



Local Marketing: How to Attract Buyers *Exactly* When They are Looking for You!

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About Me



Kurt Scholle, Founder & President
Web Asylum, Inc.

Planning, designing, building & marketing
successful websites since 1996. Emphasis on
ROI. Approach is tactical, including business
development & competitive analysis.

Clients have included Chicago Architecture
Foundation, Sprint, Department of Veteran's
Affairs & Binny's Beverage Depot.

About Me

Company: WebAsylum.com

Blog: Website-ROI-Guy.com

Facebook.com/WebsiteROIGuy

Twitter: @KurtScholle



Twitter: @CertifiedSocialMedia

[LinkedIn.com/in/Kurt.Scholle](https://www.linkedin.com/in/Kurt.Scholle)

What is Local Marketing?

What it's not:

Traditional marketing of the 20th Century included TV/Radio, newspapers, magazines and Yellow Pages.

It's not Mass Marketing

A shotgun approach that was often wasteful and non-trackable.

What is Local Marketing?

Mass Marketing has been replaced by:

Mass Personalization!

Marketing to specific neighborhoods.

Local is more relevant. Think “Local cheese”
not “Kraft”

Attracting buyers when they are ready to
buy!

The tools and techniques are vastly different!

Why Local Marketing?

Simple. It's how people find goods and services!

It's FASTER. "Buyers" looking for information!

85% of Americans use the Internet to buy local products. 75% of those buy locally.

20% of all Internet queries are for local goods and services, as are 70% of mobile searches!

Technorati: 90% of local searches will yield an eventual sale.

Want more?

- 59% of consumers report using Google every month to look for a local business and, of those, 74% will stick with the organic results, while the remainder use local search directories or internet yellow pages.
- It's estimated that 15% of all Black Friday searches will come from mobile.
- 44% of last minute gifts will come from mobile.
- 4x as many people own a mobile phone as a computer.

What is Local Marketing?

Today, we will concentrate on:

- Local Directories (Google, Yahoo! & Bing)
- Local Citations (Yelp, Foursquare & Merchant Circle)
- Building websites, including mobile



Google places



Places for restaurants near Aurora, IL

- America's Historic Roundhouse** - ★★★★★ - 23 Google reviews
maps.google.com - 205 N Broadway, Aurora - (630) 264-2739
- Ballydoyle Irish Pub & Restaurant** - ★★★★★ - 20 Google reviews
www.ballydoylepub.com - 28 West New York Street, Aurora - (630) 844-6460
- Two Brothers Roundhouse** - 2 Google reviews
www.twobrothersroundhouse.com - 205 N Broadway, Aurora - (630) 264-2739
- Las Quintas De Los Reyes** - ★★★★★ - 12 Google reviews
loquintoddelosreyesaurora.com - 30 East New York Street, Aurora - (630) 859-4000
- Coerlet Zone Bar-B-Que** - ★★★★★ - 18 Google reviews
www.coerletzonebbq.com - 27 W. New York St., Aurora - (630) 897-7096
- Paschos Restaurant** - 2 Google reviews
paschosfamilyrestaurant.com - 700 East New York Street, Aurora - (630) 820-9391
- La Cakana Restaurant** - ★★★★★ - 9 Google reviews
maps.google.com - 835 South River Street, Aurora - (630) 859-8885

More results near Aurora, IL >

[Chinese restaurants](#) - [Indian restaurants](#) - [Pizza](#) - [Bakeries](#) - [Thai restaurants](#)
Restaurants near: [Naperville](#) - [North Aurora](#) - [Elmhurst](#) - [Batavia](#)



Ads

Aurora Illinois Restaurants

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**Google
assembles your
business listing
from every
imaginable
source!**

YAHOO!

schaumburg optometrists


[KW Research](#) | [AW Sandbox](#) | [Traffic Estimator](#) | [Trends](#) | [Insights](#) | [Sitemap](#) | [100](#) | [CSV](#)

WEB **IMAGES** **MORE** ▾

Optometrists near Schaumburg, IL

Nearby City
◀ [All](#) (1523) [Elk Grove V...](#) (9) [Bloomington](#) (19) [Palatine](#) (12) ▶
[Schaumburg](#) (26) [Hoffman Est...](#) (6) [Streamwood](#) (5) [Mt Prospect](#) (8)

- 1** [Forecki Diane F &...](#) - Info
[local.yahoo.com](#)
📞 (847) 882-3575 📍 - 900 E Golf Rd, Schaumburg, IL ▾
- 2** [Eye Boutique](#) - Info
[eyeboutique.com](#)
📞 (847) 891-9096 📍 - 1639 W Irving Park Rd, Schaumburg, IL ▾
- 3** [Pearle Vision](#) - Info
[pearlevision.com](#)
📞 (847) 519-1020 📍 - 850 E Golf Rd, Schaumburg, IL ▾
- 4** [Peterson, Bruce B OD -...](#) - Info
[local.yahoo.com](#)
📞 (847) 524-7771 📍 - 1134 S Roselle Rd, Schaumburg, IL ▾
- 5** [Aide, Kent F OD - Illinois...](#) - Info
[leyecarecenter.com](#)
📞 (847) 301-2727 📍 - 2441 W Schaumburg Rd, Schaumburg, IL ▾



[21 More Local Results...](#)

Local Marketing: How to Attract Buyers
When They're Looking For You!

Bing Local Listing

Web Images Videos Shopping News Maps More MSN RSS

bing
Travel

oakbrook hotels

Web Hotels More

Back to hotels near Oak Brook, IL

Chicago Marriott Oak Brook
 ★★★★★ 1 user rating
 1801 W 23rd St, Oak Brook, IL 60523
 (830) 573-8555 - Website
 Directions - Send to mobile

SEARCH RATES

Check-In: 09/16/2011 Check-Out: 09/18/2011 Adults: 2 Rooms: 1

Search This Hotel Search All Hotels

MAP

View Larger map

SPONSORED SITES

Oak Brook Hyatt Hotel
 Hyatt - Official Site, View Rates, Book Rooms & Get Online Specials. TheLodge.Hyatt.com

Marriott Oak Brook Hotels
 Book Marriott's Best Rate Guarantee & Earn Rewards at Official Site
 Marriott.com/OakBrook

Embassy Suites Lombard
 A Hotel in Oak Brook, IL. Our Best Rates, Guaranteed.
 EmbassySuites.Hilton.com/Chicago

oak brook hotels
 Book in Advance and Save up to 25% at Wyndham Hotels. www.Wyndham.com/Drake

Travelocity Official Site
 Hassle-Free Hotels near OAK, Travelocity Guarantees Low Prices.
 www.travelocity.com/Hotels

WIFE INDICATOR

Rates from \$139 **NOT A DEAL** Average price per night

Found for Fri Sep 16 - Sun Sep 18
 Updated Sun Sep 4, 01:22 AM PT

Day	Price
Sep 9	\$139
(Fri-Sun Stays)	\$139
Oct 11	\$139

FEATURES & AMENITIES

Complimentary newspapers	Concierge desk	Currency exchange
ATM/banking	Dry cleaning/laundry	Elevator/lift
Golf course	Fitness center	Gift shop or newsstand
Room service	Internet access available	Restaurant on site
Tennis court(s)	Safe deposit	Swimming pool
Banquet facilities	Video library	Air conditioning
Coffee maker	Beachfront	Car rental
Disabled access	hair dryer	Iron
Non-smoking rooms	Family friendly	Bar/lounge
Television	Parking	Phone/vicemail
Business center	Wake up service	Connected rooms/suites

PHOTOS

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 When They're Looking For You!

