

Google now serves local business details at the top of their search results whenever a search is being activated that contain words similar to a business category.

For example if a search is conducted on *carpet cleaning* Google's algorithm would conclude that those words are a business category and produce a list of of carpet cleaners from your area.

Google is smart enough to determine what area you are searching from, I'll not go into the technicalities of how they do that, just accept they can do it.

If the search performed is more specific and contains the words *carpet cleaning canberra*, then Google concludes that you are actually interested in carpet cleaners from Canberra and will produce a list of carpet cleaners at the top of their search results or sometimes just below two or three paid ads from their Adwords programme.

This is really good for you if you have a local business because it's possible to get your business details ranked at the top of Google search results and above generic search results.

Generic results are the search results you would be used to seeing when you perform a general search. To get your business listed in this section of results is bordering on impossible or very expensive if you contract a search engine optimisation (SEO) expert to do it for you.

Is it beneficial to have your business listed at the top of Google's local search results?

You bet it is, the reason being Google is on a mission to either drive Yellowpages out of business or at the very least make them irrelevant as far as the public using Yellowpages to find local business is concerned.

A paradigm shift is taking place and the public are rapidly turning to the Internet to source local business details.

With laptops, computers and smart devices such as the iPhone becoming prolific and Google's ability to provide lightning fast search results Google is becoming the search application of choice for everyone young and old.

So rather than wait for the change to become complete and then play catchup wise business owners are placing their business details at the top of Google's search results now.

These business owners are already starting to reap the rewards and are seeing a steady stream of new customer enquiry from their listings.

It's not difficult to rank highly on Google's local search results and this publication will guide you through the steps you need to take to get your business highly placed.

