

ADCUDA'S
LUNCH & LEARN:

Local Search

Presented by Rob Scutti

What do you hope to learn today?

The Google logo is centered on the page, rendered in its characteristic multi-colored font: blue 'G', red 'o', yellow 'o', green 'g', and red 'le'.A long, empty search input field with a thin grey border, positioned below the Google logo.

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky



So what's new at Google in 2011 that can help me make money?

The Google logo is centered on the page, rendered in its characteristic multi-colored font.A long, empty search input field is positioned below the logo.

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky



The Progressive Look of Google Local

2008/2009, the 10-pac

The screenshot shows a Google search for "movers in princeton, nj". The search bar includes the Google logo, the text "movers in princeton, nj", a "Search" button, and links for "Advanced Search" and "Preferences". Below the search bar, there are tabs for "Web" and "Maps".

The search results are categorized under "Local business results for movers near Princeton, NJ". The top three results are highlighted in a yellow box and labeled "paid":

- Movers Princeton** ✓
www.SimonikMoves.com Moving & Warehouse Storage Services For Business and Residential
Map of 33 Davis St. South Plainfield, NJ 07080
- Always Affordable Moving** ✓
www.affordablemoving.org Lowest Prices Free Quote 1 (888) 254 2221
Map of 33 Davis St. South Plainfield, NJ 07080
- Moving Companies Movers** ✓
www.keymoving.com Reputable, Affordable, Family Owned Local, Long Distance, Commercial

Below these are more local business results, with a map showing locations marked A through J. A yellow box labeled "local" is placed over the map area. The list of results includes:

- A. Princeton Van Services - www.princetonmoving.com - (609) 497-9600 - 1 r
- B. Penske Truck Rental - www.pensketruckrental.com - (609) 924-6059 - more ✓
- C. The Ups Store - www.theupsstore.com - (609) 921-2260 - more ✓
- D. Wayne Moving & Storage - www.waynemoving.com - (609) 921-2260 - more
- E. College Grads Moving & Trucking - maps.google.com - (609) 921-1011 - more
- F. A Action Family Moving Co Inc - maps.google.com - (609) 924-9266 - more
- G. North American Van Lines Agent - maps.google.com - (609) 921-2260 - more
- H. Intl Sea & Air Shipping Corporation - maps.google.com - (732) 390-0322 - more
- I. Kelemen's Moving - maps.google.com - (609) 520-8414 - more
- J. U-Haul Co: Princeton - www.uhaul.com - (609) 720-1

At the bottom, there is a section for "Local Movers and moving trucks Princeton New Jersey, NJ" with a checkmark. It includes the text "Princeton NJ Movers, professional movers and relocation information. Get free quotes from movers in your area New Jersey." and a link to "www.123movers.com/movers/Princeton_NJ/z-08542" with a "19k" rating. A yellow box labeled "organic" is placed over this section.



The Progressive Look of Google Local

Early 2010, just after 10-pack became 7-pack

catering kansas city

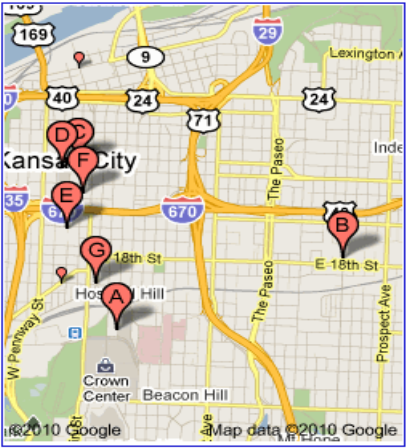
About 1,490,000 results (0.31 seconds) [Advanced search](#)

Cuisine Catering
www.cuisinekc.com Elegant Cuisine For Weddings, Corporate Events & Special Occasion

Joe Joe's Catering
www.JoeJoesCatering.com Need Last Minute **Catering** for 213? Call Joe - He'll Make it Happen!
[+ Show map of 817 Westport Rd, Kansas City, MO 64111](#)

Kansas City Catering
PlazaCatering.com Quality from scratch **catering**. Delivery or full service.

