

GET FOUND ONLINE.

Local Business Listings

May 29, 2025



IMEC 

Plan. Implement. Excel.

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Introduction



Amie Slott

Technical Specialist

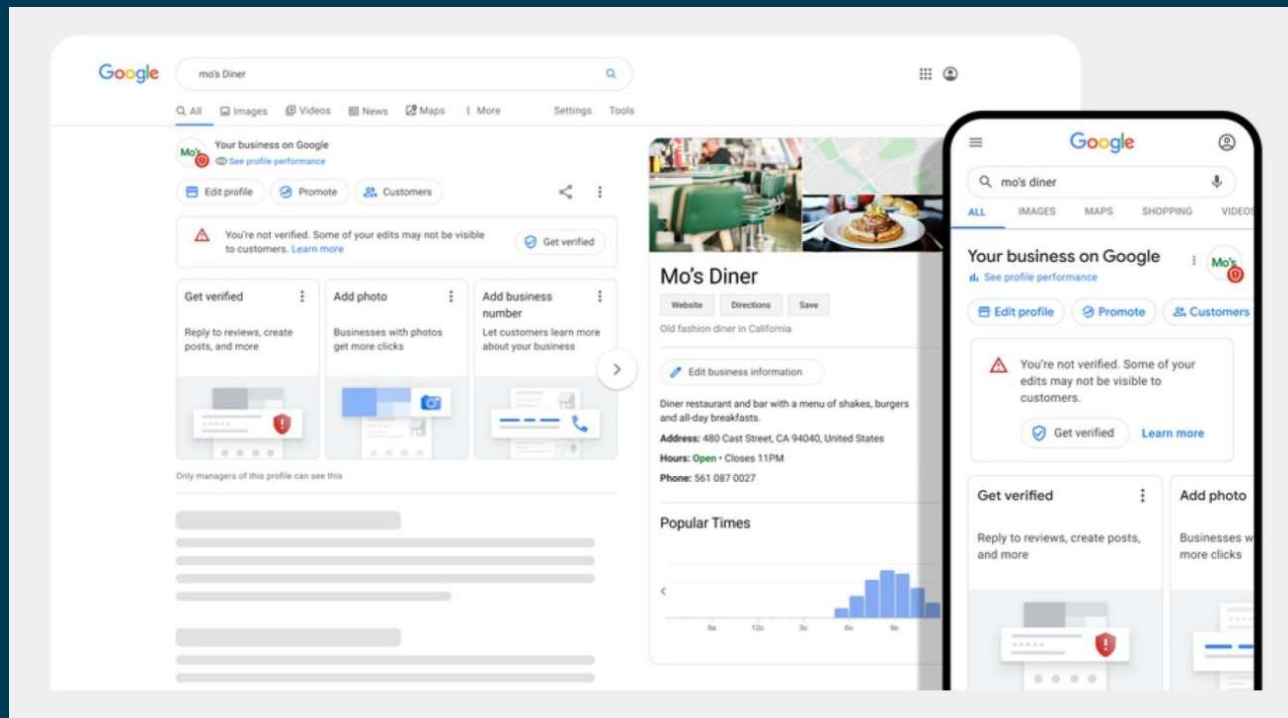
Agenda

Agenda

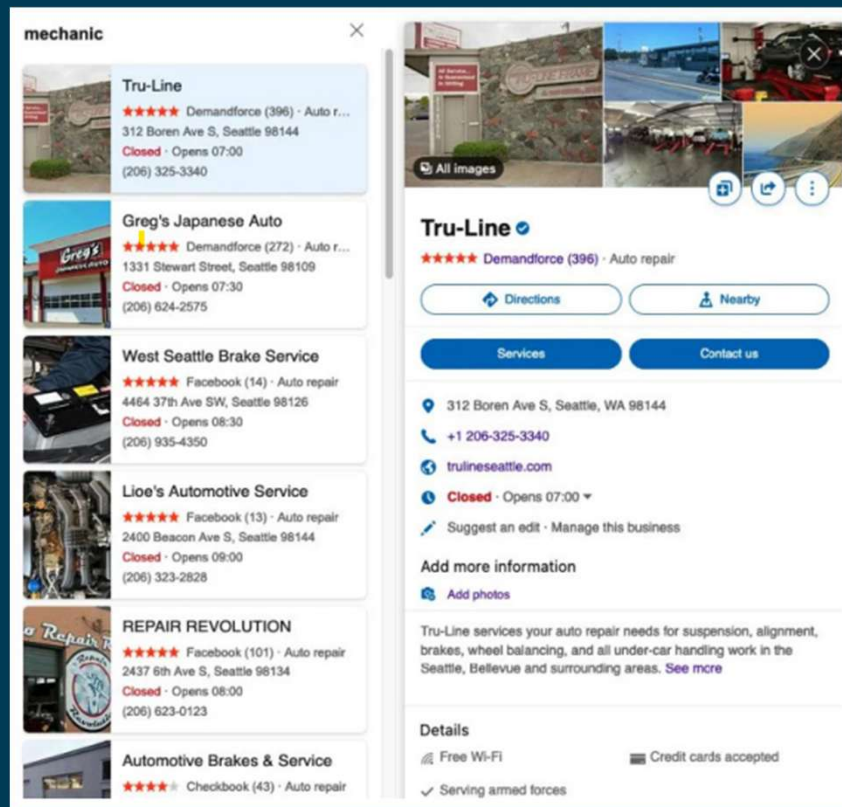
- Why Business Listings Matter
- Tips for Optimizing Your Profiles
- The Importance of Reviews
- Google Business Profile
- Bing Places for Business
- Yelp Business Listing
- Questions

Why Business Listings Matter?

