



Sams Teach Yourself Google Places in 10 Minutes (Sams Teach Yourself -- Minutes)

Bud E. Smith

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Sams Teach Yourself Google Places in 10 Minutes

Sams Teach Yourself Google Places in 10 Minutes gives you straightforward, practical answers when you need fast results. By working through its 10-minute lessons, you'll learn how to claim your free Google Places business page, improve it with everything from video to coupons, and attract more new customers, starting today!

Tips point out shortcuts and solutions

Cautions help you avoid common pitfalls

Notes provide additional information

10 minutes is all you need to learn how to...

- Claim your free Google Places online business directory page
- Publish your basic business information in just minutes
- Help visitors experience your business with video, photos, and more
- Keep your page up-to-date, painlessly
- Add detailed directions to your location with Google Maps
- Generate discount coupons that attract traffic
- Encourage rave reviews on Google Places and Yelp—and respond effectively to online criticism
- Easily create powerful in-store cell phone advertising with QR codes
- Improve your Google Search rankings
- Manage online impressions and get detailed feedback through the Dashboard
- Build a low-cost Adwords campaign that integrates with Google Places

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