

Online Local Hero

Google Places Video Script

Hello, my name is [Your Name] and I found your website whilst doing a search for [Business Type] in [Area].

First of all you have a smart looking website & I see you are in Google Places Local Listings, I really do hope you are getting the number of new customer enquiries from it you expected.

Helping you to obtain more customers is really the purpose I am contacting you today.

Did you know it is now possible to estimate how much traffic you can generate for a given search phrase and ranking in google search engine?

[View Click Through Percentage chart - you can get this from <http://predictive-marketing.com/index.php/tag/click-distribution-by-serp-rank>]

Here are some stats from predictive marketing so you can see exactly what I mean.

Recently AOL leaked data produced from over 36 million enquiries that shows us that the first 3 ranks on page one of Google gain 63% of clicks by visiting traffic and 90% of clicks for sites in the top 10.

[View Click through table]

Viewed another way, an improvement in rank from 2nd to 1st will almost quadruple the number of clicks a site receives. The drop off in clicks is enormous by the time you get to the 2nd page. A rank of 11 produces only 0.66% of the clicks.



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Meaning it is imperative for a business to be on the first page of Google, and ideally at the top of the page where the searcher gravitates towards. You can see for yourself, people do not tend to visit sites past the top three of the page.

[Optional to show free Google keyword tool with search estimates]

Let me quickly show you how I found your site. First of all I wanted to identify what search term for [Business Type & Area] receives the maximum number of searches. This is one keyword assessment tool I use. Having identified what I believe would be the best keyword phrase for [Your Business type] based on estimated traffic figures I then type in that phrase into Google.

As you can see there are Google Places Listings. These local listings return the top 7 (A-G) at the top of the returned results, known as the 7 pack. Not every targeted keyword phrase necessarily has Google Places Local Listings, so it's important for a business to target the best phrase.

Google Places is an excellent way for a business to get to the top of the page, ahead of what we term the organic results (scroll to show them what they are). And receive that all important click distribution. As you want people to be calling your business. The key is knowing how to create your listing so it does make it to the top 7!

[click on more results for Keyword Phrase]

When I click onto the [whatever page they are on] of the Google Places listings I can see your company listed here.



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Unfortunately most users do not bother to do that, as I showed you previously with their consumption patterns. So it is imperative to be one of those businesses in the 7 pack, so you are seen, and importantly they call your number.

[Go back to Google Places first page]

I would like to help you get onto the first page of Google Places for [the area], so you get more customers contacting you.

When reviewing your listing, I could see some clear ways of achieving this result by applying some core Google friendly tactics that are currently missing.

When you call me on [Phone Number] within the next 24 hours (show phone number etc), or simply hit reply to this email, I will guarantee you 50% off my Deluxe Google Places Listing Package.

[View contact details]

I look forward to hearing from you soon and if you have any further questions do not hesitate to call me.

Thanks for your time