Google Local Listing

Google

[Edit this place](#) - [Owner-verified listing](#)

Chicago Marriott Oak Brook

1401 West 22nd Street, Oak Brook, IL 60523
(630) 573-8555
marriott.com
[Directions](#) [Search nearby](#) [more](#) ▼

» Categories: Lodging, Wedding Venue, Restaurant, ...
Hotel class: 3 stars

★ ★ ★ ☆ 10 reviews Your rating: ★ ★ ★ ☆ ☆






high-speed internet access - room was great - brookfield zoo - renaissance - meeting space

Discover newly renovation Chicago Marriott Oak Brook, IL hotel accommodations featuring a modern Oak Brook hotel fitness center and revitalizing pools. - From the owner

Book now:

Check-in Check-out

Photos

From the owner From the owner From the owner

Embassy Suites® Ad
Giving You More. Saving You More.
Free Cooked-to-Order Breakfast.
EmbassySuites.Hilton.com

Holiday Inn Express
Get the amenities and comfortable lodging you expect from your hotel.
www.hiexpress.com

Fairfield Inn & Suites
Fairfield Inn & Suites- Affordable Rates, Free WiFi, Breakfast & More.
Marriott.com/FairfieldInn

Ramada Official Site
Ramada has free high speed internet in your room! Book your stay today.
www.Ramada.com

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Is Google Listing Claimed?

No!

Google

[Edit this place - Business owner?](#)

ABC Supply Co
418 Rathbone Avenue, Aurora, IL 60506
(833) 801-4948
abcsupply.com
[Directions](#) [Search nearby](#) [more](#) ▼

Category: Building Materials Store
Your rating: ★★★★★

Photos
Be the first to upload a photo

Reviews

Lowes® Home Improvement Ads
Get Everyday Low Prices, Guaranteed
Visit Your Local Lowe's® Today!
www.lowes.com

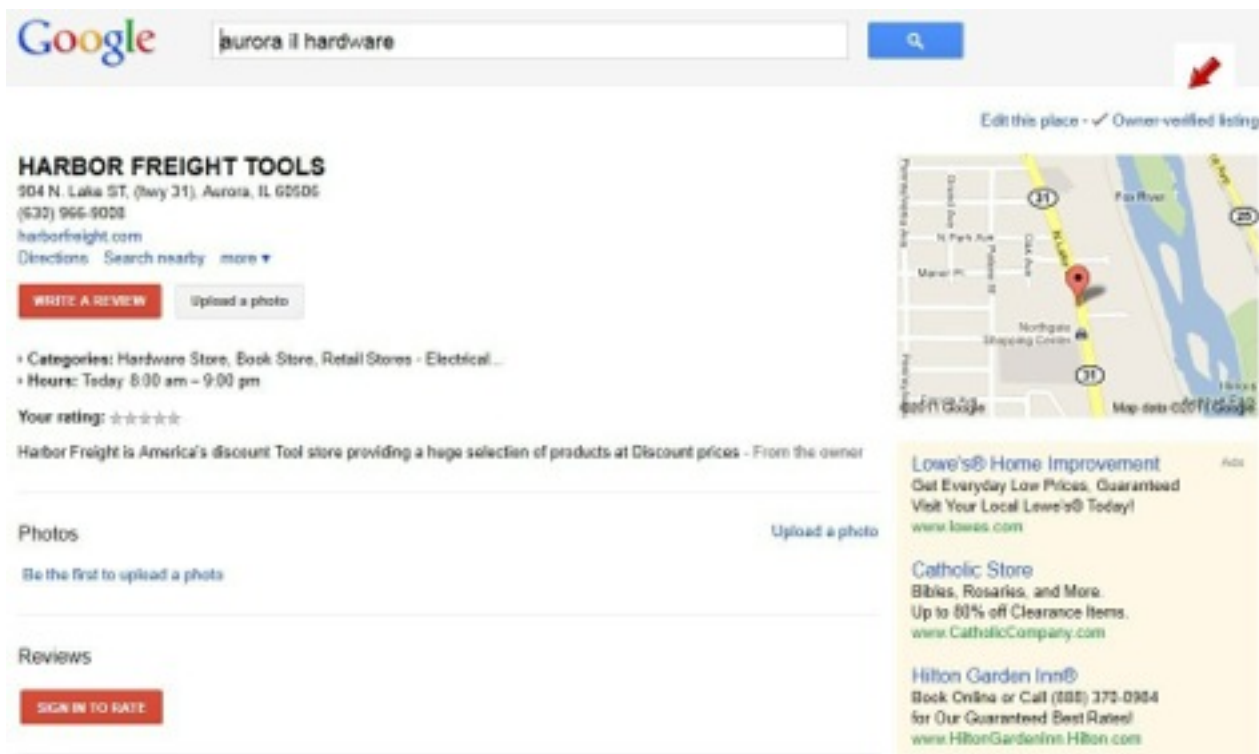
Roofing Experts
Find Top-Rated Pros In Your Area.
Enter Your Zip & Get 4 Free Bids!
www.ServiceMagic.com

Replace Your Roof Today
We install quality roofing

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When They're Looking For You!

Is Google Listing Claimed?

Yes!



The screenshot shows a Google search for "Aurora IL hardware". The search results display a listing for Harbor Freight Tools, which is marked as "Owner-verified listing". The listing includes the address "904 N. Lake St, (Hwy 31), Aurora, IL 60505", phone number "(630) 966-9008", and website "harborfreight.com". It also shows categories like "Hardware Store, Book Store, Retail Stores - Electrical..." and hours "Today 8:00 am - 9:00 pm". A map on the right shows the location on a street grid near the Fox River. Below the listing, there are sections for "Photos" and "Reviews", both with "Upload a photo" links. To the right of the map, there are three advertisements for Lowe's Home Improvement, Catholic Store, and Hilton Garden Inn.

