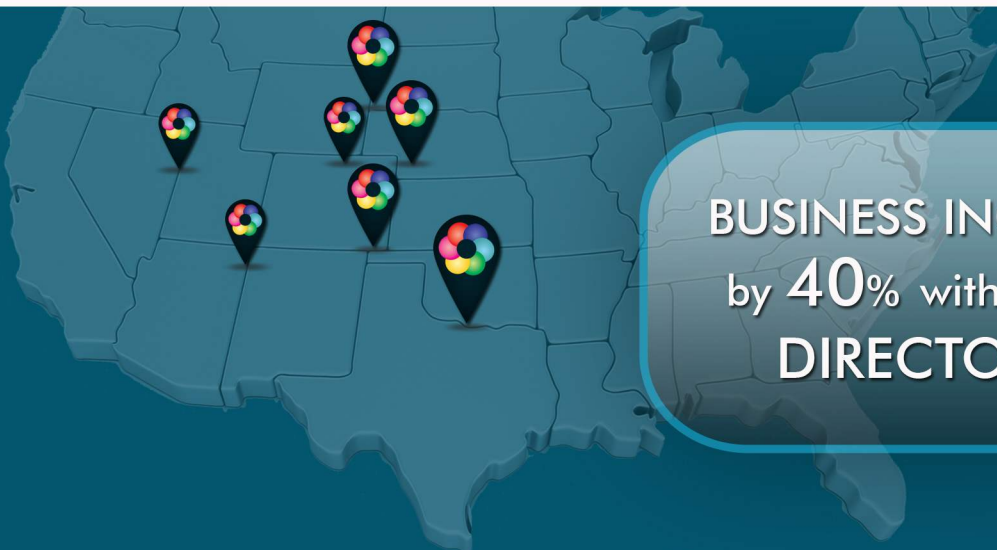




OnPrintShop
Web-to-Print Storefront



Increase Local Buyers On Your Website



BUSINESS INCREASED
by 40% with LOCAL
DIRECTORIES



REGISTER with Local Search Directories

Increase Local Buyers on Your Website – Register with Local Search Directories

- 73% of online activity as per Google relates to local content.
- 82% of local searches are followed up by phone call or walk-in.
- 43% online users seek local merchant to buy offline.

(Source: getfoundlocal.com)

Normally clients search for “visiting cards printer in Chicago” or “brochure printer nearby” or “CD cover printer” in Google. If you want your store to be in the search results, you need to get registered with Google Local Search Directory.

The **first step to Search Engine Optimization (SEO)** is to get your business registered in local directories.



**LOCAL ONLINE
BUYERS**

**ONLINE
MARKETING**

Do it Yourself Easy Steps to Submit Local Listing

Before You Start Few Tips to Make Your Listings Competitive

- **Claim Your Business Profile.** Claiming will give you ownership and editing rights to your profile.
- **Use Location & Keyword Based Business Description.** For example use online business cards printer in Chicago to describe your business.
- **Register with Area & Industry Specific Directories.** If your local chamber of commerce has a website get your web store linked with it.
- **Use Physical Address.** Search engines verify physical address of a business and ones that get verified get higher ranking.
- **Use Customer Reviews.** Nothing works better with search engines than positive client feedback.
- **Use Social Media & YouTube.** Create dedicated pages on Facebook and Twitter and publish video testimonials.
- **Use Local Content in Blog.** Localize your blog content by referring to your city, local areas, etc.