Local business results for catering near Kansas City, MO



- A** [Hyatt Regency Crown Center](#)
crowncenter.hyatt.com - (816) 421-1234 - 724 reviews
- B** [Arthur Bryant's Barbeque](#)
www.arthurbryantsbbq.com - (816) 231-1123 - 291 reviews
- C** [Hotel Phillip](#)
www.hotelphillip.com - 7000 - 609 reviews
- D** [Kansas City Marriott Downtown](#)
www.marriott.com - 119 reviews
- E** [Webster House Restaurant & Catering: Reservations:](#)
www.websterhousekc.com - (816) 221-4713 - 57 reviews
- F** [Hilton President Kansas City](#)
www.hilton.com - (816) 221-9490 - 127 reviews
- G** [Hereford House](#)
www.herefordhouse.com - (816) 842-1080 - 91 reviews

[More results near Kansas City, MO »](#)

Kansas City Catering - Corporate Catering and Special Event ... ☆
Kansas City Catering has proudly served the Kansas City Area corporate market for over 20 years, working with groups of 10 to 6000 guests.
www.kansascitycatering.com/ - [Cached](#) - [Similar](#)

Above & Beyond Catering Kansas City-Wedding
Kansas City catering company Above & Beyond Catering planning for wedding, corporate, and private events, holiday
www.aboveandbeyondcateringkc.com/ - [Cached](#) - [Similar](#)

Brancato's Catering
Kansas City's Premier Caterer for Weddings, Corp Events, BBQ's
www.BrancatosCatering.com
Kansas City, MO

Scrape the Plate Catering | Food Artisans | Yummy Upscale cuisine. Down-home twist.
www.scrapeplate.com
Kansas City, MO

Office Catering Specialty
Box lunches & hot meals delivered in KC area offices- KS & MO suburbs
www.GrandmasCatering.com
Kansas City, MO

Cater KC's Best Barbecue
Get Your Free Quote Now and Cater Your Special Event with Jack Stack.
JackStackCatering.com/Info

Catering Kansas City
From Brown Bag To Black Tie. Kansas City's Elite **Catering** Service.
www.aecatering.biz

Catering Kansas City
Looking for Somewhere to Host Your Party and Cater it? Give Us A Call!
www.osteria-ilcentro.net
Kansas City, MO

Office Party Catering
Personal Service & Custom Menus
Office Parties, Picnics, & Meetings
www.PearTreeCatering.com/Corporate

Macz Catering
Catering Special Foods for

paid

local

organic



The Progressive Look of Google Local

New layout we see now

Search bar: pizza near overland park

About 239,000 results (0.60 seconds)

Local business results for **pizza** near **Overland Park, KS**

- A** [Old Shawnee Pizza & Italian](#) - ★★★★★ 28 reviews - Place page
shawneepizza.com - 6000 Roger Dr, Shawnee - (913) 631-5716
- B** [Rosati's Pizza](#) - ★★★★★ 25 reviews - Place page
www.myrosatis.com - 9928 College Boulevard, Overland Park - (913) 696-0400
- C** [Papa Keno's Pizzeria Inc](#) - ★★★☆☆ 21 reviews - Place page
papakenos.com - 7901 Santa Fe Drive, Shawnee Mission, Kansas - (913) 648-1313
- D** [Domino's Pizza](#) - 3 reviews - Place page
www.dominos.com - 11036 Quivira Rd, Overland Park - (913) 894-4144
- E** [Papa John's Pizza](#) - 3 reviews - Place page
www.papajohns.com - 8915 Johnson Drive, Merriam - (913) 661-1111
- F** [D'Bronx Pizza](#) - ★★★★★ 33 reviews - Place page
www.dbronxkc.com - 7070 W 105th St, Overland Park - (913) 661-1111
- G** [Pizza Hut](#) - 2 reviews - Place page
www.pizzahut.com - 7620 Metcalf Ave. Ste. J, Overland Park - (913) 341-2527

[More results near Overland Park, KS](#)

Wheat State Pizza - CLOSED - Overland Park, KS
★★★★☆ 9 reviews - Price range: \$
Near (Address, City, State or ZIP) - 34 reviews.
Overland Park, KS. Photo of R...
www.yelp.com/biz/wheat-state-pizzeria-overland-park-ks

