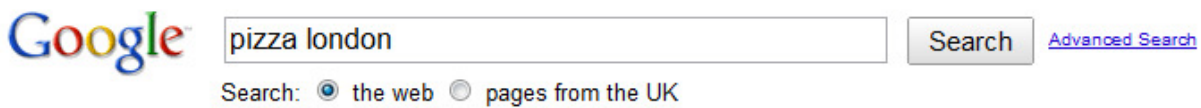


## Google Maps Optimisation or Local SEO (Localised Search)

- Getting to the top ten most relevant local businesses that are displayed on a map with the company name and phone number. The top ten spots are called “10-pack”.
- Helpful in generating web site visitors, phone calls, or even foot traffic from people in particular geographies.
- Local search results or Maps results are placed above organic search results. Refer below screen shot.



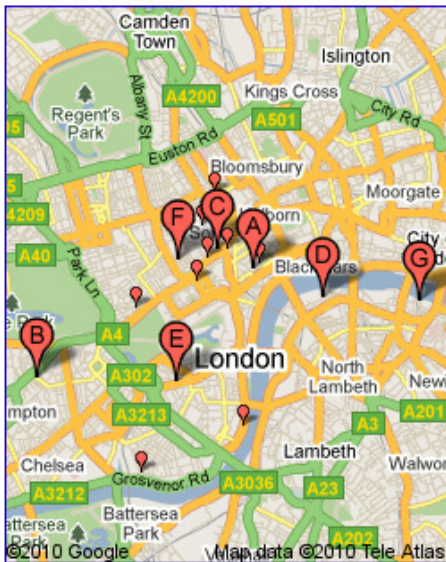
Web [+ Show options...](#) Results 1 - 10 of a

**Pizza Hut Delivery** Sponsored Links  
[PizzaHut.co.uk/Delivery](http://PizzaHut.co.uk/Delivery) Order Your Favourite Oven Hot **Pizza** Online For Delivery To Your Door!  
[+ Show map of 343 Kennington Road, London, SE11 4QE](#)

**Domino's Pizza: London**  
[London.dominos.co.uk](http://London.dominos.co.uk) Order online & get delicious hot **pizza** delivered in minutes!

### Local business results for **pizza** near **London**

### Map Results



- A** [Fire & Stone](http://www.fireandstone.com)  
[www.fireandstone.com](http://www.fireandstone.com) - 020 7257 8625 - [111 reviews](#)
  - B** [Ciros Pizza Pomodoro](http://www.pomodoro.co.uk)  
[www.pomodoro.co.uk](http://www.pomodoro.co.uk) - 020 7589 1278 - [20 reviews](#)
  - C** [Kettners](http://www.kettners.com)  
[www.kettners.com](http://www.kettners.com) - 020 7734 6112 - [66 reviews](#)
  - D** [Gourmet Pizza Co](http://maps.google.co.uk)  
[maps.google.co.uk](http://maps.google.co.uk) - 020 7928 3188 - [22 reviews](#)
  - E** [Pizza Hut Restaurant](http://www.pizzahut.co.uk)  
[www.pizzahut.co.uk](http://www.pizzahut.co.uk) - 020 7821 5533 - [11 reviews](#)
  - F** [Soho Pizzeria](http://www.sohopizzeria.co.uk)  
[www.sohopizzeria.co.uk](http://www.sohopizzeria.co.uk) - 020 7434 2480 - [33 reviews](#)
  - G** [Amano Clink Street](http://www.amanocafe.com)  
[www.amanocafe.com](http://www.amanocafe.com) - 020 7234 0000 - [27 reviews](#)
- [More results near London »](#)

### Best **pizza** restaurants in **London** — **London Restaurants** — **Square Meal**

8 restaurants in the Best **pizza** restaurants in **London** selection . Results from Square Meal, a guide to **London** & UK restaurants with reviews by independent ...  
[www.squaremeal.co.uk/restaurants/london/.../282/Best\\_Pizza](http://www.squaremeal.co.uk/restaurants/london/.../282/Best_Pizza) - [Cached](#) - [Similar](#)

### Organic Results

## How to appear in Google Maps/Localised Search

**FIRST STEP: Sign up in Google Local Business Centre to submit business listing.**

1. Visit the Local Business Centre (<http://www.google.co.uk/local/add>).
2. If you already have a Google Account, sign in with your email and password. You can also use an Adwords or Analytics login address and password, if you have one. If you don't have a Google Account, click Sign up for an account now, or [click here](#) to go straight to the sign-up page.
3. On the Local Business Centre homepage, click Add new business.
4. Fill out the basic information about your business. This includes:
  - Company/Organisation (official/registered name of business)
  - Address (Like writing a postal address)
  - Phone Number (must include the area code)
  - Website (web address, maximum of 255 characters)
5. Click Next. You'll now have the opportunity to provide the following information about your business (Additional information though not essential is helpful):
  - Categories (category of business belongs in)
  - Business/Shop Hours
  - Methods of payment accepted
  - Photos and Video
  - Additional details (section where to add custom information fields)
5. You can see your listing as it will appear in Maps on the right side of your screen, and new information will appear as you enter it. When it looks the way you want it to, click Submit at the bottom of the page.
6. Choose how you would like to verify your listing and click Finish. Your listing will not go live until it is verified.

**How to Get Better Rankings in Localised Search/Google Maps**

1. Make sure to maximize the relevancy of the content of your listing with respect to local and mobile searchers. (Considering the search data and current trends related to the business services).
2. Make sure to optimise pages generally, homepage, company info page, contact info page, FAQ page and either a service or product page to help users understand your store.
3. Encourage satisfied customers to write more reviews (Customers need a Google account to write a review).
4. Build citations to your contact information on local business directories and other websites (Ex. Yelp).

### Google provides Quality Guidelines for Business Listings

- Business Listings in Local Business Center must have correct information because Google have the right to suspend your access to Local Business Center or other Google services if you violate the Quality Guidelines that they have set.
- Refer to this URL for the Quality Guidelines,  
<http://maps.google.com/support/bin/answer.py?hl=en&answer=107528>

### Example of Local business listing:

The details you submitted about your business, product and services as well as photos, videos, coupons, discounts, offers, promotions and most importantly reviews by customers, can all be seen in this page:

[http://maps.google.com/maps/place?hl=en&oq=&um=1&ie=UTF-8&q=pizza+london&fb=1&hq=pizza&hnear=london&cid=5210677068388093179&ei=KIBvS5-3GY6gsgP25dCxDQ&sa=X&oi=local\\_result&ct=result&resnum=4&ved=0CBEQnQlwAw](http://maps.google.com/maps/place?hl=en&oq=&um=1&ie=UTF-8&q=pizza+london&fb=1&hq=pizza&hnear=london&cid=5210677068388093179&ei=KIBvS5-3GY6gsgP25dCxDQ&sa=X&oi=local_result&ct=result&resnum=4&ved=0CBEQnQlwAw)