# How To Force Out Your Business Competition On Google

Many business owners are looking online for strategies to help boost their advertising. Due to the increasing popularity of the internet as a marketing platform as a business owner it is now more important than ever to ensure your advertising is highly targeted. There are several ways of doing this so you stay one-step ahead of your competition, or indeed force them onto the sidelines. What’s more these strategies can be implemented right now and this article will discuss the steps you need to take to achieve this

Despite the internet allowing you to effectively advertise your business to people on the other side of the world it’s important to not forget your local market. The people in your town and surrounding areas are a market worthy of your consideration. If you own an offline ‘bricks and mortar’ business essentially these are the people you need to target initially. A lot of businesses leave a lot of money and goodwill on the table by ignoring their local market. Consider researching your local market. Look into the demographics and discover if there is a demand for your products.

A huge mistake many business owners make is assuming they have to pay for any advertising campaigns. If you pay for something then the increased exposure you’ll receive in return will more than justify your investment right? Although this may be the case there are other free advertising methods worthy of your consideration. Just because something is free doesn’t always mean it’s not going to deliver what it says on the tin.   
  
So what options are available online for free advertising?  
  
I’ll be the first to admit that many free advertising and marketing methods are not really worth your time and energy. However, Google Places is definitely something worthy of your attention. When your business listing has been approved by Google Places (there are important steps you need to take), and when consumers type specific keyword phrases into their favorite search engine, your listing will appear on page one of Google. This added exposure could dramatically improve your bottom line.   
  
Although more business owners are getting their businesses listed on Google Places a lot are not making the most of the opportunity available to them. Consider adding coupons to your Google Places listing as this make your listing more compelling and will improve the number of people who click through to your website to take advantage of your cost-saving offer. There is so much you can do to make your listing stand out from your competition.  
  
YOUR RESOURCE BOX : To find out more about Google Places and how it can be used to help you gain a huge advantage over your competition then check out my brand new guide ‘Google Places Goliath’. **[YOUR LINK HERE]**