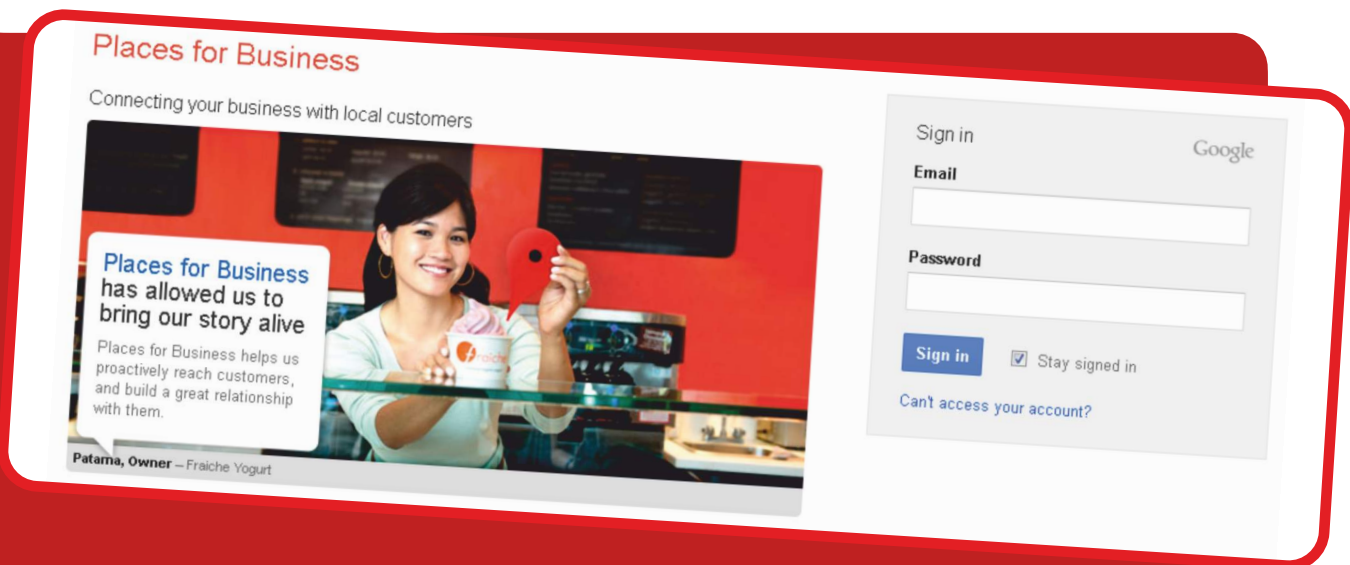


For Google

Google is the most popular search engine. So we recommend Google Places for Business first and then other local directories. Follow the below given steps to make easy submission to Google Places.

Step 1 Open a Gmail account. If you already have one for your business start with step two.

Step 2 Open Google Local link www.google.com/placesforbusiness and sign in using your Gmail account.



Step 3 Select your country from the dropdown list and give your valid phone number. Then click on "Find business information" button.

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may enter your business's main phone number to see if Google Maps already has some information about your business including photos and videos. [About Google Places](#)

Country

Phone Number
ex: (201) 555-0123

If your profile exists with Google Places it will notify you. Here you have to click on edit and claim your profile. If it does not exist you can add your listing.

Google places

Tip: Before you create a business listing, think about which [Google Account](#) you are using. In the future, you may want to share this account with other people at your business. Enter your business's main phone number to see if Google Maps already has some information about your business. You'll then be able to edit any existing information and add new de photos and videos. [About Google Places](#)

Country:

Phone Number:
ex: (201) 555-0123

The following businesses use this phone number on Google Maps. Edit the listing that has the most relevant information about your business. You will verify ownership in a later step.

- A onPrintshop**
17510 Pioneer Boulevard #314 Artesia CA United States
- B RNDInfo - offshore outsourcing IT Company CA**
11901 176th St #210 Artesia CA United States

[Don't see your business?](#)

Step 4

Add your basic business information like business name, address, website URL, description, business category, etc.

Basic Information

Please note that changing your address or business name will require additional verification via mail or phone.

*** Required Fields**

Country:

Company/Organization:

Street Address:

City/Town:

Postal Code:

State:

Main phone:
Example: 011 2345 6789 [Add more phone numbers](#)

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com
 I don't have a website.

Description:

Category:

200 characters max, 200 characters left

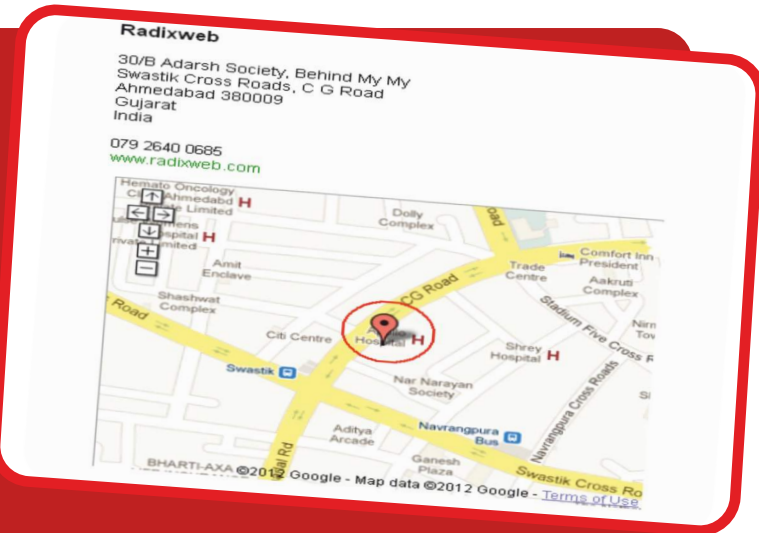
Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant
[Add another category](#)

+91-79-26400685

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Step 5

Below basic information you can give details of service areas, hours of operation, and payment options. You can upload photos and videos as well. Once done click submit button at the bottom of the page. business category, etc.