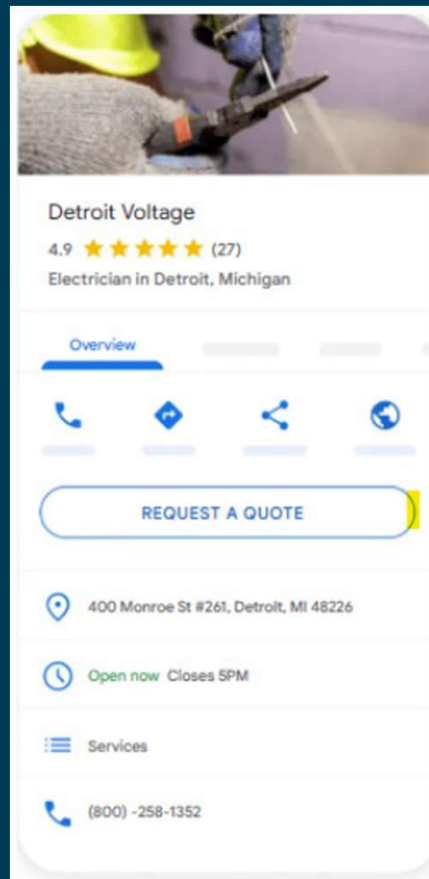
Enhance Online Visibility



Build Trust



Customer Engagement



Business Insights

Learn **how** customers find your Business Profile

Where did customers find you

Customer activity on your profile

Phone call data

Claim Your Listings

Google Business Profile

Bing Places for Business

Yelp

Facebook

Yellow Pages

Better Business Bureau

Angi (for service-based businesses)

Foursquare

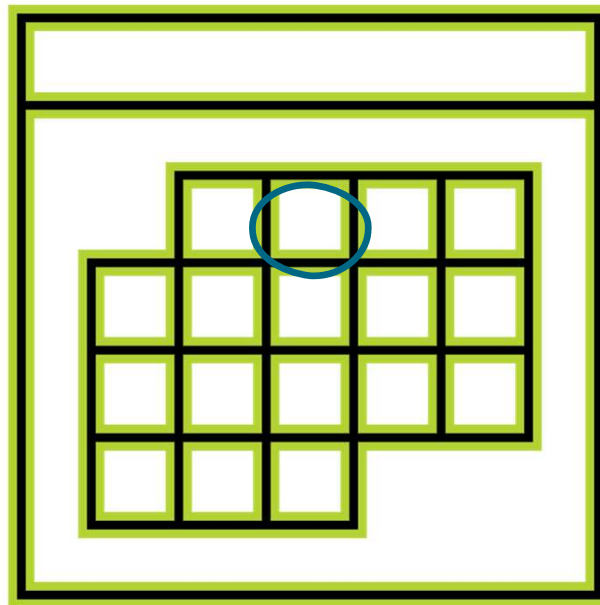
Apple Maps

Optimizing Your Profiles

NAP (Name, Address, Phone Number)

*Keep it
consistent!*

Update Profiles Regularly



Write a Compelling Description

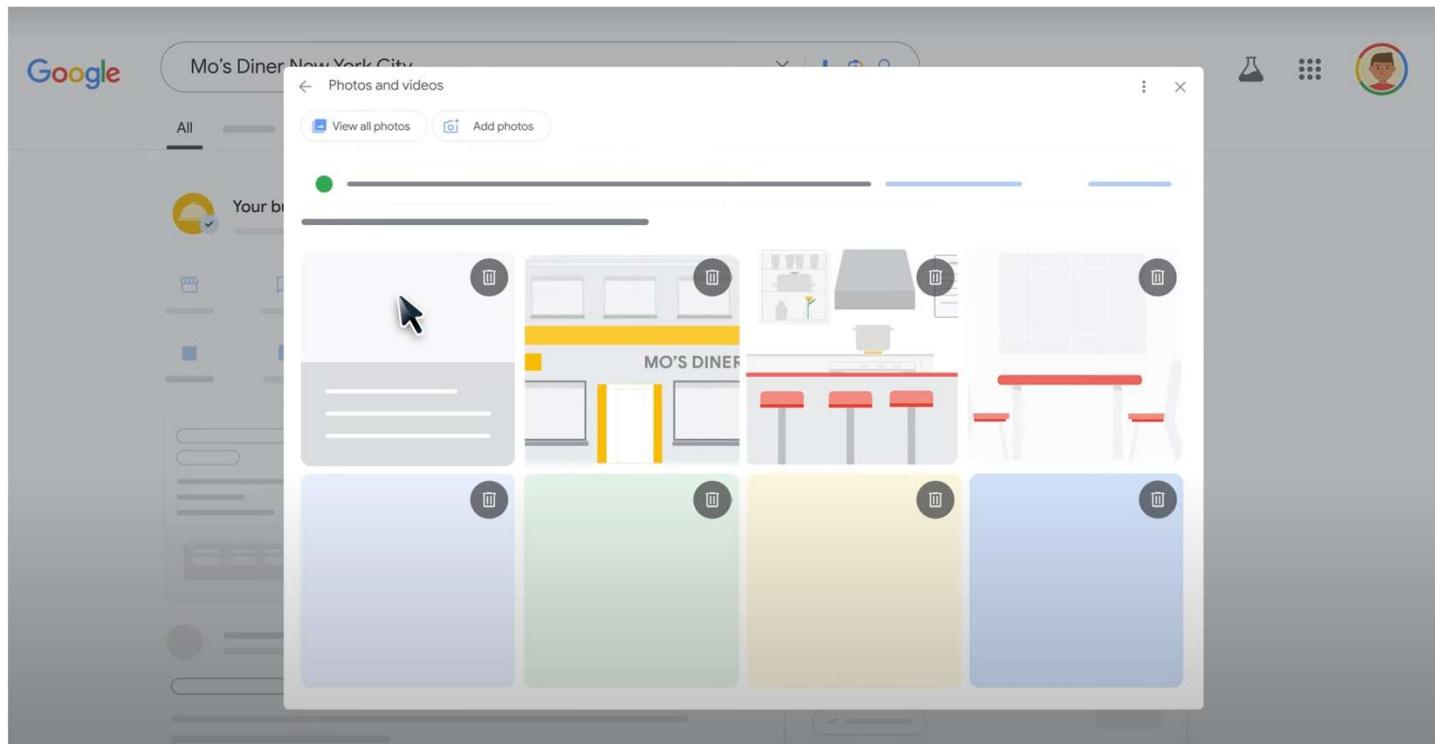
Ensure it is up to date
What makes you, you!
Key services and products
Keywords!

Pro Tip

Incorporate relevant keywords into your business description to make sure search engines understand what you offer and to improve your visibility when customers are searching.



Add photos and videos to your profile



Local Business Reviews

Why Reviews

43%

of consumers find online reviews
very helpful for informing their
decisions when making a purchase.

Statista 2023

What are Reviews & Why are They Important?

