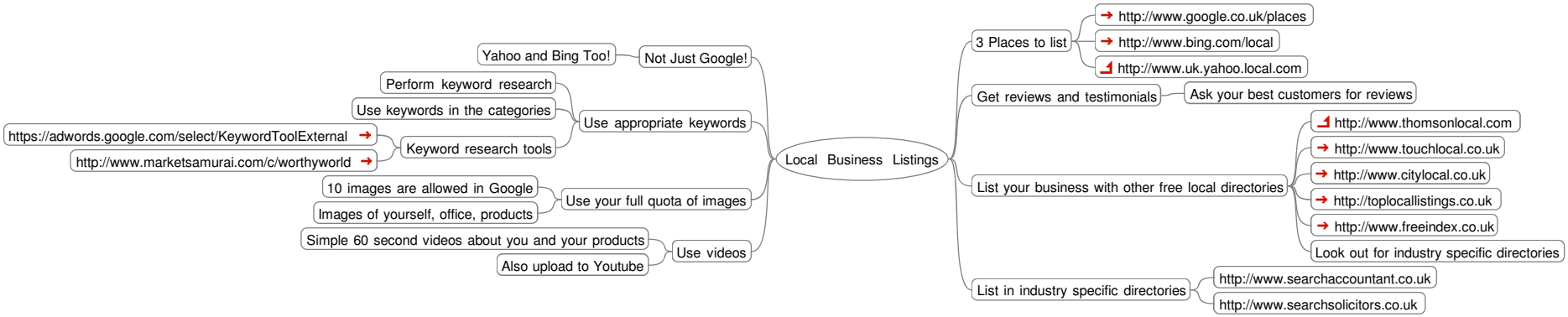
Local Business Listings
Not Just Google!
Yahoo and Bing Too!
Use appropriate keywords
Perform keyword research
Use keywords in the categories
Keyword research tools
https://adwords.google.com/select/KeywordToolExternal
http://www.marketsamurai.com/c/worthyworld
Use your full quota of images
10 images are allowed in Google
Images of yourself, office, products
Use videos
Simple 60 second videos about you and your products
Also upload to Youtube
3 Places to list
http://www.google.co.uk/places
http://www.bing.com/local
http://www.uk.yahoo.local.com
Get reviews and testimonials
Ask your best customers for reviews
List your business with other free local directories
http://www.thomsonlocal.com
http://www.touchlocal.co.uk
http://www.citylocal.co.uk
http://toplocallistings.co.uk
http://www.freeindex.co.uk
Look out for industry specific directories
List in industry specific directories
http://www.searchaccountant.co.uk
http://www.searchsolicitors.co.uk