

# Google Local Search

What is it and why should you care?

**\_\_\_ of all offline purchases  
are preceded by an online search!**

<http://www.google.com/lbc>

You need a Google email address.

**How does it work, and is it really free?**



## Baker's Dozen Best Practices

1. Identify your keywords – life coach, life coaches, life coaching
2. Website
3. Business name / Address / Phone number
4. Description
5. Service Categories
6. Hours of Operation
7. Payment Options
8. Photos / Videos
9. Additional Business Details
10. Coupons
11. Directory Listings
12. Reviews
13. Check your data