Online customer feedback & testimonials

- 1 - Credibility
- 2 - Local SEO Benefits
- 3 - Customer Engagement
- 4 - Influence Customer Decisions



Tips for Getting Reviews

Ask For Them at the Right Time

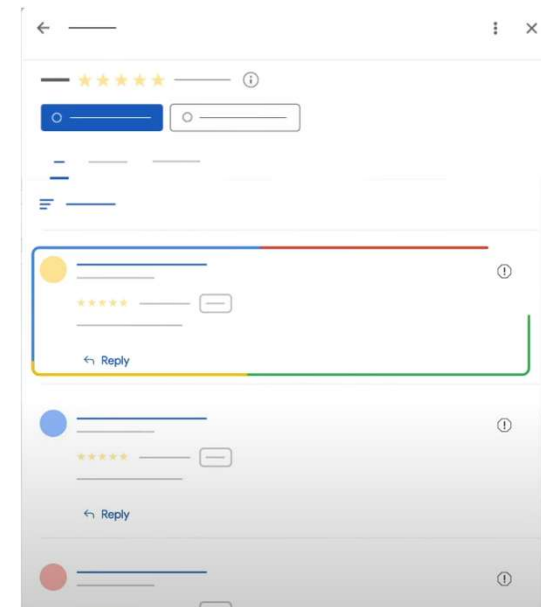
Make it Easy for Customers

Respond Every Time

Google Business Profile

Make Reviews Visible

Use Feedback to Improve Your Business



Google Business Profile

What is GBP?

Turn Searchers into Customers

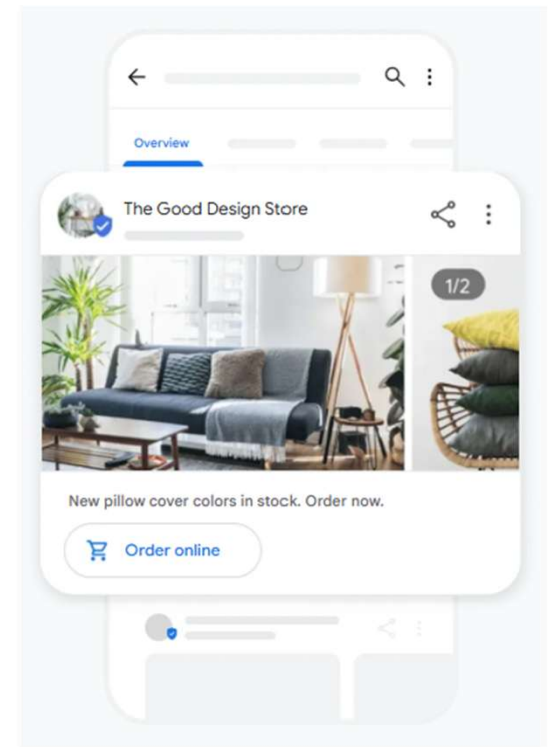
Free: Create a profile at no cost

Highlight essential info

Connect with Customers

Showcase Products & Services

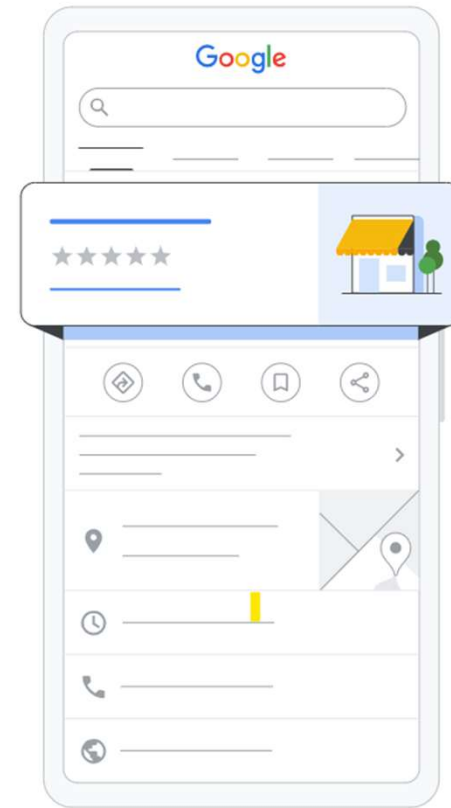
Valuable Insights



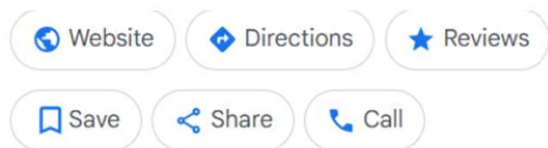
Why GBP Matters

Google holds
89.65%

Search engine
market share
worldwide



Components of GBP



Domed Renaissance Revival building completed in 1888 with visitor seating for legislature sessions.

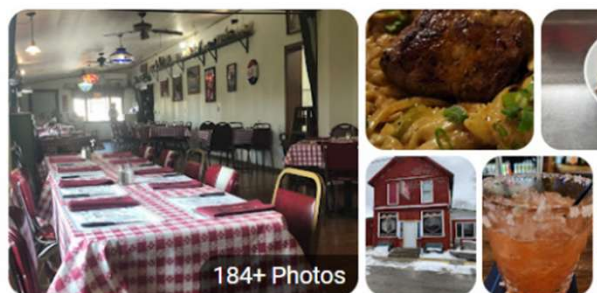
Address: 401 S 2nd St, Springfield, IL 62701

