

You have probably noticed Google Australia [www.google.com.au](http://www.google.com.au) has added Maps and Images to its search results, but have you considered using these to market your business ?

#### Google Maps

Google has been adding Google Maps entries into Australian search results since May this year. Using them is a strong strategy to get free, prominent online exposure, and particularly suits location-based businesses.

A screenshot of a Google search results page. At the top, the Google logo is on the left, and navigation links for 'Web', 'Images', 'News', 'Maps' (with 'New!' next to it), and 'Groups' are on the right. The search bar contains the text 'graphic designer adelaide'. Below the search bar, there are radio buttons for 'the web' (selected) and 'pages from Australia'. The main content area is titled 'Web' and features a yellow banner with the text 'Need a Graphic Designer?' and a checkmark icon. Below the banner, there is a link to 'www.guru.com' and the text 'Search 1000s of graphic designers' portfolios. Get f'. To the right of the banner is a 'Designer Images' section with a link to 'maps.google.com.au'. Below this link is a map showing a location in Keswick, SA, with a red pin. To the right of the map, the address '6 Everard Ave Keswick, SA 5035' and phone number '0413 135 736' are listed, along with a 'Get directions' link and a 'More information »' link. The map shows streets like Richmond Rd, Marleston Gardens, and Keswick, and highways A13 and A5.

Currently you can register in the **Google Local Business Centre** at <http://maps.google.com.au> After authentication, there's a four week processing lead time

This service is currently provided by Google for free.

There doesn't appear to be any limit to the number of individual registrations you can make, and there's even an upload facility for multiple location businesses.

You can also add a Google Map into your website to allow visitors to see where you are located.



## Succinct Update September 2007

### Promoting your business via Google Maps & Images

#### Google Images

Similar to Google Maps, images are increasingly being displayed in Google search results, and so present promotional opportunities.

Unlike the simple Google Maps registration though, promoting your website's images to Google is far more complex, involving image search optimisation techniques.



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#### Other Google Products

As well as Maps and Images, Google is now offering a comprehensive range of products and services, many of which are free. They are listed here:

<http://www.google.com.au/intl/en/options/>

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#### Why Google ?

Based on website traffic we have analysed during the last 18 months for South Australian businesses, **over 95%** of search traffic originates from Google.

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Interested in using the internet to generate sales ? I encourage you take the time to review this information - you can be sure your competitors are! If you would like to explore digital marketing opportunities for your business then contact me and we can arrange to meet and discuss your business objectives further.

If you think this information is useful, I encourage you to forward it to peers, business associates etc. This and previous newsletters are available for download from the [Succinct Ideas](#) website for your convenience.

If you do decide to plagiarise my work, I'd appreciate an acknowledgement link to my site **J**



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Cheers

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