



MaxMeyerPlus

The Importance of Google Places for your Bodyshop

What is Google Places? Why does your bodyshop need to use it? Find out more below with MaxMeyer Plus's simple guide to getting your bodyshop up and running on a free to use service that allows you to be found by potential retail customers in your area.

What is a Google Place?

A Google place is a free listing with Google for any business with a physical location. Google places allows you to tie your bodyshop address, contact details and information to Google maps. This means that when a potential customer searches 'bodyshop' on Google for example in your area your bodyshop will be listed and your location and bodyshop name will appear on Google maps.

Simply, Google Places is a free and easy to use way of attracting the attention of local retail customers when they are looking for your bodyshop services.

Why do you need a Google Place?

Google Places allows your bodyshop to be found quickly when a potential customer searches for a bodyshop in your location. There are already vast numbers of bodyshops listed on Google Places and not including yourself might put you at a disadvantage.

A quick search for 'Bodyshops Stowmarket' for example brings up several bodyshops in the local area. Make sure you are included on the list for your local area.



In some instances, businesses listed in Google Places take up to 70% of the results space on the first page of a Google search, so it's worth getting your bodyshop listed simply for the impact it can have. Google Places is a free service, so there's no reason not to be included.

Taking control of a Google place that exists

First, to use Google Places you need a Google Account. Visit the following link to create a Google account <https://www.google.com/accounts/NewAccount>

Once you've done that, or if you already have a Google Account, go to the Google Places homepage <http://www.google.com/places/> and click the Get Started button. If you're not already logged in, it'll now ask you to do so.

Adding your bodyshop

Once you log in, assuming you have no businesses already set up on your account (if you do, simply click Add Another Business), you'll be directed to a page asking you to add a phone number and location. This step checks whether the bodyshop you're adding is already present.

If your bodyshop already exists, you'll have the opportunity to edit the information. If not, you can now add it by filling in the form that comes up. Try to put in as much information as you can, so that the listing is as helpful as possible to potential customers including:

- Address
- Bodyshop email and website
- Opening hours
- Services
- Photos
- 200 character description
- Relevant keywords (i.e. crash repair, car accident)

The more information about your bodyshop that you put on Google Places, the more likely potential customers will click on its link. Once you're done, simply click on the 'Submit' button.

Google Place Top Tips

- Your Business name should be just your name—not what you do or where.
- Your description should describe what you do, without repeating your bodyshop name and without using bullet points.
- Add photos and any videos (linked to YouTube) you have. The more relevant the information the better.
- Use as many categories as you can to list what you do, if you do MOT's include that as a category, if you offer valeting include it.
- Add videos and images to support the image of your bodyshop