Hours: Open · Closes 4:30 PM ▾

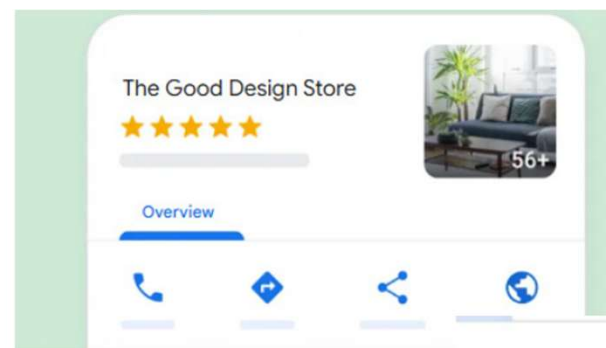
Phone: (217) 782-2099

Longbranch Restaurant

4.7 ★★★★★ (386) · \$10–20 · Restaurant



184+ Photos



✗ In-store shopping

✓ Curbside pickup



aintbrush

★★★★★

ock



Wool Roll

\$7.99 ★★★★★

● In stock



Oil paint

\$16.99 ★★

● In stock

Components of GBP

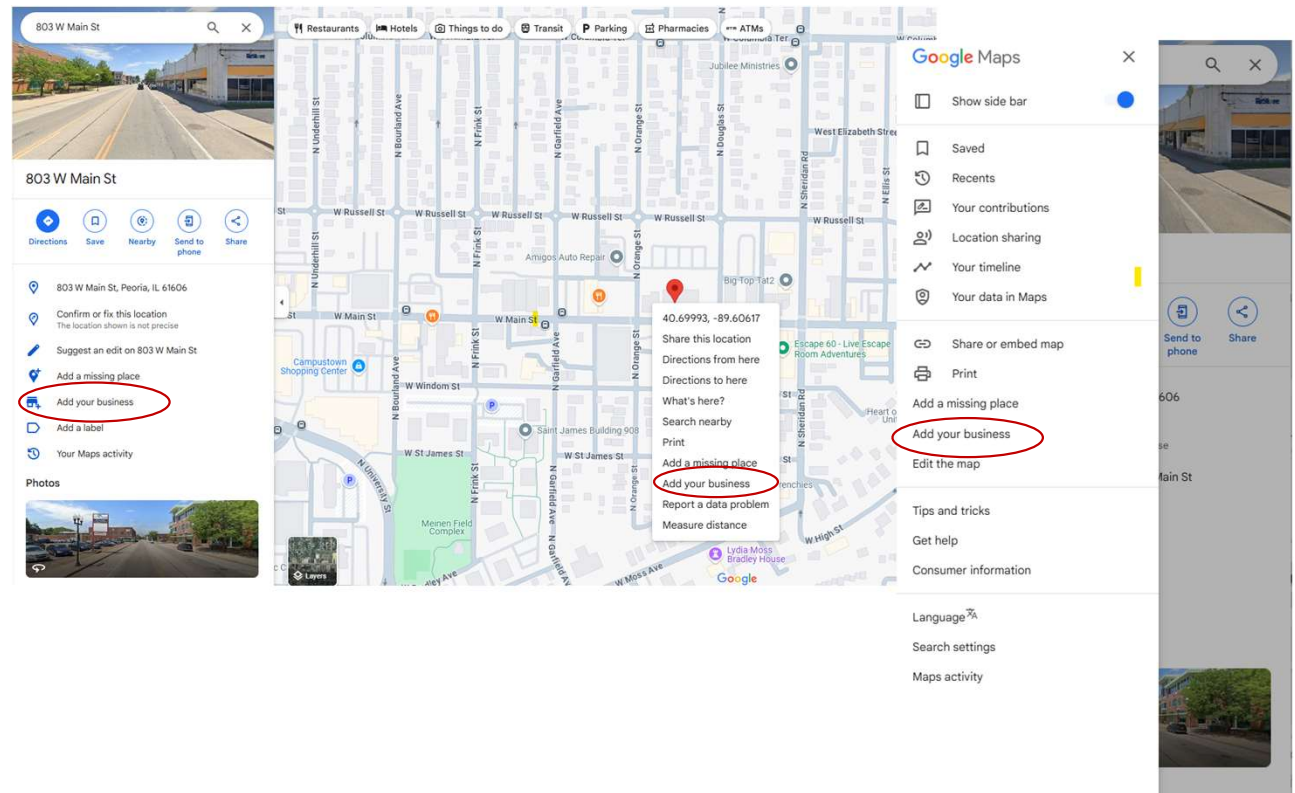
1. Business Name - Make sure it's accurate and consistent.
2. Business Categories - Choose the most relevant category for your business.
3. NAP Information - Name, Address, Phone number. Again, accurate and consistent.
4. Business Hours - Especially important to update during holidays.
5. Website Link - Get them to the information they're looking for and capture the lead!
6. Business Description - Include relevant keywords in a concise description of your business.
7. Photos - High-quality photos that tell your story.
8. Posts - Regular posting keeps your profile up-to-date and engaging.
9. Reviews - Encourage customers to leave reviews and respond to them... both the positive and the negative ones.
10. Q&A Section - Answer your customers' questions to help them get the information they are looking for.
11. Attributes - Relevant and descriptive attributes help your customers find what they need.
12. Menu/Services - Explain what services you offer so customers know what to expect
13. Products - List your most relevant products.
14. Appointment Booking - Want customers to book appointments? This is a great option for online scheduling.
15. Messaging - With messaging enabled, you can respond directly to customer questions through GBP.

Add or Claim Your Business

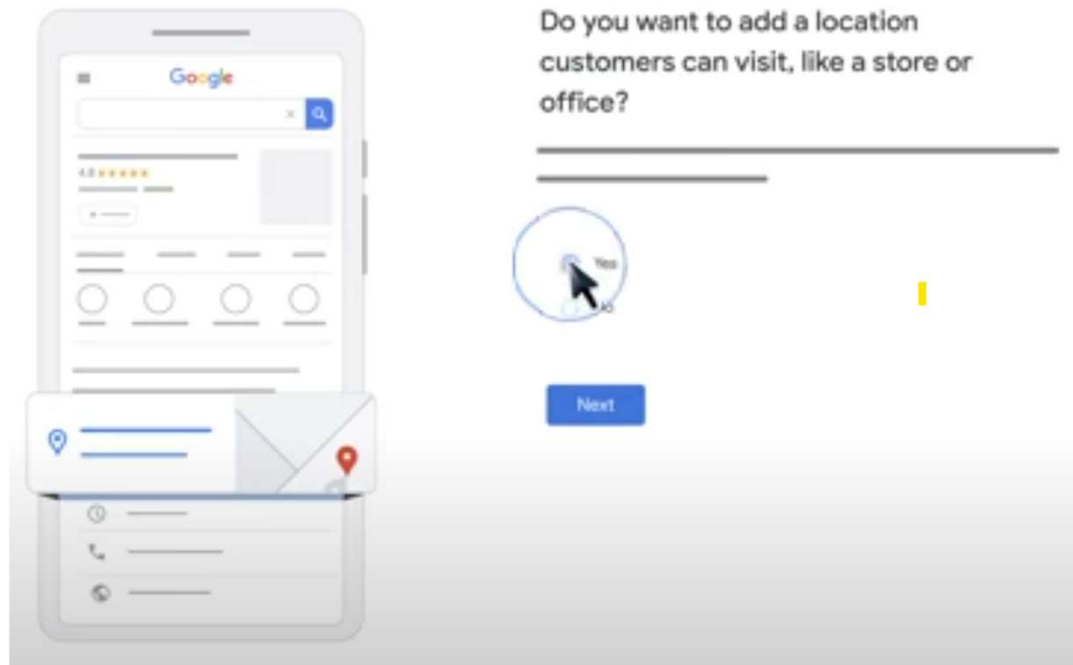
Add your business through Google Maps

Three Ways


1. Enter your address in the search bar. On the left, in the business profile, click "Add your business"
2. Right-click anywhere on the map. Then, click "Add your business"
3. In the top left, click Menu then "Add your business"



Business Address



Service Area




Where do you serve your customers? (Optional)

Search and select areas

Next

The illustration on the left shows a smartphone screen. At the top is the Google logo and a search bar. Below that is a search result for a business with a 4.8-star rating. At the bottom of the screen, there is a service area selection interface with a location pin icon, a text input field, and a blue 'Next' button. A mouse cursor is pointing at the 'Next' button.