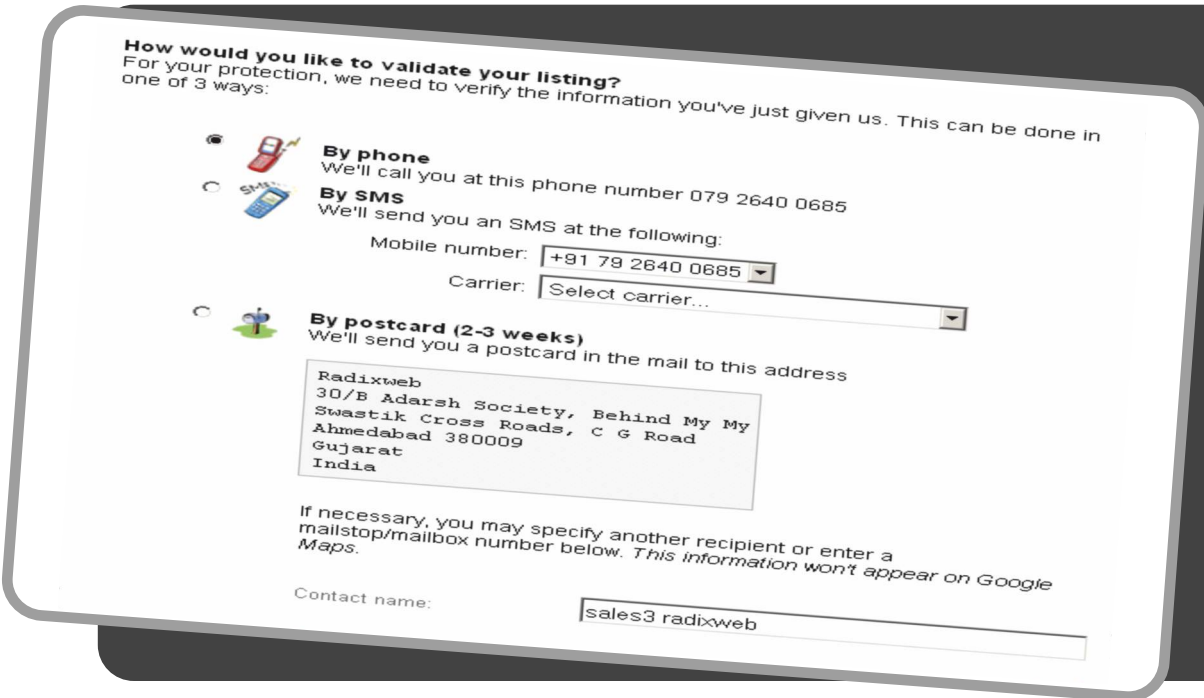


Step 6

Check the marker location on Google Maps. If it shows incorrect position, drag it around and correct it.

Step 7

Finally select your preferred method of validation and click "finish" button at the bottom. We recommend you select SMS here for verification purpose.



Step 8

Once you click finish button you will receive a code via SMS. Enter that code on the page and your listing will get activated. If you choose postcard it might take 2-3 weeks to complete verification. For phone verification, language might be an issue.

Creating and displaying business listings in Google is free.

For Yahoo Local

After Google, Yahoo is the second most popular search engine. Follow the below given steps to submit your print web store to Yahoo Local.

Step 1

Go to Yahoo Local's link <http://listings.local.yahoo.com/> and sign in with your email account.



