

Google Partners with Sysco iCare to Help Restaurants Reach More Customers on Google Search and Google Maps, for Free

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Google and Sysco iCare are launching a new partnership today to educate Sysco restaurant customers about the Google Local Business Center, the free tool that enables businesses to create and claim their listings on Google Search and Google Maps. Over 82% of consumers now use online search to find local businesses – more than any other source* – so it's important to make sure that businesses can be found online. The Local Business Center also offers a dashboard which provides Google Search data to help business owners optimize their local listings and attract more customers.

With Local Business Center, a restaurant could list its address, phone number, hours of operation, create coupons and even display photos and videos, all for free. With the basics in place, the restaurant could then use the Local Business Center to get deep insights to help them run their business. For example, the restaurant could host an event and then watch to see if searches for its business name increase in the following days. Or it could measure the results of an advertising campaign targeted at a nearby town by watching to see if more people are searching for directions to the restaurant from that zip code. With this data, restaurant owners will be able to make informed decisions about the most effective ways to promote their businesses and attract new customers. They might even find out where the next best spot is to open up a new restaurant location.

According to Carter Maslan, Director of Product Management for Google local search, ""It's important for restaurants in particular to make sure they can easily be found on Google and Google Maps. People heavily use search engines to find and compare restaurants and, once they've decided on a place, to find the address and phone number very quickly."

Sysco restaurant customers interested in signing up for the Google Local Business Center can visit google.com/lbc/syscoicare. If you have any questions along the way, take a look at our handy [user guide](#).

*According to a [2009 WebVisible/Nielsen Study](#).