Phone Number



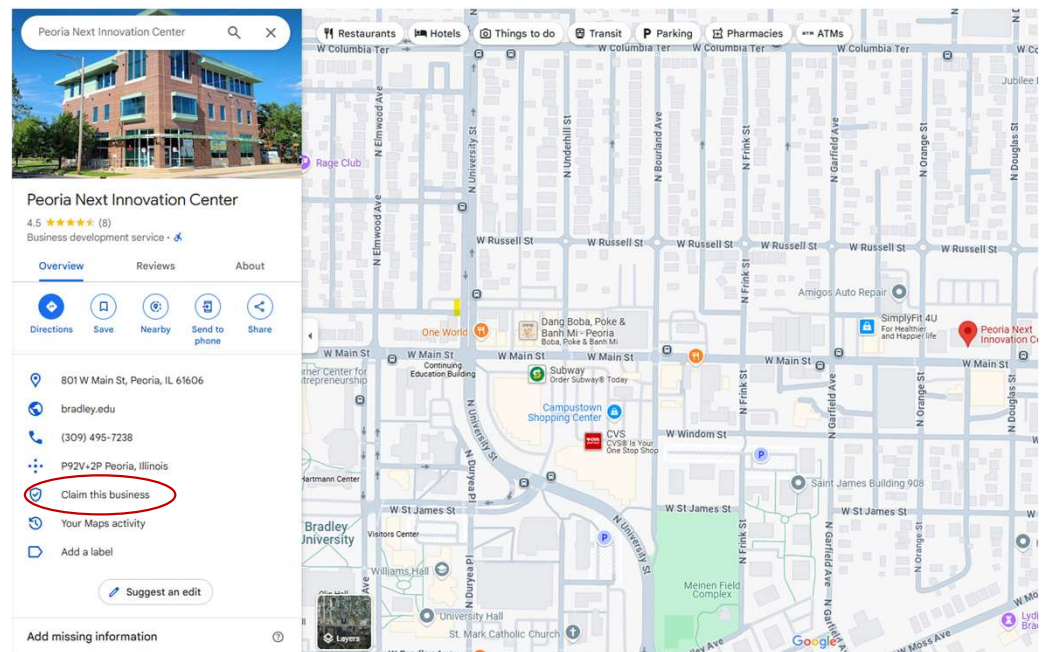
What contact details do you want to show to customers?

☐ Phone number

☐ Website (Optional)

Claim your business through Google Maps

1. Open Google Maps
2. Enter the business name
3. Click the business name and choose the correct one.
4. Click "Claim this business > Manage now"
(to choose a different business, click "I own or manage another business".)
5. Select a verification option, and follow the on-screen steps.



Verify your profile

Follow the steps provided to verify your profile

The verification steps you see are determined automatically by Google's systems and can not be changed.

[Support.google.com/business](https://support.google.com/business)

Verification Methods

Postcard by Mail: Google will send a postcard with a verification code to your business address. This usually takes a few days.

Phone or Email: If eligible, you can verify your business through a phone call or email.

Instant Verification: Available if you've already verified your business with Google Search Console.

Video Verification: Recently, Google has introduced video verification for some businesses. This involves recording a short video to show your business location, storefront, and possibly interacting with your products or tools. Google might also request video re-verification to ensure the ongoing accuracy of your business details.

Common Issues & Troubleshooting

Duplicate Listings

Profile Suspensions

Be persistent and consistent.

Claiming a listing on Google can take time and patience

Bing Places for Business

Why Bing Places?

100 million

Daily Active Users


Average Household Income in the

Top 25%

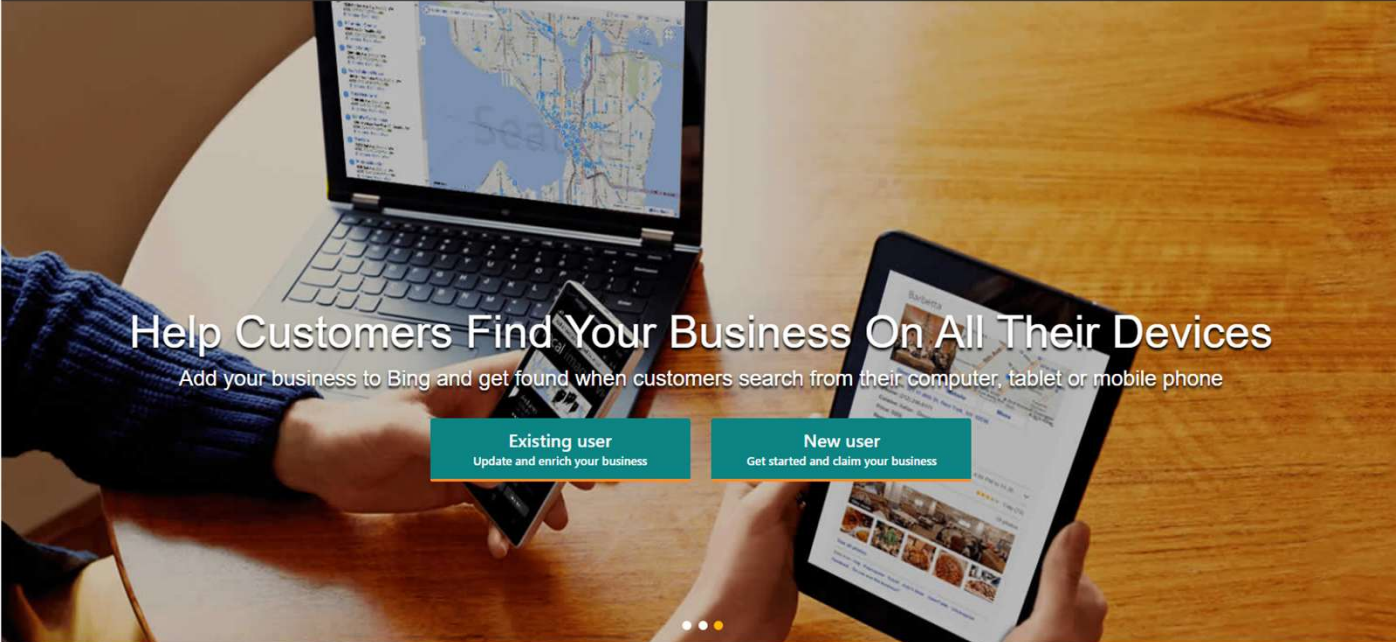
Of wage earners in the US

Trip Advisor, Cortana, Outlook, & Bing Maps

Bing Places

 Bing places for business English ▾ Sign in

Sign up now and receive **\$500** in free advertising credit from Microsoft Advertising when you spend just \$250. Terms and Conditions apply. [Get Started](#) ×



Help Customers Find Your Business On All Their Devices
Add your business to Bing and get found when customers search from their computer, tablet or mobile phone

Existing user
Update and enrich your business

New user
Get started and claim your business

• • •

Adding Your Business

3 Easy Steps

- 1 - Claim your listing
- 2 - Complete your listing profile
- 3 - Verify your listing

Pro-tip

Claim, verify & optimize your listing on GBP then import the data into Bing Places.



