

Google Maps - Local Search

Putting your business on the Google Map and the Local Business Listing is a must for all businesses.

298 results returned for Employment Law in Blackpool...

Local business results for **employment law**, near **Blackpool, Lancashire**



- A** [QHR Solutions, Human Resources, Employment Law, Personnel - www.qhr-solutions.co.uk](http://www.qhr-solutions.co.uk)
2 Holcombe Road, Blackpool - 01253 350 002
[Directions and more »](#)
- B** [Access Employment Law - www.accessemploymentlaw.co.uk](http://www.accessemploymentlaw.co.uk)
4A Clifton Square, Lytham St. Annes - 01253 731199
[Directions and more »](#)
- [More results near Blackpool, Lancashire »](#)



Employment Law Solicitors Blackpool - Employment Law Solicitors ... ☆

Find **Employment Law** Solicitors in **Blackpool** from a comprehensive directory available through Solicitors.co.uk.

www.solicitors.co.uk/employment-law/blackpool/1/ - [Cached](#)



Solicitors in blackpool - Solicitors.co.uk ☆

List of lawyers and solicitors located in or near to **blackpool**. ... Personal Injury, **Employment Law** (Employer), **Employment Law** (Employee), Conveyancing ...

www.solicitors.co.uk/blackpool-solicitors.html - [Cached](#) - [Similar](#)

[+ Show more results from www.solicitors.co.uk](#)



QHR Solutions HR, Personnel and Training, Blackpool Lancashire ☆

16 Sep 2009 ... **Blackpool** Lancashire FY2 OSR. Tel: 01253 350002. Mob: 07914 939020. Human Resources (HR); Personnel; **Employment Law**; Redundancy ...

www.qhr-solutions.co.uk/ - [Cached](#) - [Similar](#)

You can see from the image above that the search for 'employment law Blackpool' has delivered www.qhr-solutions.co.uk as No.1 on the map and No.2 on the organic search. (Yes, they are a client of [digitav](http://digitav.com)).

If you would like your business to appear in the Google Maps and Local Business Listing, the next couple of pages offer some help and advice that will help you to do that.

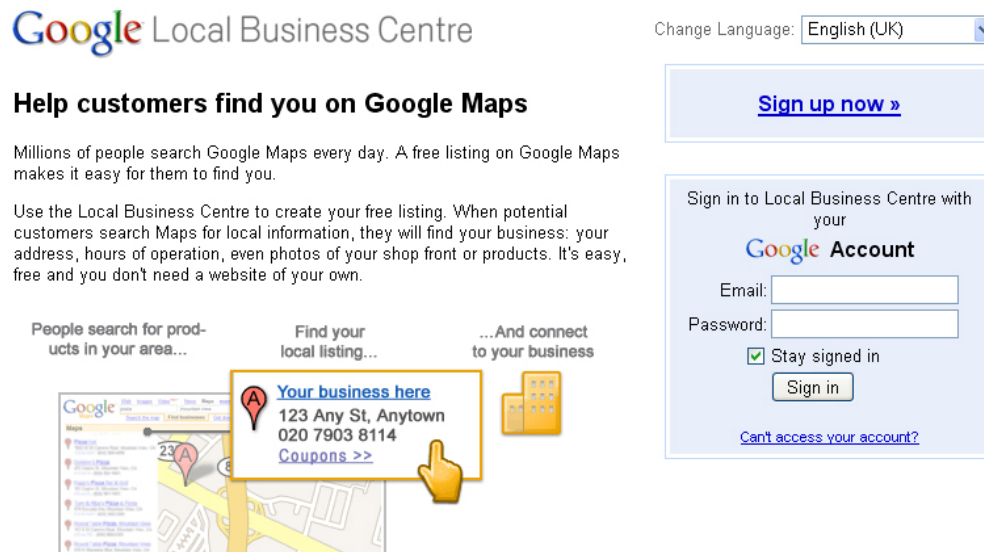
Google Maps – Local Business Centre

The Google Maps listing is a fantastic and free way to promote your business. You don't even need to have a website to appear in this directory.

To register for this service just go to the Google home page and click on 'Business Solutions' at the bottom of the page. Then choose the link 'Business Information on Google Maps'. Or just click on the following link;

[Google Maps Local Business Listing](#)

You should see what's on the image below, sign in or register first then just follow the instructions:-



So, here's a summary of what to do...

1. Register with Google local as described above
2. You will be presented with a form to fill in, be as comprehensive as you can
3. You can add up to five categories for your business try and use them all. Put the most important first and then your other activities in order of importance. You can also enter a number of services in the 'additional details' section
4. Upload any photos or videos, these do help in your listing rank
5. Google will contact you for verification purposes, if you select the phone or SMS method you will be contacted quite literally within the minute. So have a pencil and paper ready to take down the number that the automated voice will give you
6. Enter the verification code and click 'submit'
7. Your entry should appear within 24 hours

Where you feature on the Local List will depend on the amount of competition, but Google does offer some guidelines for filling in the online form if you need it. The next page offers some guidance on improving your rank with some basic SEO.

Improving Your Local List Rank

If you wish to feature higher in the Local List ranking and the organic search listing, you will need to do some basic SEO on your web page. Here are a couple of suggestions to help.

1. Ensure the geographic location you are targeting (e.g. Lancashire) is included on the homepage and contact us page
2. Also include the geographic location in the description and keywords meta tags in the code
3. Put your full address details and phone number (with area code) on pages that you want to appear in the Local List (You could include this information in a 'footer' on other pages)

4. Put your key phrase e.g. 'Dental Practice Preston' at least a couple of times in the text on the page
5. If you can add some local inbound links e.g. yell, other local directories, chamber of commerce, local business associations, touchlocal.com etc. and make sure the anchor text from these links includes the target phrase, then that will also help your listing both in the maps and the organic search

This information refers to Google, but it will help in all search engines. Whether you are number one of course will depend on the level of competition, but most will be in the top few results, or at least on the first page. You may need the help of your web developer for some of the SEO.