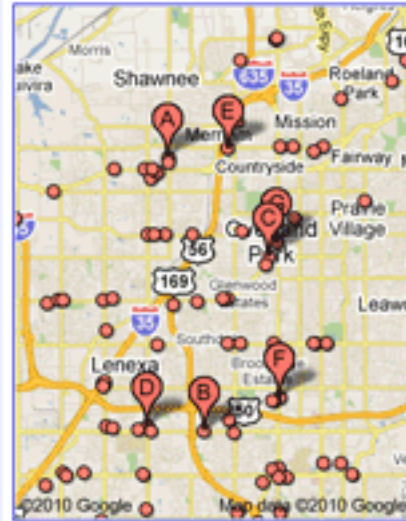
Overland Park Pizza
Find Overland Park, KS pizza locations and reviews on Insider Pages. ... follow us -
Advertise With Us. find near. 1-10 of 134 ...
www.insiderpages.com/s/KS/OverlandPark/Pizza - Cached

local

organic

paid

Instant is on



Sponsored links

Big Baby's Pizzeria
Healthy Pizza: Organic H-Made Crust
\$3.00 Off any Lrg 1 topping Pizza
www.bigbabyspizzeria.com

Papa John's Of
Better Ingredients
Special Offers Only
www.PapaJohns.com
Kansas City, MO



New Look of Local Search

Newest layout. Some searches are returning now

fine dining kansas city Search Instant is on ▾

About 356,000 results (0.38 seconds) Advanced search

paid Sponsored link

[WestChase Grille](#)
www.westchasegrille.com Johnson County's Award Winning Restaurant
[Show map of 11942 Roe Ave., Overland Park, KS](#)

[Fine Dining - Kansas City | Urbanspoon](#)
Fine Dining - Fogo De Chão, Le Fou Frog, The Capital Grille, Bluestem and Justus Drugstore Restaurant. Reviews from critics, food blogs and fellow diners.
www.urbanspoon.com › Kansas City - Cached - Similar






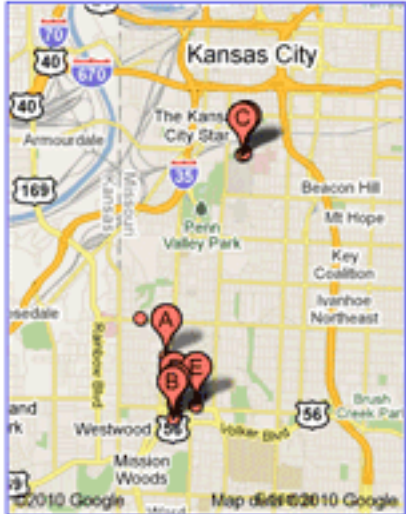
[Affordable Fine Dining - Kansas City | Urbanspoon](#)
Affordable Fine Dining - Houston's, McCormick & Schmick's, J. Alexander's ...
www.urbanspoon.com › Kansas City - Cached - Similar
[Show more results from urbanspoon.com](#)


organic

[Restaurants Kansas City MO Missouri + Fine Dining - City G](#)
Restaurant Kansas City MO Missouri, Fine Dining, Menus, Nightclubs, E...
Favorites.
www.discoverourtown.com › Missouri - Cached - Similar

[Bluestem Restaurant | Home | Fine Dining Kansas City](#)
bluestem is a chic, four-star restaurant in midtown offering Kansas City's best contemporary cuisine that's easy on the wallet and savory on the palate.
www.bluestemkc.com/ - Cached

local ★★★★★ 98 reviews
Place page

 900 Westport Road, Kansas City - (816) 561-1111
"All in all it was a wonderful meal and I would definitely recommend it to anyone looking for the best if ..." - opentable.com
zagat.com (27) - yelp.com (18) - urbanspoon.com (15)

[Kansas City Restaurants - KC Restaurants Listing by Kansas City ...](#)
Kansas City restaurants - Kansas City's official kc restaurants listing complete with ... Click Here to see All Fine Dining Restaurants in Kansas City
www.restaurantkansascity.com/ - Cached

organic

Sponsored links

[Fine Dining Kansas City](#)
Save 50-90% On Top-Rated KC Restaurants. Tasty Deals Every Day!
www.Groupon.com/Kansas-City-Kansas-City, MO

[Warehouse Prices](#)
Great Selection (816) 997.9107 Easy Financing and Free Delivery!
www.cargoworldkc.com



