



## Storage Company Boosts Site Visitors

A major owner, operator, buyer and seller of self-storage properties in several Midwest states, Oak Brook, Illinois-based The Store House Company wanted to increase its online presence to reach more prospects.

### CHALLENGE

Prompted by its national competitors' presence on the Internet, executives at The Store House Company knew their company needed to show up in local customers' Internet searches, too. "Having an online presence is key to bringing in new customers as well as servicing current customers," says Michael Tolva, Director of Operations at The Store House Company.

Tolva especially wanted The Store House Company's local listing to appear on Google Maps and Google search. "I was getting annoyed that our competition was always showing up on the map, and I wanted to figure out how to get our company there," he says. Tolva also wanted to reduce his advertising budget. He was particularly concerned that he could not assess performance of a Yellow Pages ad that cost \$1,000 per month.

### ACTION

Tolva claimed The Store House Company with Google Places in the summer of 2009. "It was incredibly easy. It took less than 15 minutes," he says. Best of all, adding content to the Place Page and using the reporting tools are free.

Google Places has helped increase traffic to The Store House Company's website as potential customers review the company's location and pricing information. Most self-storage facility customers aren't casual Internet browsers, "so when I get ten clicks, that's ten real customers," Tolva says. Also, since most self-storage customers pay monthly rent, The Store House Company wants to help customers pay their bills online.

### RESULTS

Before launching its presence with Google Places, The Store House Company received about 400 site visitors each month. Now it averages 2,500.

Tolva tracks his results using the Google Places dashboard. He regularly reviews how many people are seeing his Place Page. He also checks how they came to his page, and where they came from.

As for his online yellow pages ad, "Google Places is a lot cheaper, and it's much more trackable," Tolva says. In fact, Google Places has become The Store House Company's most effective form of marketing, Tolva says. He updates it weekly, posting specials and updating photos.

"If you are worried about being found online and making sure you come up on Google, this is the absolute best way to do it," he says. "With Google Places, you have a more direct way to advertise your business. It's better than trying to have the most optimized website out there."

To get a Google Places account for your business, visit [www.google.com/places](http://www.google.com/places).



*The Store House Company  
Oak Brook, Illinois*

### SITUATION

- National competitors
- Limited search engine leads
- Costly expenses and difficult to measure marketing tactics

### OUTCOME

- Improved Internet presence
- 2,500 site clicks per month from real leads
- Reduced expenditures on non-performing marketing



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## Riding School No Longer a Dark Horse after Boost in Web Presence

After being around horses for 35 years, S.T.A.R.S. of Horsemanship owner Danya Wright established her own horse riding school. Her Gilbert, Arizona company is a specialized training and riding school (S.T.A.R.S.) at which children and adults learn to ride horses. Coaching instruction is available for Special Olympics riders.

### CHALLENGE

Wright's business faces a marketing challenge unlike that of brick-and-mortar stores that line a city's main business district. With a horse barn, she has limited exposure to walk- and drive-by traffic. With no storefront, those potential customers who do drive by don't know it's an actual business. "With horses, the visibility factor is really difficult. You don't get much exposure, so you really have to go where people are going to search for you," explains Wright.

### ACTION

To help potential customers find her business, Wright wanted her business to have strong Internet presence with visibility in Google. To achieve her goal, she decided to claim her business with Google Places.

In just a few minutes, Wright created her Place Page. She added photographs and followed the site's step-by-step instructions to add information to her Place Page. "It's really easy," Wright says. "You just follow the wizard to get through the whole process and ensure you have a complete listing."

### RESULTS

Since using Google Places and putting up her website, Wright's business has grown ten-fold over the last six months. "I'm ecstatic. It's beyond my expectations," she says. "I really thought business would just trickle in, but it exploded."

Wright checks her Google Places dashboard twice a week. She likes to check the traffic on her site to see how her new business inquiries correlate to her Web traffic.

Online marketing is the only tactic Wright uses now because she has found it to be the most powerful way for potential clients to find her. "If I choose the best place to market my business, it's Google," she says. "No one uses the Yellow Pages anymore."



*S.T.A.R.S. of Horsemanship  
Gilbert, Arizona*

### SITUATION

- Poor street-front visibility to potential customers
- Difficulty attracting new customers

### OUTCOME

- 10x increase in business in six months
- No need to spend money on other types of marketing



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## Pet Groomer Cleans Up with 30% Increase in New Business

Tracy Zanoni, owner of Lil' Piddlers Pet Grooming and Boutique in Oakland Park, Florida, has a reputation for being a top-notch pet groomer. Though she always dreamed of owning her own business, she knew that hard work and stellar qualifications don't always equate to a booming business. Zanoni knew she needed something extra to attract new customers.

### CHALLENGE

When Zanoni bought her pet grooming business in 2006, she didn't have a website. To get new customers, she bought a year's worth of advertising in a local newspaper that featured a coupon – but not a single customer came in with one. “That's something I will never do again,” she says. She knew customers were out there who would love her service, but she didn't know how to reach them.

### ACTION

Zanoni decided to create a website and started using Google Places to help pet owners find her grooming business online. She verified herself as the business owner and confirmed her hours and location. In addition, she reads her reviews weekly. She hoped the combined website and Place Page would deliver 10% more customers to her – and away from her main competitor, which was right around the corner in a local strip mall plaza.

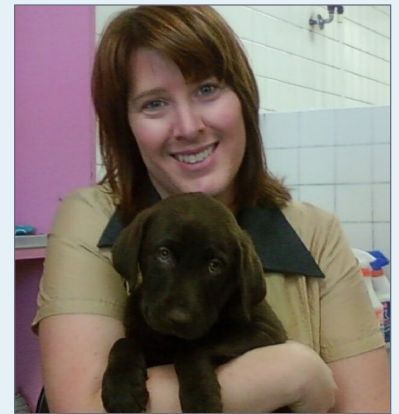
“Everyone is using the Internet, and that really is the way to go with marketing,” Zanoni says. “Plus, you can look up businesses on your phone and be directed right to my door.”