Google aurora il hardware

Edit this place - ✓ Owner-verified listing

HARBOR FREIGHT TOOLS
904 N. Lake St, (Hwy 31), Aurora, IL 60505
(630) 966-9008
harborfreight.com
Directions Search nearby more ▾

WRITE A REVIEW Upload a photo

Categories: Hardware Store, Book Store, Retail Stores - Electrical...
Hours: Today 8:00 am - 9:00 pm

Your rating: ★★★★★

Harbor Freight is America's discount Tool store providing a huge selection of products at Discount prices - From the owner

Photos Upload a photo
Be the first to upload a photo

Reviews SIGN IN TO RATE

Lowe's® Home Improvement
Get Everyday Low Prices, Guaranteed
Visit Your Local Lowe's® Today!
www.lowes.com

Catholic Store
Bibles, Rosaries, and More.
Up to 80% off Clearance Items.
www.CatholicCompany.com

Hilton Garden Inn®
Book Online or Call (888) 375-0964
for Our Guaranteed Best Rates!
www.HiltonGardenInn.Hilton.com

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When They're Looking For You!

Google Business Setup



Login Using Your Google Account

Sign in with your
Google Account

Email:
ex: pat@example.com

Password:

Stay signed in

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

Don't have a Google Account?
[Create an account now](#)

Google Business Setup



List Your Business (Use your common name)

List your business

Do you have more than 10 business listings? Add them quickly using [bulk upload](#)

Google Business Setup



Add Your Phone Number

Country

United States



Phone number

Add Your Number

ex: (201) 234-5678

Find business information »

Google Business Setup



In this step, you will add business information which includes your:

- **Country** - Select from dropdown
- **Company Name** - List exactly as you would a brick and mortar business
- **Street Address** - P.O. boxes are not allowed
- **City, State, Zip** - You will have the option to hide this info and set a service area in the next step.
- **Main Phone Number** - This should be the number to your business. You also have the option to include additional phone numbers.
- **Email address** - This should be your support or public contact email address.
- **Website URL** - If you don't have a website, check the "no website" box.
- **Description** - You may choose up to 200 characters.
- **Category (up to five)** - You must choose at least one from the list of categories offered in the dropdown. (Hint: The dropdown shows categories related to the first word you type in.) If you offer business to business services such as a virtual assistant, begin by typing "business or assistant" or one of the main keywords related to your business.

Google Business Setup



Do you go to them or do they come to you?

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

Google Business Setup



Set Service Area

Do not show my business address on my Maps listing

Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc.)

Distance from one location
Tennessee, and locations within 625 mile

Service area within miles km

List of areas served

Examples: 94089 or Sunnyvale, CA

Areas are approximate and may not correspond to official boundaries.
Your service area will include areas you enter and points in between.

Google Business Setup



Set Office Hours

- 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:	7:00 AM	▼	-	11:00 AM	▼	<input 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.

Google Business Setup



Select Payment Options

- | | | |
|---|--|--|
| <input type="checkbox"/> Cash | <input type="checkbox"/> American Express | <input checked="" type="checkbox"/> Visa |
| <input type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input type="checkbox"/> Traveler's Check | <input checked="" type="checkbox"/> Discover | <input type="checkbox"/> Google Checkout |
| <input checked="" type="checkbox"/> Invoice | <input checked="" type="checkbox"/> MasterCard | <input checked="" type="checkbox"/> Paypal |

Google Business Setup



Add Photos

Add a photo from your computer

Browse...

Add Photo

Click "Browse..." to choose a file from your computer.

Add a photo from the web

Google Business Setup



Add Video

Add Your Video URL Here

Add Video

Example: <http://youtube.com/watch?v=dFtfxv1JdXI>

Google Business Setup



Add Additional Details and Submit

Discounts Available	:	Yes	<input type="checkbox"/>
Product Types Available	:	ebooks, digital audio, online course	<input type="checkbox"/>

[Add another](#)

Google Business Setup



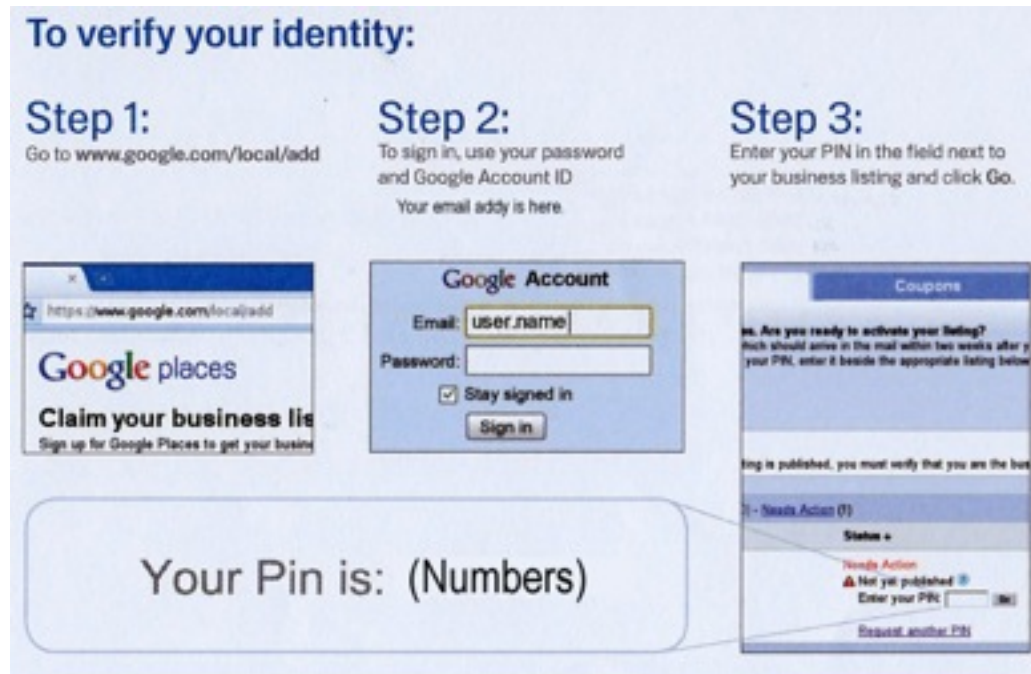
Confirm Your Identity

To verify your identity:

Step 1:
Go to www.google.com/local/add

Step 2:
To sign in, use your password and Google Account ID
Your email addy is here.

Step 3:
Enter your PIN in the field next to your business listing and click Go.



The image shows three screenshots of the Google Places setup process. The first screenshot shows the URL <https://www.google.com/local/add> and the text "Google places Claim your business list Sign up for Google Places to get your business". The second screenshot shows a "Google Account" sign-in form with fields for "Email: user_name" and "Password:", a "Stay signed in" checkbox, and a "Sign in" button. The third screenshot shows a "Coupons" section with a "Needs Action" status and a "Not yet published" warning that says "Enter your PIN: [] (PIN)". A callout box points to this warning with the text "Your Pin is: (Numbers)".