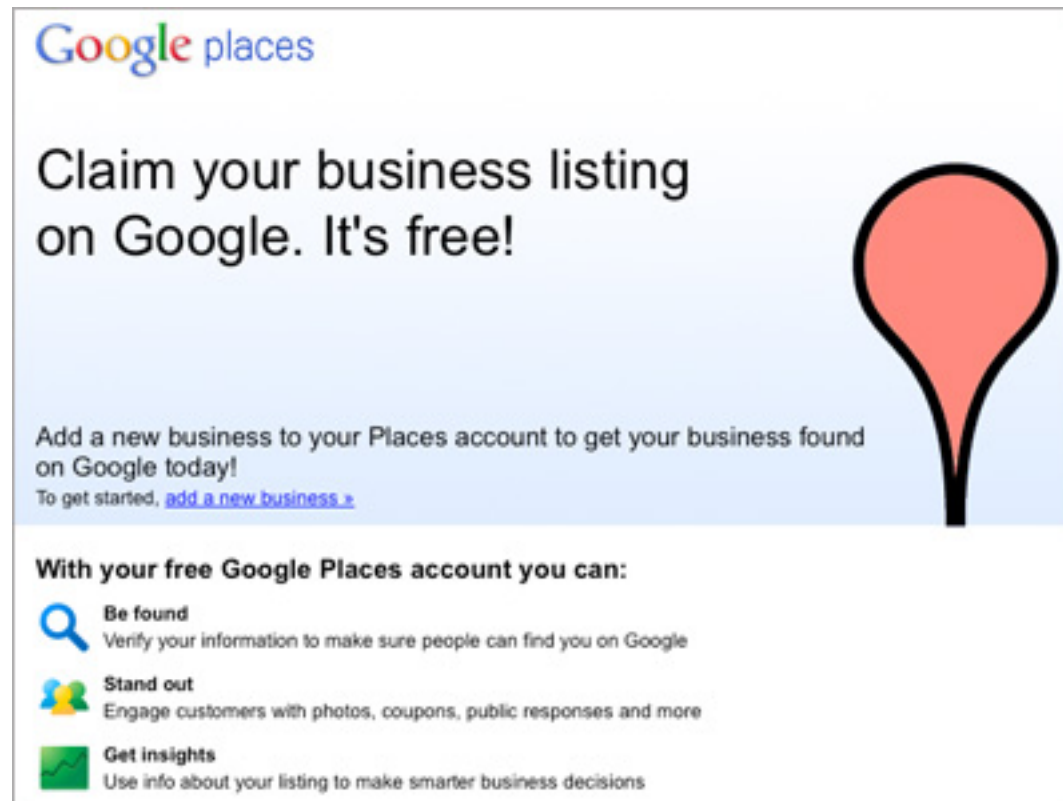
Make some money with your Google Place

I want to make money with Google, but I don't want to spend any...




Make some money with your Google Place

First -
Claim your place!






Google places

Claim your business listing on Google. It's free!



Add a new business to your Places account to get your business found on Google today!
To get started, [add a new business >](#)

With your free Google Places account you can:

-  **Be found**
Verify your information to make sure people can find you on Google
-  **Stand out**
Engage customers with photos, coupons, public responses and more
-  **Get insights**
Use info about your listing to make smarter business decisions



Make some money with your Google Place

25% of all businesses
in the US are inaccurately listed or completely missing online...
where they need to be found!

PubCon, 2010

[Web](#) [Images](#) [Videos](#) **Maps** [News](#) [Shopping](#) [Mail](#) [more](#) ▼

Google maps

speedpro kansas city

[Get Directions](#) [My Maps](#)

[Edit this place - Business owner?](#)

Speedpro Imaging ☆

1321 Burlington St # D, Kansas City, MO 64116

(816) 221-1455

[speedpronkc.com](#)

[Directions](#) [Search nearby](#) [Save to...](#) [more](#) ▼

Category: X-ray Lab

Transit: On Burlington at 14th Ave Southbound (407 ft)  38, 133, 142, ...

Your rating: ★★★★★



[citysearch.com](#)



Make some money with your Google Place

Second -

Use the free offerings!