### RESULTS

Since using Google Places and launching her website, Zanoni's business has grown 30%. “People are able to find us now. It's phenomenal.”

Google Places is especially useful for attracting customers who have just moved to Florida and need their pets groomed, Zanoni says. “Customers find our listing, read the reviews and call us for an appointment.”

Setting up the free Google Places account took only a few minutes, and it continues to drive terrific results. “Hands down, Google is the best,” she says. “I would never go back to print advertising because it does not work for our type of business.”



**Tracy Zanoni**

*Lil' Piddlers Pet Grooming & Boutique  
Oakland Park, Florida*

### SITUATION

- Attract new customers
- Compete with existing businesses
- Reduce marketing costs
- Create Web presence easily

### OUTCOME

- 30% increase in business
- New customers saying they came from Google



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To get a Google Places account for your business, visit [www.google.com/places](http://www.google.com/places).



## Coffee Roaster and Café Brews New Business

As soon as Bean & Leaf owner Chris Gallagher heard about Google Places, he knew it had the potential to become the primary marketing channel for his coffee and sandwich cafe, and he wanted to ensure his business information was accurate.

### CHALLENGE

Gallagher thought a free page in Google Places would help customers find his New London, Connecticut-based café. “Google is *the* source for information,” he says. “It’s our first line of marketing.”

Gallagher also wanted to expand the company into the wholesale coffee business and let potential wholesale customers know it sells organic, fairly traded coffees and teas.

### ACTION

Gallagher immediately verified Bean & Leaf’s listing with Google Places and added details. He ensured the business hours, location, website address, and description were all accurate. He also fine-tuned Bean & Leaf’s description to emphasize its wholesale business. Now, monitoring the listing with the Google Places dashboard, Gallagher is able to gauge how well the café lives up to customer expectations. Potential customers often pay close attention to restaurant reviews and use those reviews to make a decision about where to eat.

With the reviews in one easy-to-read location, Gallagher can quickly respond to compliments or complaints. “It shows you how important Google Places is because we want to truly reflect the attention we pay to our business to our customers,” he says.

### RESULTS

Google Places is really paying off for Bean & Leaf. Gallagher estimates a 10% increase in new customers since the café started using it. “Getting customers through Google makes my job great. It’s incredibly valuable to have all those listings grouped together in one place,” says Gallagher, who credits positive reviews as the impetus for attracting new patrons.

Gallagher occasionally reviews the Google Places dashboard to understand how customers find his business. He can easily see how many times his listing appears as a result of a Google or a Google Maps search. He also checks his dashboard’s top search query results to see how many people found his listing when looking for a restaurant. The café has a total of 3,500 impressions (the number of times people have found the listing on Google search or Google Maps) since Gallagher began using Google Places in late 2009.

The café’s latest wholesale customer found the company through Google and now buys 100 to 200 pounds of roasted coffee per week. “It’s a huge win for us,” he says. “Google Places is the most visible way you can get your name out there to anyone who is looking for anything you offer in your area. To not use it shows you don’t care about marketing.”

As a next step, Gallagher plans to use the coupons capability in Google Places to market drink specials and promote appearances by local musicians.

To get a Google Places account for your business, visit [www.google.com/places](http://www.google.com/places).



*Bean & Leaf*  
New London, Connecticut

### SITUATION

- Bring in new customers
- Promote wholesale coffee business
- Ensure customers can find the store

### OUTCOME

- 10% increase in new retail customers
- New wholesale customers
- Customers more easily locate business with Google Places directions



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## Dentist Takes a Bite Out of Marketing Expenses

A dentist by trade but a marketer at heart, Dr. Jeffrey Prager has tried many tactics to attract new patients — including television, radio, newspaper inserts, phone book ads and direct mail — for his Bellingham, Washington-based dental practice.

### CHALLENGE

Though dental practices primarily rely on referrals from existing patients, they try to attract new patients from many other sources as well. Therefore, Dr. Prager was intrigued when a patient suggested he check out Google Places for his Bellinghamsmiles.com Dental Care practice.

### ACTION

Dr. Prager verified his free Place Page — a process he found to be very easy. As his practice continues to evolve, he updates his Place Page to reflect any new services he offers. He might add a new video or update his business description. “You have to stay on top of it to modify it as you add new services and any new emphasis in your practice,” he says.

In many cases, patients come to him via his Place Page in hopes that he can save a tooth that has been targeted for extraction by another dentist. The listing also helps him market his business niche — laser procedures to help patients avoid painful gum surgery.

### RESULTS

Dr. Prager’s Google Places listing has become his marketing powerhouse. “It’s the highest return on investment (ROI) of any marketing that I do. That’s pretty powerful since I do a lot of marketing,” he says. “Google Places has been very helpful in getting people to find me who want to save their natural teeth. The thing that counts in marketing isn’t what you spend, it’s the ROI. I would say Google, in all of its forms, is our best ROI.”

Dr. Prager urges other businesses to take advantage of Google Places. “If you’re not listed on Google somewhere, you are invisible to potential clients, patients or customers,” he says. “A lot of people will not go to a business of any kind if they don’t have a website. They want information before they call or visit. That trend is only going to increase.”



**Dr. Jeffrey Prager**  
*Bellinghamsmiles.com Dental Care  
Bellingham, Washington*

### SITUATION

- Find new customers
- Improve marketing ROI

### OUTCOME

- Continual influx of new customers
- Reduced marketing costs
- High ROI



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