Your Pin is: (Numbers)

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When They're Looking For You!

Google Business Setup



Confirm your location.

- Depending on your country and location, you may have two options to confirm. You may confirm by phone or by postcard. If your phone number and address are not already in the system, you will probably have to confirm by postcard. If this is the case, it can take up to 6 weeks to receive the postcard, according to the experience of some users. Ours usually come in 2 weeks. **Make sure your staff is looking for it!**
- When confirming by postcard, simply follow the instructions on the card to claim and activate your Google Places page.

Secret Google Business Ninja Stuff

- 1) Adding photos, special offers and responding to reviews kicks your Google Business listing up a notch!
- 2) Unleash the power of Google Places by uploading the 10 photos you are allowed. We suggest a photo of your location so people will make the connection when they arrive.
- 3) Product shots or staff pictures can be effective too!
- 4) Create videos using pictures on [animoto.com](https://www.animoto.com)

Specials & Offers

Your Google Business audience can be offered a special or a coupon. Set it up by clicking the “Offers” tab.



You will be taken to the offers page and get a brief overview of offers. To get started, click the “Add an offer now” button at the bottom of the



Special Offers - Coupons

Your offer will include a headline, sub-heading, details and an optional image.

Headline
max. 25 characters

Get 15% Off Business Services

Example: 15% off any pizza

Sub-heading (optional)
max. 35 characters

Tired of doing everything yourself?

Example: Excellent woodfired pizzas

Details
max. 250 characters

Get 15% off the regular price when you subscribe to our monthly business management service package.

Image (optional)

Edit Image

Remove Image

Special Offers

Next, select an expiration date, offer code, distribution type and redemption location.

Good until date
max. Mar 31, 2012

Offer code (optional)
max. 15 characters

Distribution

Mobile Phones ([learn more](#))

Printable

At what locations is this offer valid?

Your Business Name
Street Address
City, State, Zip
Country

Preview Your Offer

You can preview your offers. One is a coupon like this:

Printed



Preview Your Offer

You can also preview your map listing.

Summary

[Get 15% Off Business Services](#)

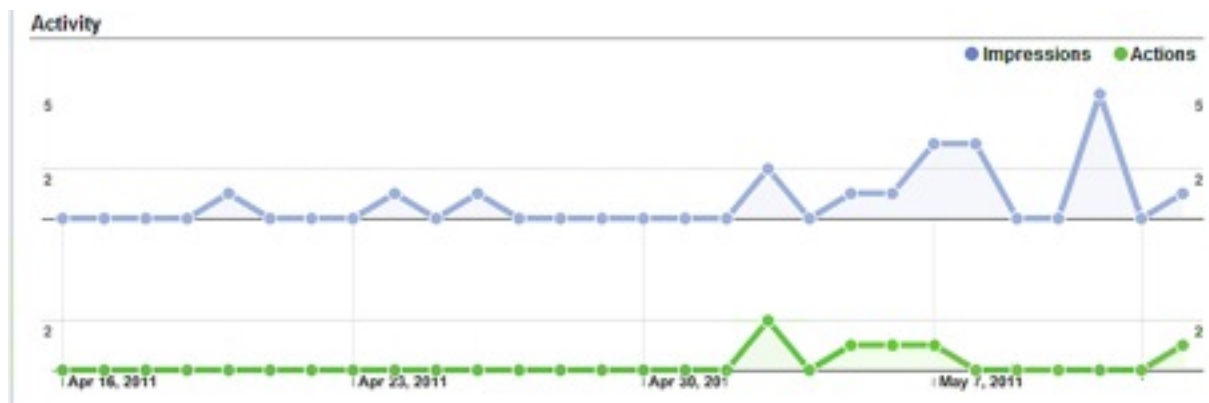
Tired of doing everything yourself?

Get 15% off the regular price when you subscribe to our monthly business management service package.

Mar 1, 2012

Google Stats

- Log into your Google Business account and click on the dashboard.
- Pick a time period.
- Two of the most important metrics are the # of impressions and # of actions.



Google Stats

- You can see the search terms people used to find your listing:



- And you can see how many people asked for driving directions and where they came from!

Der Bingle

- Bing has grown in the past year and represents 20% or more of all search queries.
- Bing is considered a higher quality source of traffic and often delivers higher conversions.
- Bing is more BtoC than Google.
- Your Bing Business listing includes a mobile website, QR Code and a door sticker you can post in a window.

Bing Benefits

- Mobile Website



- Door Sticker

847 705-7777

<http://www.allaboutorthok.net>

HOURS:

MONDAY: 12:30 PM - 7:00 PM

TUESDAY: 8:30 AM - 2:00 PM

WEDNESDAY: 12:30 PM - 7:00 PM

THURSDAY: Closed

FRIDAY: 8:30 AM - 2:00 PM

SATURDAY: 8:30 AM - 2:00 PM

SUNDAY: Closed



Cash Accepted

Checks Accepted



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Bing Business Portal

- You must have a Windows Live ID



Claim your business on
Bing

More and more consumers are going online to find businesses and services in their local area. Claiming your business listing with the Bing Business Portal creates an opportunity for you increase your visibility and influence consumers to come visit your business.

Don't have a Windows Live ID? [Sign up](#)

One Windows Live ID gets you into **Hotmail**, **Messenger**, **Xbox LIVE** — and other Microsoft services.

sign in

Windows Live ID:

Password:

[Forgot your password?](#)

Keep me signed in

[Sign in](#)

[Not your computer?](#)

[Get a single use code to sign in with](#)

Bing Setup

The screenshot shows the Bing Business Portal BETA interface. At the top, there's the Bing logo and 'Business Portal BETA'. Below that is a navigation bar with icons for 'My Businesses', 'What I Sell', 'Events', 'Deals', and 'People'. A 'TIPS' section provides instructions: hover for more info, click for details, drag to reorder, and click for options. The main content area has tabs for 'Details', 'Profile', 'Mobile', 'Photos', 'More Details', 'Verification', and 'Publish'. On the left, there's a 'Listings' section with 'Add' and 'Add 25+' buttons, showing 'All About Ortho-K' and 'Milette's Home of "Da" Beef King (not published)'. The main form is titled 'YOUR BUSINESS INFORMATION' and includes fields for Business Name, What kind of business is this?, Address, Address 2, City, State, Zip code, Main phone number, Toll-free number, Fax number, Business email address, Website, Facebook address, Twitter address, and Logo. There's also a checkbox for 'Do not display the address of my business' and 'My business does not have a website'. To the right, there's an 'ADDITIONAL CONTACTS' section with fields for PHONE, EMAIL, and WEBSITE, each with a 'Description' and a value field.

bing
Business Portal **BETA**

My Businesses What I Sell Events Deals People
Organization

TIPS
- Hover your mouse on the "?" to get more information
- Click to learn more on how the feature works
- Drag and drop to change the order
- Click to see additional options

Details Profile Mobile Photos More Details Verification Publish

Listings Add Add 25+
All About Ortho-K
Milette's Home of "Da" Beef King
(not published)

YOUR BUSINESS INFORMATION [Learn more](#)

Business Name: * Milette's Home of "Da" Beef King
What kind of business is this?: * Food & Dining
Address: * 1515 Butterfield Rd.
Address 2:
City: * Aurora
State: * IL Zip code: * 60502
Main phone number: 6303404771
 Do not display the address of my business
Toll-free number:
Fax number:
Business email address:
Website:
 My business does not have a website
Facebook address:
Twitter address:
Logo:

ADDITIONAL CONTACTS
Add extra contacts that customers should use for specific purposes.