- Build your place to 100% utilization
- Use details area to create helpful links
- Home-based businesses - take away your home address
- Create a coupon or two
- Use the new post offer
- Use the new review response
- Print a QR poster
- Use the free place analytics



Make some money with your Google Place

- Build your place to 100% utilization

The screenshot shows the Google Places dashboard for a business named 'Bacchanalia'. The dashboard is divided into several sections:

- Header:** 'Google places' logo on the left, and navigation links for 'Settings', 'Help', 'Sign out', and 'English (United States)' on the right.
- Navigation:** 'Dashboard' and 'Offers' tabs are visible at the top.
- Location:** 'Locations' dropdown shows 'Bacchanalia'. Date range is set from 'Sunday, December 19, 2010' to 'Wednesday, January 12, 2011'. There are links for 'last 7 days' and 'last 30 days'.
- Promotional Banner:** A yellow banner encourages users to call 800-848-9243 or 'Add a Tag' to get a 'FREE 30 day trial of Google Tags!'. A 'Learn more' link is also present.
- Activity Chart:** A line chart showing 'Impressions' (blue line) and 'Actions' (green line) over time. The x-axis shows dates from Dec 19, 2010 to Jan 9, 2011. The y-axis for Impressions ranges from 0 to 400, and for Actions from 0 to 40.
- Post to your place page:** A section for posting updates, including a text input field with an example: 'Live music tonight at 7pm!' and a 'Post' button.
- Respond to reviews:** A section stating 'Owners can post a public response to reviews by Google users.'
- Your business info:** A section showing '100 % complete' status, with an 'Edit' button. The business details listed are: 12450 Newton Street, Overland Park, KS 66213, phone (913) 696-1138, and website www.bacchanalia-events.com.



Make some money with your Google Place

- Basic information

▼ 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: *

State: *

ZIP: *

Main phone: *
Example:

Alternate phone:
Mobile phone:

Fax:
TTY/TDD:

Email address:
Example: myname@example.com

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

Description:
200 characters max, 200 characters left.

Category: *
Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: *



Make some money with your Google Place

- Location

▼ Service Areas and Location Settings

Does your business provide services, such as delivery or home repair, to locations in a certain area?

- No, all customers come to the business location
- Yes, this business serves customers at their locations

Do not show my business address on my Maps listing

Select how your service area will be specified, either through a distance from a location point, or through a list of locations (towns, zip codes, etc.)

Distance from one location

Overland Park, KS 66213, and locations w

Service area within



miles



km

List of areas served

Examples: 94089 or Sunnyvale, CA

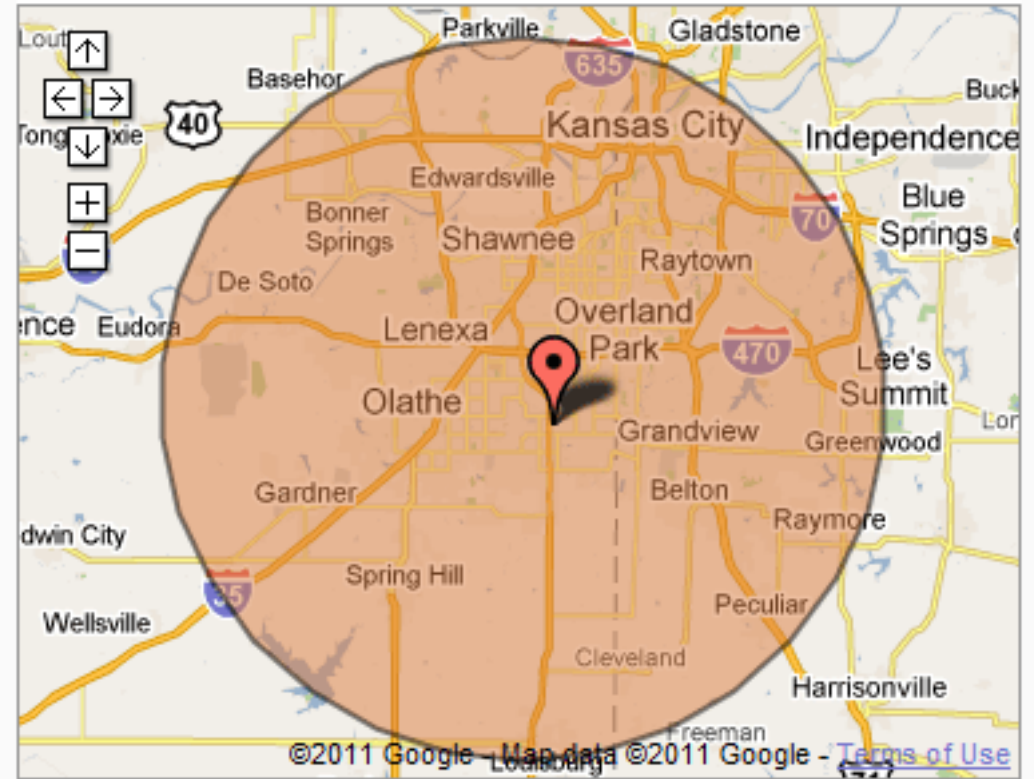
No areas added.