Yelp Listings

Why Yelp?

2.5million

People visit Yelp each day

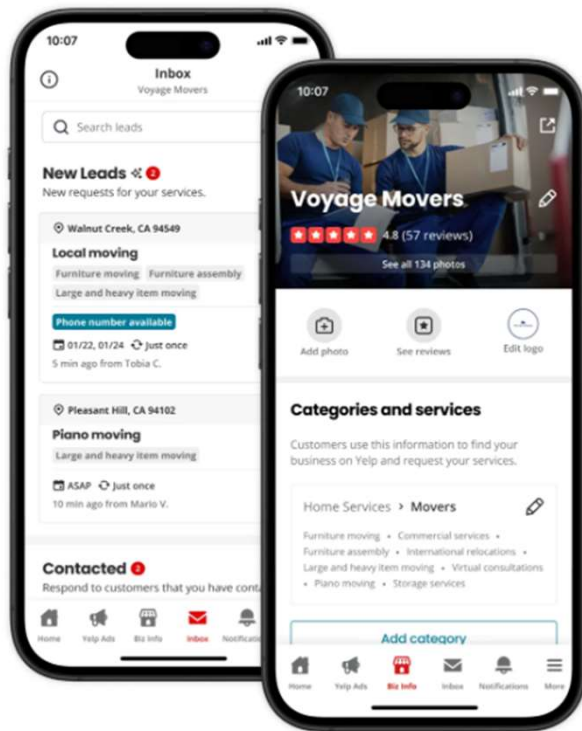
80% of users

Say they are most likely to use Yelp to evaluate a business over other methods.

74% of users

Contact a business they researched on Yelp within a week.

What is a Yelp Business Page?



A Yelp Business Page is a free profile on Yelp that puts your business where millions of people are searching. Claiming your page gives you access to 20+ features that help you promote your services and build your reputation.

Benefits of Claiming your free Yelp Business Page

Get found by the right customers

Connect with customers directly

Build trust through reviews


Show off your work

Keep your info current

Track your success

Getting Started

www.biz.yelp.com

yelp  for business

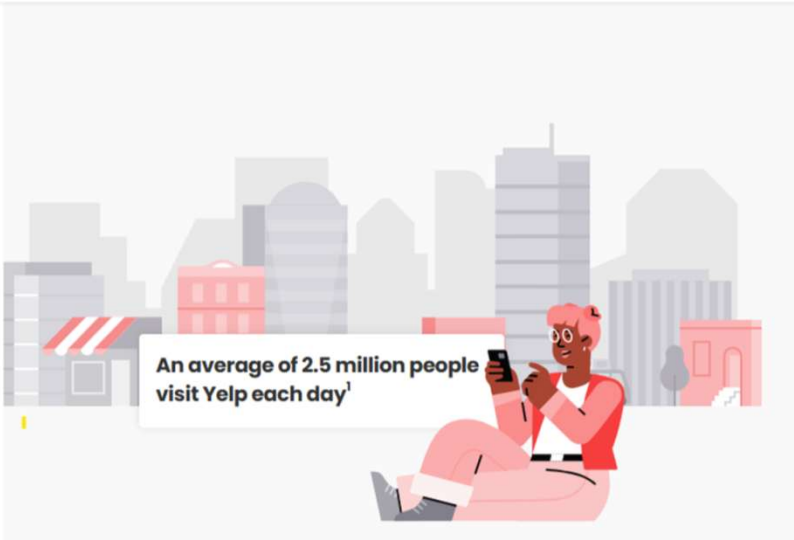
(877) 767-9357

Log In

Sign Up


Hello! Let's start with your business name


Search for your business. If you can't find it, you can add your business name so that we can help you claim your Yelp Page.



An average of 2.5 million people visit Yelp each day¹

Business Name

yelp  for business

 (877) 767-9357

Log In

Sign Up

Hello! Let's start with your business name

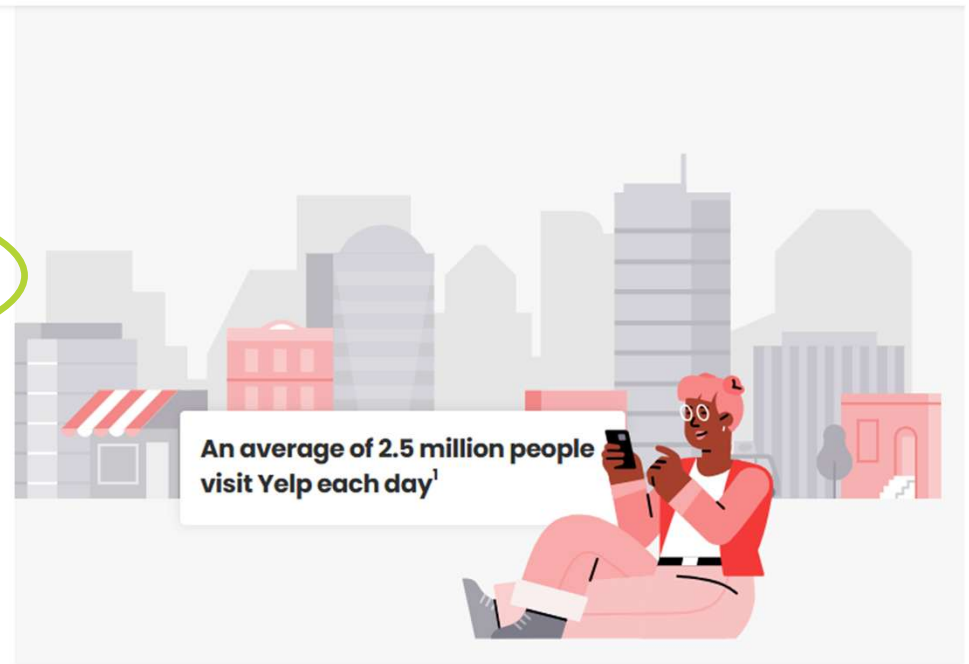
Search for your business. If you can't find it, you can add your business name so that we can help you claim your Yelp Page.