PHONE
Description 555-123-4567
EMAIL
Description Email@contoso.com
WEBSITE
Description www.contoso.com

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When They're Looking For You!

Add 5 Business Specialties

bing
Business Portal BETA

My Business What I Sell Events Deals People
Organization

Details Profile Mobile Photos More Details Verification Publish

things Add Add 25+

About Orto K
Bella's Home of "Da" Beef King
or published

YOUR BUSINESS SPECIALTIES [Learn more](#)

Adding specialties that are relevant to your business help people find you.
This is an important part of creating a full business profile.

Specialties:

You currently have no specialties selected. You can add up to five by clicking on the field above.

Previous Next

Local Marketing: How to Attract Buyers
When They're Looking For You!

Adjust Your Specialities

Details Profile Mobile Photos

Listings [Add](#) [Add 25+](#)

All About Ortho-K

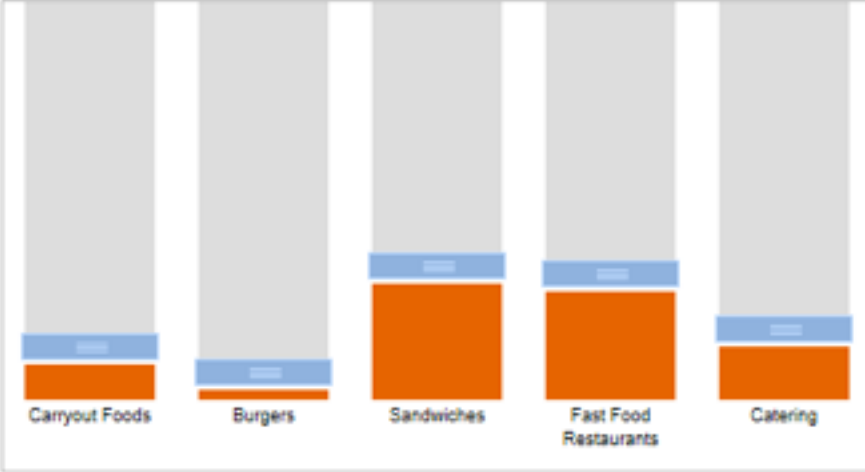
Millette's Home of "Da" Beef King
(not published)

YOUR BUSINESS SPECIALITIES [Learn more](#)

Adding specialities that are relevant to your business help people find you. This is an important part of creating a full business profile.

Specialities:

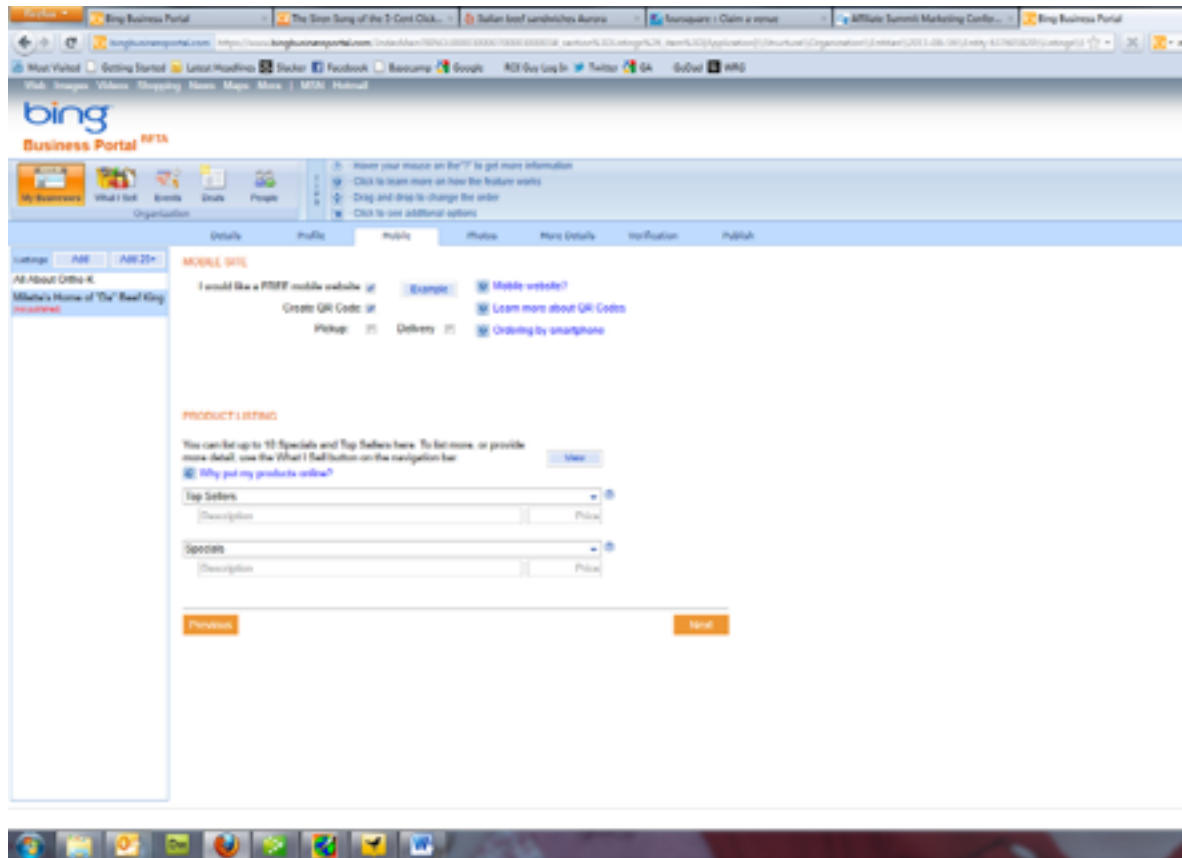
Adjust the sliders up and down to better represent how your specialities are distributed.



Speciality	Color	Relative Value (approximate)
Carryout Foods	Orange	10%
Burgers	Orange	5%
Sandwiches	Orange	30%
Fast Food Restaurants	Orange	25%
Catering	Orange	15%

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Mobile Options



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Mobile is an Awesome Bing Benefit



However, the problem is not how to get people off their phones long enough to see your advertising --

-- but rather, how to bring your advertising to their mobile phones.

