Places Setup	\$250
All 3 setup	\$600

Requirements

- Images: Logo, Exterior Images, Interior Images
- Contact Information: Address, Phone, Fax, Email
- Company Overview / Description
- Regular Hours of Operation / Holiday Hours
- Website

Your Marketing Continued

Have you considered utilizing the fastest and most effective way of finding new customers? If you haven't already heard of contest marketing, it's time we talked. Contest marketing is a proven 5-in-1 process that increases awareness, builds email, develops social, collects data and delivers coupons.

Ready to go?

sales@raven5.com or
1-855-543-8345 x 700

Unique as your customers.



RAVEN5 finds new prospects and engages existing customers via contest marketing programs that utilize social sharing technology.