Areas are approximate and may not correspond to official boundaries.
Your service area will include areas you enter and points in between.



Make some money with your Google Place

- Adjust pin marker



[Fix incorrect marker location](#)



Make some money with your Google Place

- Hours and payment

▼ Hours of operations

Make sure your customers know when you're open!

- I prefer not to specify operating hours.
- My operating hours are:

Mon:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	↓ Apply to all
Tue:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Wed:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Thu:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Fri:	9:00 AM	-	5:00 PM	<input type="checkbox"/> Closed	
Sat:				<input checked="" type="checkbox"/> Closed	
Sun:				<input checked="" type="checkbox"/> Closed	

Are your hours split during a single day, such as 9-11am and 7-10pm?

- I'd like to enter two sets of hours for a single day.

▼ Payment options

Specify how customers can pay at your business.

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> Cash | <input type="checkbox"/> American Express | <input checked="" type="checkbox"/> Visa |
| <input checked="" type="checkbox"/> Check | <input type="checkbox"/> Diner's Club | <input type="checkbox"/> Financing |
| <input checked="" type="checkbox"/> Traveler's Check | <input type="checkbox"/> Discover | <input type="checkbox"/> Google Checkout |
| <input type="checkbox"/> Invoice | <input checked="" type="checkbox"/> MasterCard | <input type="checkbox"/> Paypal |



Make some money with your Google Place

- Photos and video

Add a photo from your computer

Click "Browse..." to choose a file from your computer.

Add a photo from the web

You have uploaded 5 of up to 10 images for this listing.



[Remove](#)

[Remove](#)

[Remove](#)

[Remove](#)

[Remove](#)

▼ Videos

Enhance your listing by associating videos about your business. To do so, upload your video on [YouTube](#) and enter the URL below. You can include up to 5 videos.

Example: <http://youtube.com/watch?v=dFtfv1JdXI>

You have uploaded 1 of up to 5 videos for this listing.



Make some money with your Google Place

- Add details

▼ Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.

Brands carried : Sony, Panasonic and Toshiba.

BEST way to Enter is to	:	Use the Fairfield Inn & Suites entran	✕
Member of	:	The Greater Kansas City Restaura	✕
Cuisine	:	Italian, American, Steak House, Mec	✕
Menus for	:	Breakfast, Brunch, Hors d'Oeuvres,	✕
Custom Menus for	:	Weddings and Rehearsals, Private	✕
Catering Available	:	Box Lunch, Hot Platters, Cold Platte	✕
Service Partners	:	Photagraphy, Video, Limo, Valet, Ho	✕
Bacchanalia's facilities include	:	Grand terraced entrance, stone gas	✕
123rd St or Blue Valley Pkway	:	Are the only ways to get to Newton, p	✕

[Add another](#)



Make some money with your Google Place

- Create a coupon or two

The screenshot shows the Google Places dashboard for a business named 'Bacchanalia'. The 'Offers' tab is highlighted with a red circle. The dashboard includes a navigation bar with 'Dashboard' and 'Offers' tabs. Below the navigation bar, there are filters for 'Locations' (Bacchanalia) and a date range from 'Sunday, December 19, 2010' to 'Wednesday, January 12, 2011'. A yellow banner promotes a 'FREE 30 day trial of Google Tags!'. The 'Activity' section features two line graphs: 'Impressions' (blue line) and 'Actions' (green line). The 'Impressions' graph shows a sharp initial peak followed by a steady decline, while the 'Actions' graph shows a more fluctuating but generally increasing trend. On the right side, there are three panels: 'Post to your place page' with a text input field and a 'Post' button; 'Respond to reviews' with a link to 'reviews'; and 'Your business info' with a progress bar at 100% completion and contact details for 12450 Newton Street, Overland Park, KS 66213, including a phone number and website.