Bing Business Portal gives you a mobile website for free --

-- allowing potential customers to see your products, services, menu, specials, hours of operation, contact information, business address, and more!



Local Marketing: How to Attract Buyers
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List Your Specials/Featured Items

The screenshot shows a web interface for configuring a mobile site. At the top, there are tabs for 'Details', 'Profile', 'Mobile', 'Photos', and 'More Details'. The 'Mobile' tab is active. On the left, there is a sidebar with 'Listings' and buttons for 'Add' and 'Add 25+'. Below this, two listings are shown: 'All About Ortho-K' and 'Milette's Home of "Da" Beef King (not published)'. The main content area is titled 'MOBILE SITE' and contains several options: 'I would like a FREE mobile website:' (checked), 'Create QR Code:' (checked), 'Pickup:' (unchecked), and 'Delivery:' (unchecked). There are also links for 'Example', 'Mobile website?', 'Learn more about QR Codes', and 'Ordering by smartphone'. Below this is a section titled 'PRODUCT LISTING' with a 'View' button and a link 'Why put my products online?'. A dropdown menu is set to 'Top Sellers', showing a list of items with their descriptions and prices. Below this is another dropdown menu set to 'Specials', with a table structure for 'Description' and 'Price'.

MOBILE SITE

I would like a FREE mobile website: [Example](#) [Mobile website?](#)

Create QR Code: [Learn more about QR Codes](#)

Pickup: Delivery: [Ordering by smartphone](#)

PRODUCT LISTING

You can list up to 10 Specials and Top Sellers here. To list more, or provide more detail, use the What I Sell button on the navigation bar. [View](#)

[Why put my products online?](#)

Top Sellers

Da Wise Guy-Our famous Italian Beef served on French Bread	5.50
Italian Sausage-Get it with hot giardiniera or sweet peppers	4.50
Slammer-Steak sandwich on French bread with grilled onions	6.25
Da Outfit-Italian Sub Sandwich w/salami, capicola, mortadella, provolo	5.75
South Side Hot Dog-Vienna all beef hot dog w/ mustard, onion, relish,	2.25
North Side Hot Dog-Vienna all beef hot dog w/ mustard, onion, relish, f	2.25
Mostaccioli or Spaghetti-Served with our homemade redsauce and gar	5.25
Sammy's Salad-Chopped fresh greens, red cabbage, diced tomatoes,	5.75
Fresh Cut Fries (Add optional cheese or chili)	2.25
Description	Price

Specials

Description	Price
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Local Marketing: How to Attract Buyers
When They're Looking For You!

More Details

Details Profile Mobile Photos **More Details** Verification Publish

MORE DETAILS [Why should I provide all this information?](#)

Established Date: Company tagline:

Description:

Reposition the pin to better represent your business location.

Languages spoken:

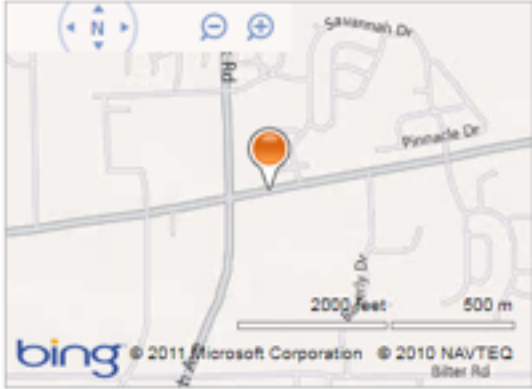
Display hours of Operation:

Payment types accepted:

Parking option:

Brands Carried:

Professional affiliations:



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Verify Your Business

THE VERIFICATION PROCESS:

Profile Products Photos More Details Verification

VERIFY BY TELEPHONE - **FASTEST**

VERIFY BY EMAIL - **FAST**

VERIFY BY MAIL

VERIFY BY MAIL

When verifying your business by mail, you will be sent a PIN to the physical address attributed to your company.

1 Check that the correct physical address is displayed*

Profile Products Photos More Details Verification

VERIFY BY TELEPHONE - **FASTEST**

VERIFY BY EMAIL - **FAST**

VERIFY BY MAIL

VERIFICATION PENDING

To verify your listing by mail:

Address:

567 Main St
Danbury, CT
12345

2 Click the Send Mail button.

*If your business does not have a physical address stored in Bing's database, or the address provided is incorrect, please choose another verification process.

A letter will be sent to your company's listed address. Please allow three to four business days for delivery.

3 Open the letter to get your verification PIN.

Your PIN:
1234

4 Return to the verification section of Bing Business Portal.

Profile Products Photos More Details Verification

VERIFY BY TELEPHONE - **FASTEST**

VERIFY BY EMAIL - **FAST**

VERIFY BY MAIL

VERIFICATION PENDING

To verify your listing enter the PIN you received.

PIN: ****

5 Enter the PIN# and click the Verify button.

CONGRATULATIONS!

You have claimed your business on

bing Business Portal

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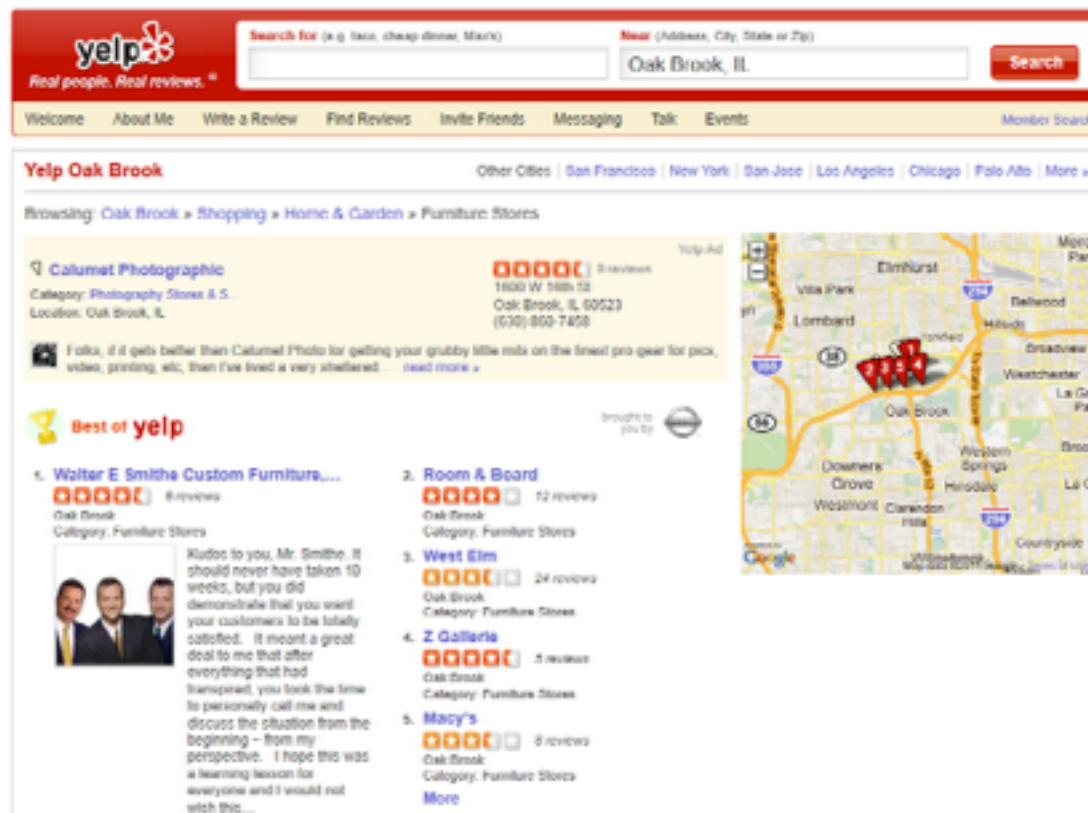
Bada Boom!