Your business name




AmeriChem Systems

Add business with this name



Business Email Address

yelp  for business

(877) 767-9357

Log In

Sign Up

[← Back](#)

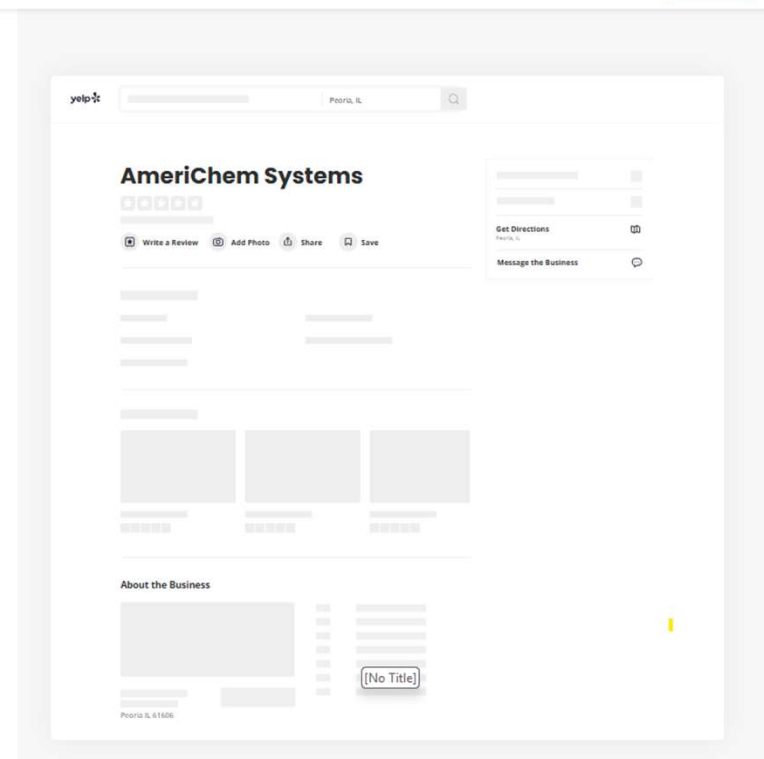
What's your business email address?

We'll send messages to this address, like requests from potential customers. You'll also use it to login and manage your page. It will not be shared publicly or displayed on your page.

Email address
mperry@americhemsystems.com

Continue

Make sure you have easy and immediate access to the email address you provide, you'll need to verify your account via the link sent through email.



Business Phone Number

yelp  for business

(877) 767-9357

Log In

Sign Up

[← Back](#)

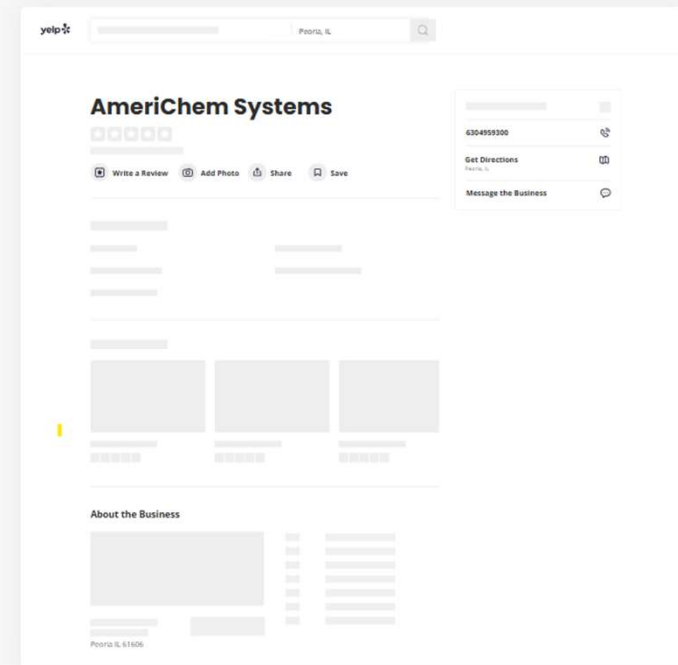
Give customers a phone number so they can call your business

Add the phone number of **AmeriChem Systems** to help customers connect with you.

Business phone number


☐ Text me a link to download the mobile app. Carrier rates may apply.

Continue



Add the primary number, not your direct line

Verify the Correct Business

yelp  for business

 (877) 767-9357

Log In

Sign Up

Voila! We found a similar business. Is this yours?

"AmeriChem Systems" looks similar to the business below. Is this the business you're trying to claim?



Americhem

1770 W Cortland Ct Addison, IL 60101

Yes, this is my business

No, not my business



Americhem


1770 W Cortland Ct Addison, IL 60101




Finish claiming Americhem on Yelp

Manage your business from your business owner dashboard

Create an Account

yelp  for business

 (877) 767-9357

Log In

Create a free account to manage your Yelp page

By continuing, you agree to Yelp's [Terms of Service](#) and acknowledge our [Privacy Policy](#).

First name

Michael

Last name

Perry

Email address

mperry@americhemsystems.com

Password

Create a free business account


or



Continue with Google

Already have a business account? [Log in](#)

Business Category


 **for business**

[Your Business](#)

[Account Settings](#)

[Support](#)

[\(877\) 767-9357](#)




What is your business's category?


Customers are much more likely to find your business on Yelp if it is listed in the correct category.

Select your categories. The more specific the better.

[Continue](#)





[Terms of Service](#) [Privacy Policy](#) [Ad Choices](#) [Content Guidelines](#) [Blog](#) [Webinars](#) [Support](#)



Go mobile with the [Yelp for Business app](#) for iOS and Android.

Language [English](#) ▼



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Business Hours



Business hours

- Categories & services
- Specialties
- Service area
- Photos
- Mobile App

Business hours

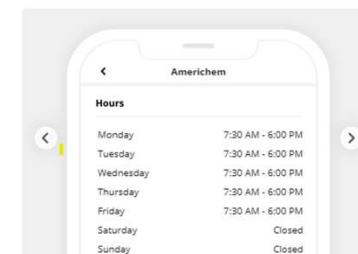
Add your business hours so customers know when you're open. You can add upcoming holiday hours or any special hours on Business Information.

When are you open?