Make some money with your Google Place

- Use the new post offer

The screenshot shows the Google Places dashboard for a business named 'Bacchanalia'. The dashboard is divided into several sections:

- Header:** 'Google places' logo on the left, and navigation links for 'Settings', 'Help', 'Sign out', and 'English (United States)' on the right.
- Tabs:** 'Dashboard' and 'Offers'. The 'Offers' tab is currently selected.
- Locations:** A dropdown menu showing 'Bacchanalia' and a date range from 'Sunday, December 19, 2010' to 'Wednesday, January 12, 2011'. There are links for 'last 7 days' and 'last 30 days'.
- Promotional Banner:** A yellow banner with the text: 'Make your listing stand out on Google. Call 800-848-9243 or Add a Tag » FREE 30 day trial of Google Tags! Learn more'.
- Activity Graphs:** Two line graphs showing 'Impressions' (blue line) and 'Actions' (green line) over time. The top graph shows Impressions starting at 400 and dropping to around 100. The bottom graph shows Actions fluctuating between 10 and 40.
- Post to your place page:** A section circled in red, containing a 'Post' button, a text input field with an example: 'Post about events, specials, and more. Example: "Live music tonight at 7pm"', and a '160' character count.
- Respond to reviews:** A section with the text: 'Owners can post a public response to reviews by Google users.'
- Your business info:** A section with an 'Edit' button and a '100 % complete' progress bar. Below it, the address '12450 Newton Street, Overland Park, KS 66213', phone number '(913) 696-1138', and website 'www.bacchanalia-events.com' are listed.



Make some money with your Google Place

- Use the new review response

The screenshot shows the Google Places dashboard for a business named 'Bacchanalia'. The dashboard includes a navigation bar with 'Dashboard' and 'Offers' tabs. Below the navigation bar, there are date filters for 'Sunday, December 19, 2010' and 'Wednesday, January 12, 2011'. A yellow banner promotes Google Tags with a 'FREE 30 day trial' offer. The 'Activity' section features two line graphs: 'Impressions' (blue line) and 'Actions' (green line). The 'Impressions' graph shows a sharp initial drop from 400 to around 100, followed by a steady recovery. The 'Actions' graph shows a similar pattern, starting at 20 and peaking at 40. On the right side, there is a 'Post to your place page' section with a text input field containing 'Live music tonight at 7pm!'. Below this, a 'Post' button is visible. A red circle highlights a notification that reads: 'Respond to reviews. Owners can post a public response to reviews by Google users.' At the bottom right, the 'Your business info' section shows a 100% completion status and contact details for Bacchanalia Events.

Google places | Settings | Help | Sign out | English (United States)

Dashboard **Offers**

[Locations](#)
Bacchanalia Sunday, December 19, 2010 - Wednesday, January 12, 2011 [Apply](#)

[last 7 days](#) | [last 30 days](#)

Make your listing stand out on Google. Call [800-848-9243](tel:800-848-9243) or [Add a Tag »](#)
FREE 30 day trial of Google Tags! [Learn more](#)



Activity ● Impressions ● Actions

400 200 0 400 200 0

40 20 0 40 20 0

Dec 19, 2010 Dec 26, 2010 Jan 2, 2011 Jan 9, 2011

Post to your place page [View](#)

Post about events, specials, and more.
Example: "Live music tonight at 7pm!"

Expires in 30 days 160

Respond to reviews
Owners can post a public response to [reviews](#) by Google users.

Your business info [Edit](#)

100 % complete

12450 Newton Street
Overland Park, KS 66213
[\(913\) 696-1138](tel:9136961138)
www.bacchanalia-events.com



Make some money with your Google Place

- Print a QR poster

Share your Place Page with customers

Display your business's QR code so that customers can use their phones to quickly get to your Place Page.