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Local Citations & Reviews

- Similar directory info, but with reviews.



The screenshot shows the Yelp website interface for Oak Brook, IL. The search bar at the top contains "Oak Brook, IL" and the search button is labeled "Search". The navigation menu includes "Welcome", "About Me", "Write a Review", "Find Reviews", "Invite Friends", "Messaging", "Talk", "Events", and "Member Search".

The main content area is titled "Yelp Oak Brook" and shows the breadcrumb "Browsing: Oak Brook » Shopping » Home & Garden » Furniture Stores". A map on the right shows the location of Oak Brook, IL, with a red pin and a "Yelp Ad" icon.

The search results for Furniture Stores are as follows:

- Calumet Photographic** (Yelp Ad)
 - Category: Photography Stores & S...
 - Location: Oak Brook, IL
 - Rating: 5 stars (9 reviews)
 - Address: 1800 W 16th St, Oak Brook, IL 60523
 - Phone: (630) 800-7458
 - Review snippet: "I like, if it gets better than Calumet Photo for getting your grubby little mix on the finest pro gear for price, video, printing, etc. Even I've lived a very sheltered. [read more >](#)"
- Best of yelp** (brought to you by)
- 1. Walter E Smiths Custom Furniture....**
 - Rating: 5 stars (6 reviews)
 - Category: Furniture Stores
 - Review snippet: "Kudos to you, Mr. Smith. It should never have taken 10 weeks, but you did demonstrate that you want your customers to be totally satisfied. It meant a great deal to me that after everything that had transpired, you took the time to personally call me and discuss the situation from the beginning - from my perspective. I hope this was a learning lesson for everyone and I would not wish this..."
- 2. Room & Board**
 - Rating: 4 stars (12 reviews)
 - Category: Furniture Stores
- 3. West Elm**
 - Rating: 4 stars (24 reviews)
 - Category: Furniture Stores
- 4. Z Gallerie**
 - Rating: 5 stars (7 reviews)
 - Category: Furniture Stores
- 5. Macy's**
 - Rating: 4 stars (8 reviews)
 - Category: Furniture Stores

More results are available via a "More" link.

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Listing page is similar to others.

A screenshot of a Yelp listing page for "Walter E Smithe Custom Furniture, Inc." The page is structured as follows:

- Header:** A red navigation bar with the Yelp logo, a search bar, and a "Near" dropdown menu set to "San Francisco, CA".
- Secondary Navigation:** A green bar with the eBay logo and the text "THE LOWEST PRICES. Just a click away." with a "SHOP NOW" button.
- Main Content Area:**
 - Business Name:** "Walter E Smithe Custom Furniture, Inc." with a 4.5-star rating and 6 reviews.
 - Category:** "Furniture Stores (25)"
 - Address:** "1501 10th St, Oak Brook, IL 60523"
 - Phone:** "(630) 954-2096" and website "www.smithe.com"
 - Hours:** "Mon-Fri 10 am - 8 pm, Sat 10 am - 7 pm, Sun 11 am - 6 pm"
 - Price Range:** "\$\$\$", "Accepts Credit Cards: Yes"
 - Parking:** "Private Lot", "Wheelchair Accessible: Yes"
 - Map:** A map showing the location of the business in Oak Brook, IL.
 - Buttons:** "Send to Friend", "Bookmark", "Send to Phone", and "Write a Review".
 - Recent Review:** A review by "Linda B." with a 5-star rating, dated 11/01/11.
- Right Sidebar:**
 - "Browse Nearby:" with links for "Restaurants", "Nightlife", "Shopping", and "Movies".
 - "People Who Viewed This Also Viewed..." with recommendations for "Room & Board", "Z Gallery", and "House of Fallen".

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6 reviews for Walter E. Smith's Custom Furniture, Inc.

Search Reviews

Sort by: **Yelp Sort** | Date | Rating | Eldest | Facebook Friends

LOIS B.'s Review



6/10/11
\$1,344
204

LOIS B.
Downers Grove, IL

★★★★★ Updated - 6/30/11

Kudos to you, Mr. Smith. It should never have taken 10 weeks, but you did demonstrate that you want your customers to be totally satisfied.

It meant a great deal to me that after everything that had transpired, you took the time to personally call me and discuss the situation from the beginning - from my perspective.

I hope this was a learning lesson for everyone and I would not wish this particular experience on another customer. It is not Smith's fault, the way Eastern Accents markets their products, but rather an eye opening, HUGE fault exposing process.

I am still totally impressed at the military precision of deliveries and the not totally long wait times for delivery of custom furniture.

So, maybe we can still be friends :)

Was this review ...? **Useful** = (4) **Funny** = (1) **Cool** = (3)

2 Previous Reviews: [Show all >](#)

★★★★ 6/15/11

For all the pluses, in the end, it was a most unpleasant experience, with an undesirable outcome.

... Read more >

[Bookmark](#) [Send to a Friend](#) [Link to This Review](#)

[Add your comment](#)

All Reviews



6/10/11
\$1,433
241

Katrina H.
Chicago, IL

★★★★★ Updated - 3/9/11 1 Check-in Here

Instead of 4 week wait on customized ordered furniture, My son's furniture was delivered today! What Excellent Delivery Service!! The gentlemen were Wonderful to work with. Due to my surgery, I wasn't able to make it up the stairs to view the placement and after realizing that the dresser wouldn't work on one wall, the delivery guy got his partner and they moved the heavy piece of furniture. That was Excellent Customer Service. Also the drivers weren't gone 10 minutes and a customer service rep called to see how the service was. I will be purchasing a new home soon and

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Review Sites are **Important!**

- Reviews are the new backlinks.
- Respond to questions. Respond to criticisms.
- Top Review Sites: Yelp, Foursquare, Merchant Circle. (There are many)
- You can order window decals to put on your door. It may project social proof and remind visitors to review your business.