Monday	7:30 AM	6:00 PM	<input type="checkbox"/> Open 24 hours	<input type="checkbox"/> Closed
	Add more hours			
Tuesday	7:30 AM	6:00 PM	<input type="checkbox"/> Open 24 hours	<input type="checkbox"/> Closed
	Add more hours			
Wednesday	7:30 AM	6:00 PM	<input type="checkbox"/> Open 24 hours	<input type="checkbox"/> Closed
	Add more hours			
Thursday	7:30 AM	6:00 PM	<input type="checkbox"/> Open 24 hours	<input type="checkbox"/> Closed
	Add more hours			

Preview


On your Yelp page




Select Additional Categories


yelp  for business

Need help? Call (877) 767-9357


 Page Status

Getting Started


- Business hours 
- Categories & services**
- Specialties
- Service area
- Photos
- Mobile App


 **Add your categories and services**


Local Services > **Metal Fabricators**


 Get better leads by showing your service offerings.


Select Services **6**


Aluminum Fabrication 


Brass Fabrication 


Carbon steel fabrication 


Copper Fabrication 


Iron Fabrication 


Magnesium fabrication 


Metal Bending 


Metal Bike Rack Fabrication 


Metal Cutlery & Hand Tool Fabrication 


Metal Fence & Gate Fabrication 


Metal Finishing 


Metal Forming 


Metal Furniture Fabrication 


Metal Gutter Fabrication 


Metal Laser & Waterjet Cutting 


Metal Powder Coating 


Metal Prototyping 


Metal Punching 


Metal Railing Fabrication 


Metal Rolling 


Metal Sand Blasting 


Metal Saw Cutting 


Metal Screw, Nut, and Bolt Fabrication 


Metal Sculpture Fabrication 


Metal Shearing 

Metal Spring & Wire Fabrication 

Metal Welding 

Stainless Steel Fabrication 

Steel Fabrication 


Virtual Consultations 

[Show less](#)

+ Add category

+ Add category

Preview [On Search](#)











Americhem
Metal Fabricators
1770 W Cortland Ct

Include Specialties



Getting Started

-  Business hours 
-  Categories & services
-  **Specialties** 
-  Service area
-  Photos
-  Mobile App

Specialties

Add a brief description of your business and make yourself stand out to customers.

What makes your business unique?

AmeriChem Systems, Inc. is a custom engineered, modular equipment fabricator located just outside of Chicago, Illinois. We've been in business 30+ years and have supplied equipment to some of the largest companies in the world. We pride ourselves on becoming the supplier of choice for corrosion resistant, custom engineered, modular process equipment.

[View our guidelines](#)

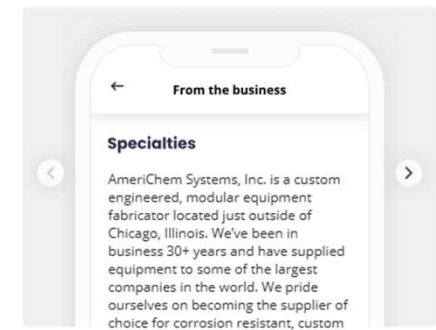
1148

Save & continue →

Skip for now

Preview









On your Yelp page



Address & Service Area



Getting Started

-  Business hours 
-  Categories & services
-  Specialties 
-  **Service area**
-  Photos
-  Mobile App

Business address & service area

Business Address

[View our guidelines](#)

Address

1740 Molitor Road

Apt/Suite/Other (Optional)

Ste 200

City

Aurora

State

Illinois

Zip code

60505

Service area Recommended

Does your business travel to specific locations? Define your service area to appear in more relevant searches for higher quality leads.

Enter zip code, city, or county

[+ Add service area](#)

Hide my business address

Customers on Yelp will not see your business location because you don't have an address they can visit.




[Save & continue](#) →

[Skip for now](#)

Business location preview










 Your service area is not set yet.



 **Your business address is set**
Make sure your business is mapped correctly so customers can easily find you.

Photos



-  Business hours 
-  Categories & services 
-  Specialties 
-  Service area
-  **Photos**
-  Mobile App

Photos

Photos are essential to presenting your business on Yelp. To help customers learn about and choose your business, upload multiple photos to look your best.

Newest first ▾

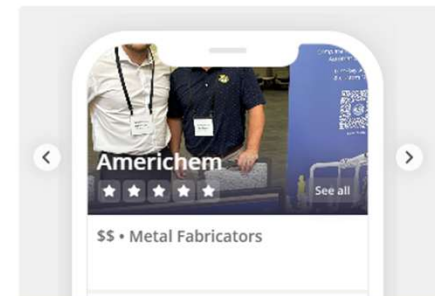
Yelp will automatically organize your photos so that the most engaging ones appear first.



[No Title]

Preview

On your Yelp page



Yelp will automatically organize your photos so that the most engaging ones appear first.

Complete Setup









Page Status

Looking Good

You've already added a lot to your profile, and there's still room to grow if you want to stand out from your competitors.

[View Page Upgrades](#)

-  Business hours ✓
-  Categories & services ✓
-  Specialties ✓
-  Service area
-  Photos ✓
-  Mobile App



Nice work, your setup is almost done!


You can come back anytime to finish setting up.

[Continue to home](#)

Business Dashboard

Americhem
1740 Molitor Rd
Aurora, IL 60505
[+ Add a Location](#)

[Home](#)
[Yelp Ads](#)
[Inbox](#)
[Page Upgrades](#) **NEW**
[Logo](#)
[Business Highlights](#)
[Call to Action](#)
[Yelp Connect](#)
[Business Information](#)
[Reviews](#)
[Photos and Videos](#)
[Billing](#)



Americhem [Edit](#)

★ ★ ★ ★ ★

0 reviews


[Add photo](#) [See reviews](#) [View as consumer](#)

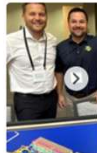


Categories and services **NEW**
Customers use this information to find your business on Yelp and request your services.

Local Services > Metal Fabricators [Edit](#)

[Add category](#)


Photos and videos [See all photos →](#)





Amenities and more [Edit](#)

Business info



Address >
1740 Molitor Rd Aurora, IL 60505


Call >
(630) 495-9300

Website • >
[Add a link to your business website](#)

Service area • >
[Define which areas you provide services for](#)

Upgrade Package
A set of tools to help you stand out, look more professional, and be chosen.
[Get free trial →](#)

Highlight what makes you unique



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Wrapping Up

Importance of Business Profiles

Increased Visibility

Improved Local SEO

Enhanced Trust & Credibility

Customer Engagement

Making the Most of It

Be consistent

Include the details that matter

Photos & Videos

Keywords


Don't overlook **REVIEWS**

Questions?

Thank You!

IMEC.org

 info@IMEC.org

 888-806-4632



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