M3: SEARCH ENGINES - GET ON THE MAP
Jumpstart Your Practice Online Program

great vet in YOUR town

Google Search    I'm Feeling Lucky

Michael Warren DVM GCP
59% of consumers use Google every month to locate a good local business.
<table>
<thead>
<tr>
<th>Rank</th>
<th>Position</th>
<th>Score</th>
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Are You **VISIBLE** To Your **Market**?

Author: DVMelite Web Development

Brought to you by:
Animal Hospital

South #191, Guelph, ON N1E 5R1

(519) 763-9990

Directions  Search nearby  Save to map  more +

WRITE A REVIEW  Upload a photo

Categories: Veterinarian, Animal Hospital

Hours: Today 8:00 am - 6:00 pm

Public transport: 635 York Rd. at Tim Hortons (115 m NW)

Your rating: ★★★★★

Photos

Upload a photo

More photos +

Related places

Royal City Animal Hospital  3.1 km SW
245 Edinburgh S, Guelph, ON

Kortright Animal Hospital  4.2 km S
8-160 Kortright Road West, Guelph, ON

WHAT IS REPRESENTING YOU ONLINE?

BROUGHT TO YOU BY:
3 Pillars of Search Engine Marketing

- PPC
- SEO
- GP
**GOOGLE+ LOCAL STATISTICS**

**Totals**

- **2495 impressions**
  How many times users saw your business listing as a local search result

- **66 actions**
  How many times users showed interest in your business listing
  - **54** Clicks for more info on Maps
  - **12** Clicks to your website

**Top search queries**

<table>
<thead>
<tr>
<th>Query</th>
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<tbody>
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TRUE STORY
3 Cs of Google+ Local Visibility
CONSISTENCY

Google+ Local

Citations

Website
YOUR TAKE HOME MESSAGE?
The 2 Part ACTION PLAN
AVOID THESE COMMON MISTAKES

- Non-Compassionate 1st Image
- Incorrect Categories
- Not Verifying Citations