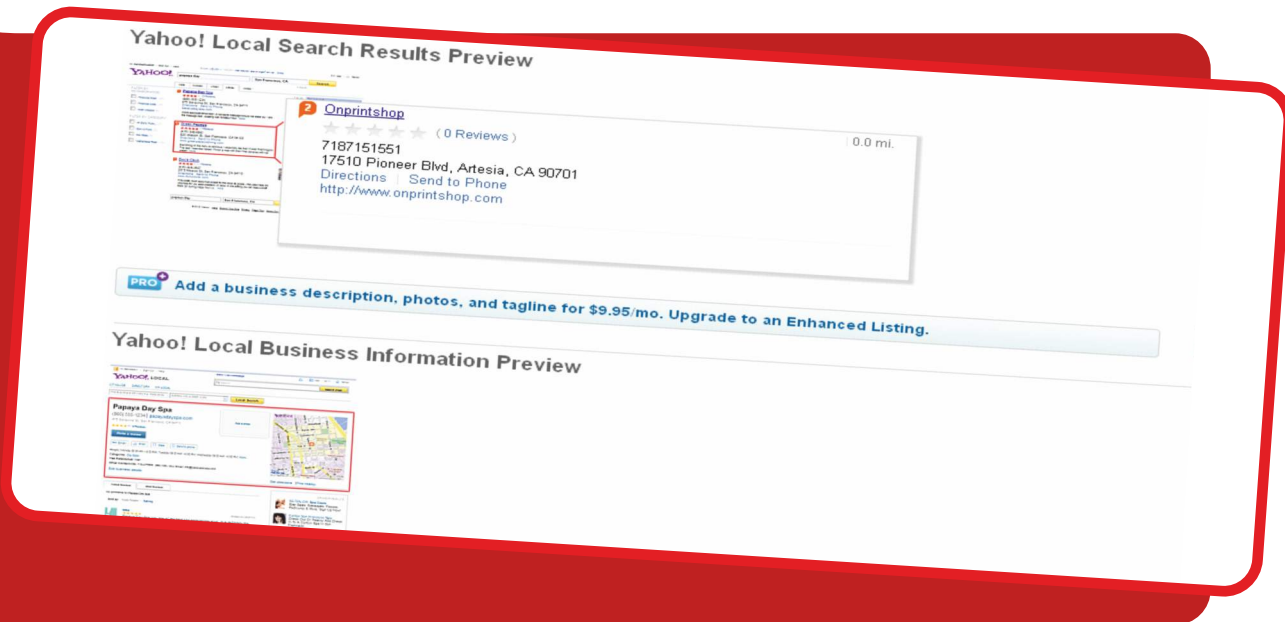
Step 2

Once you have signed in fill up your business details like name, address, contact number, website URL, etc.

A screenshot of the "Submit Your Business Information" form. The form is divided into two main sections: "Account Contact Information" and "Business Information". The "Account Contact Information" section includes fields for "First Name", "Last Name", "Email", and "Phone". Below these fields, there is a note: "Your account contact information is used for account management only, and won't appear in your Yahoo! Local listing. To learn more about how Yahoo! uses this information, please review our Privacy Policy." The "Business Information" section includes fields for "Business Name", "Address", "City", "State", "Business Phone", "Business Email", and "Web Site". Below these fields, there is a checkbox labeled "Do not display my business address" and another checkbox labeled "Online-Only Business".

Step 3

Select appropriate category and fill additional information like hours of operation, mode of payment, etc. You can then preview your listing.



Step 4

Verify the listing by entering the code, agreeing to the terms and conditions, and clicking "submit" button.



It may take 10 to 20 business days to get your listing displayed on Yahoo's local search but it will be there. Yahoo Local's Basic Listing service is free while Enhanced Listing is available for \$9.95 per month.

Other Popular Local Directories

- **Bing:** <https://www.bingbusinessportal.com>
- **Yelp:** <https://www.yelp.com/signup/>
- **Merchant Circle:** <http://www.merchantcircle.com/signup/>
- **LinkedIn:** <http://www.linkedin.com/>
- **YellowPages:** <http://www.yp.com/>
- **Whitepages:** <http://www.whitepages.com/>
- **Supermedia:** <https://www.supermedia.com/business-listings>
- **Yellowbook:** <http://www.yellowbook.com/>

All these activities will help you get traffic to your web store. If you do not have the time, you can hire a professional SEO company or a freelance SEO expert. For further assistance you can **Contact** our consultants.

About OnPrintShop

OnPrintShop is the flagship product of Radixweb, an IT services provider with **200+ team size**. We have **600+ projects and 400+ international clients** to our credit. We have decade long experience of developing bespoke business solutions and creating online marketing strategies.

We have clients around the globe and have been consistently upgrading and developing our solution over a period of 7+ years. OnPrintShop team is dedicated to researching and developing higher end capabilities for the solution. As a result, we have maintained a steady flow of upgrades for this evolving solution.

[Website](#)

[Solution Features](#)

[Online Demo](#)

Our Partners

Microsoft Partner
Gold Software Development
Gold Web Development



SOLUTION PARTNER

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Business Tools & Strategy

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Web-to-Print Storefront

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