MerchantCircle

MerchantCircle



[NORDSTROM - Official Site](#) Browse Apparel, Shoes & More. Free Shipping & Returns Every Day! [www.nordstrom.com](#)

[JCPenney™ Official Site](#) Shop Our Great Deals. Free Shipping on Orders \$69+. Buy Now! [JCPenney.com](#)

[Grocery Store Coupons](#) Grocery Store Coupons Save Money with Free Coupons. [ShopAtHome.com/GroceryStoreCoupons](#)

AdChoices

IN Oak Brook, IL



Search

Sign in | Help | Sign up

Top > IL > Oak Brook > 60523



[Irish Celtic Jewelry](#)

Brian de Staic Crafts his Jewelry using the age-old Celtic Tradition

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Forbes Favorite Online Jeweler. Free FedEx & 30-Day Returns.

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[Celtic Jewelry & Gifts](#)

Unique, beautiful Celtic Gifts Jewelry, home decorations & more

[www.CelticJewelry.com](#)



AdChoices

Recommended Businesses

[Astro National Insurance Agency](#)
2001 Spring Rd, Oak Brook, IL, 60523

[Dr. Angelo N. Makris, M.D.](#)
3011 Butterfield Road, Oak Brook, IL, 60523

[Oakbrook Optical Eyecare - Dr. Joseph A. Franceschini OD](#)
(630) 333-9414, 120 Oak Brook Center Mall, Oak Brook, IL, 60523

[Oakbrook Optical Eyecare - Dr. Joseph A. Franceschini OD](#)
(630) 333-9414 120 Oakbrook Ctr Oak Brook



Murrays Irish Outfitters

3021 Butterfield Rd
Oak Brook, IL 60523
630-572-1520

+1 0 Like 3

Member since March 2008

[Follow this merchant](#)

Currently Offline

[Is this business verified?](#)

Click to Rate: 4.3 star avg. (based on 15 ratings)

[Book Appointment](#) [Write a Review](#) [Directions](#)

[Bulletin Board](#) [Newsletters](#) [Print Page](#)

[Report Abuse](#)



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Newsletter? Categories? Wow!

Information | **Map** | **Blog** | **Products** | **Offers** | **Newsletters** | **Share This**

Sponsored Links
Ads by Google

- Take 15% Off Any One Item**
Stylish Furniture, Fast Delivery.
Print Our Free Money Saving
Coupon!
[TheRoomPlace.com/Coupon](#)
- Celtic Themed Weddings**
Discounted Celtic Wedding Favors,
Invitations, Accessories and More!
[www.daisy-days.com](#)
- Irish Jewelry**
Rings, Bracelets, Pendants & More
Bringing You Good Luck & Fortune!
[Irish.BradfordExchange.com](#)

Merchant Information

Irish related gifts, t-shirts, sweatshirts, jewelry, wedding bands, music, books, food, Belleek China, crystal, and many other Irish themed items.

- [Main Website](#), [Irishshop](#)
- Hours:** m-f 10-7 sat 10-6 sun 11-5
- Payment:** visa,mc,amex,discover, cash,checks
- Subscribe to our Newsletter Today!**

Categories: [Food & Dining](#) | [Candy & Sweets](#) | [Retail Shopping](#) | [Gifts](#) | [Jewelry & Watches](#) | [Weddings](#) | [Wedding Supplies & Services](#)

Tags: irish, themed, store, belleek, jewelry, claddagh,

Ads by Google: [Irish Music](#) | [Celtic Jewelry](#) | [Irish Recipe](#) | [Irish Songs](#)

Customer Reviews | | [Read More Reviews](#)

Great Place! ★★★★★

This place is a wonderful store filled with beautiful pieces. The selection is terrific. I was looking for a Christening outfit for my son, and they had beautiful one as well as a wonderful selection of any high quality Irish gift. I'm a bargain shopper, so especially appreciate their 50% off section. :)

Browse nearby:
[Offers](#), [Restaurants](#), [Home & Garden](#), [Shopping](#), [Auto](#)

Chicago IRISH

[View the entire gallery](#)

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Talk to me? Coupons? YES!

Talk to Me

Type here to talk to [Murrays Irish Outfitters](#)

(Max 200 characters)

[Submit Your Comment](#)

I'm looking for an Irish Cook book, any ideas where I could find one?
Anonymous, June 10, 2011


Do you carry St. Brigid's cross in Donegal china? We recently broke ours and would like to replace the item.
Thank You, Chris
Chris Stanley, March 17, 2010

do you have irish wedding rings
Anonymous, March 10, 2010

Do you have Irish suspenders?
Eileen Dempsey, March 14, 2010

[Read all comments](#)

MerchantCircle Mayor of Oak Brook is Studio Ritz Hair Salon!

 Oak Brook, IL 60523
[Follow this merchant](#)

7
CONNECTIONS

[What is this?](#)

New Customer



I was at the Promenade and noticed your store - the store was lovely and it offered many unique gifts that I have never seen at other Irish stores, your pricing is also very reasonable and a nice and helpful staff. I will shop again at Murray's for future gifts.

June 30, 2008 by Nicola McGrath in Oak Brook, IL

A+



I heard that you moved from Oakbrook Mall to the Oakbrook Promenade and I have to tell you that it is now so easy and convenient to park and walk right into the store without going via the mall and the store is better than ever... I will remain a regular customer - GOOD Move

June 30, 2008 by Greta Stasber in Phoenix, AZ

[Write a review for Murrays Irish Outfitters](#)

Print Out My Coupons

[View All My Coupons](#)

This merchant has no coupons available. [Request a deal](#) from this merchant instead.

Merchant Blog

new location

Welcome everyone, Please stop in our new location to see the new store. The new store has an easy access and is conveniently located at The Oakbrook Promenade. This brand new lifestyle center is located on Butterfield and Meyers Rd. We are located directly across from Dicks sports ... [more](#)

Blog posted 12:40 PM March 26, 2008 by [Murrays Irish Outfitters](#)

0 comments

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When They're Looking For You!

Citations!! The
more you have the
more you will
DOMINATE

Google/Bing/Yahoo/Facebook

- Add a business on Google at <http://google.com/mybusiness>
- Start your Bing Business Portal account at <http://www.bingbusinessportal.com/>
- Yahoo! <https://smallbusiness.yahoo.com/local-listings>
- Facebook Places (Sorry!)

Citation & Review Sites

- [Yelp.com](#)
- [Foursquare.com](#)
- [MerchantCircle.com.](#)
- [CitySearch.com](#)
- [InsiderPages.com](#)
- [Local.com](#)
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- [SuperPages.com](#)



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