Google Places By The Numbers

How to Make your Google Places Listing 100% Complete

After doing the Places page listings a number of times and having some of them come up less than 100% complete I finally decided to go through the creation of a listing one step at a time and make myself a checklist that shows the value of each item that Google gives you credit for in completing a listing.

This should help you to find the missing element(s) in your own listing if it is showing as less than 100% complete!

Required Fields = 40%

Company/Organization, Street Address, City/Town, State, ZIP, Main Phone#

Categories = 0%

You must select at least 1 of Google's suggested categories but this item does not contribute to the completion percentage.

Email Address = 5%

For best results, use an address from the business if one exists. (e.g. contact@bizname.com) Otherwise, just use any email.

Website URL = 10%

Description = 5%

200 Characters or less. Use keywords judiciously here and make it helpful for the customer!

Hours of Operation = 5%

Payment Options = 5%

(Any box toggled)

10 Photographs = 20%

The breakdown for each picture is as follows:

#1 = 5%

#2 = 2%

#3 & 4 = 1%

#5 = 2%

#6 = 2%

#7 = 2%

#8 = 2%

#9 = 2%

#10 = 2%

Video 1 = 4%

Additional Videos (2-5) = 0%

Additional Details (one line item) = 6%

Total = 100%

This checklist is not intended to be a complete guide to optimizing your Google Places Pages for best ranking performance. It is simply designed to help insure that when you are creating a listing you meet all of the requirements to have a listing that is considered 100% complete.

For more information about Google Places Listings and marketing your business online, please visit us at Digital Profusion.