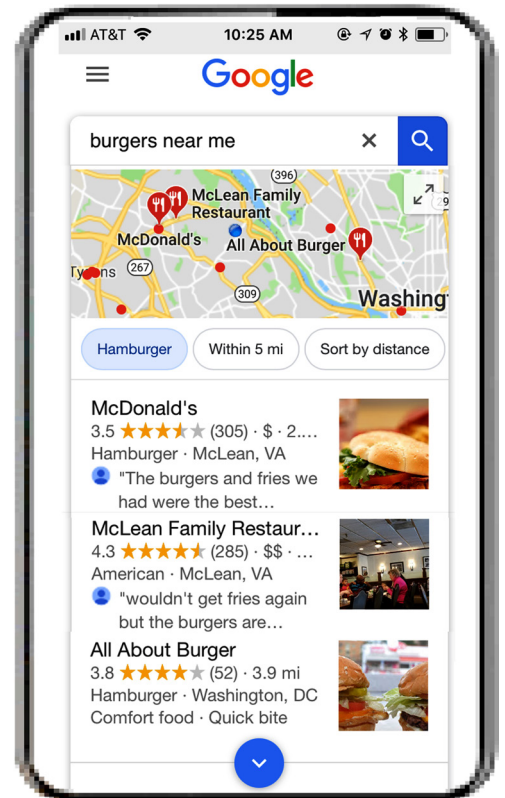


EXPERTISE: Google 3-Pack

You're out doing errands and have a hankering for a burger. More than likely, you'll take out your phone, Google "burger place near me" and Google will oblige by choosing three burger restaurants for you. This threesome is known as the *Google 3-Pack*.

So how do you get your restaurant into this prized placement, benefit from increased SEO visibility and position your business in front of more guests also hankering for a burger? You cannot pay for this preferential placement. It takes diligent and constant work. Google wants restaurants to earn their spot on the *3-Pack*, but they don't tell you how.

We put in the hard work to position our clients into and keep them in the *3-Pack*. Here's what counts and what we do:



1 Make sure all your business data on the web is exactly the same.

There's a lot of inconsistent information about your restaurant – name, address, email, phone, hours, menus, amenities – on the World Wide Web, and Google does not like that. Why? Because the #1 search engine wants correct information. It does not want your guest showing up when your restaurant is closed.

2 Keep your review sites fresh.

Optimize your presence on review sites – Google, Facebook, TripAdvisor and Yelp – with consistent information on the exact geographic location and hours of your business(es), up-to-date quality photos of your food selections/place of business, and accurate listing of all offered amenities (e.g., WiFi, high-chairs and more).

3

Engage with your reviewers.

Respond to your reviews on all major platforms – the good, the bad and the ugly – authentically, timely, without canned language, and always address the reviewer using his or her name.

These are not occasional tasks. Restaurants must be vigilant – every day – to keep their businesses in the top three and earn the *Google 3-Pack*. Contact us today to see how we can help your business get there and stay there.

USE CASE

A regional restaurant company with 84 locations had only 7 locations in Google 3-Pack at the time we were engaged. After three months and our constant optimization and attention, we pulled 46 additional locations into the 3-Pack, a **55% increase**. In turn, the brand's monthly Google Search and map views per location **increased by 79% per location**.

FOR MORE INFORMATION:

Charley Gosse
charley@lrgworks.com
703-794-2088