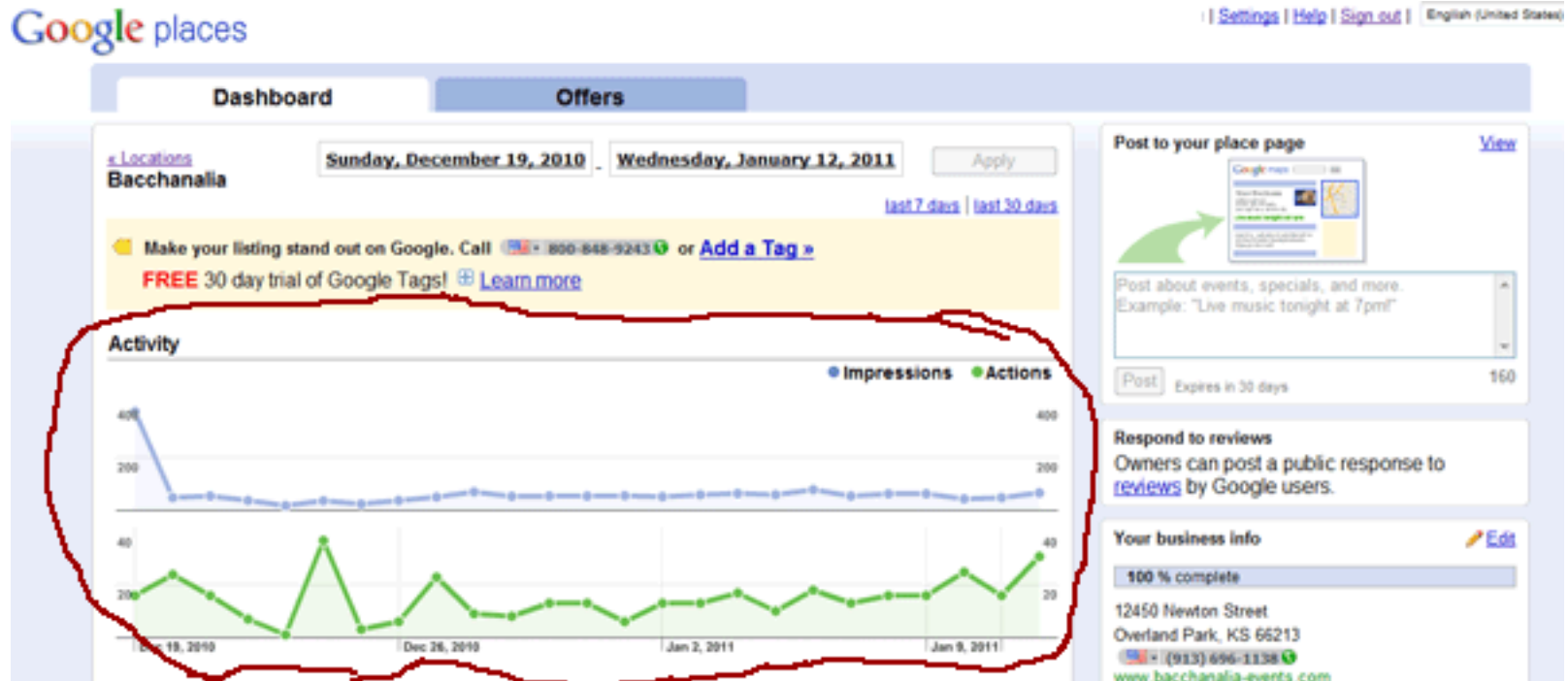


[Print QR poster](#)
[About QR codes](#)



Make some money with your Google Place

- Use the free place analytics



Make some money with your Google Place

- Use the free place analytics - continued

Totals

938 impressions

How many times users saw your business listing as a local search result ?

263 actions

How many times users showed interest in your business listing

27 Clicks for more info on Maps

54 Clicks for driving directions

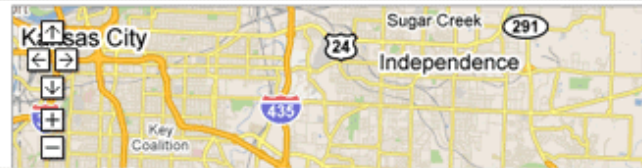
182 Clicks to your website

Top search queries ?

Query	Impressions
1. bacchanalia	284
2. wedding venues	203
3. restaurants	116
4. restaurant	53
5. wedding reception	30
6. dining	22
7. food	22
8. reception halls	16
9. bacchanalia private dining	10
10. hotels	9
Other	173

Where driving directions requests come from

Region (by ZIP code)	Requests
1. Kansas City 64133	8
2. Leawood 66211	6
3. Overland Park 66214	5
4. Overland Park 66213	5
5. Prairie Village 66208	5



Make some money with your Google Place

What tools can I pay for?

- First - Before you spend, decide how to spend using the place analytics
- Then:
 - Tags (\$25/month, first month free)
 - Boost (Still limited to certain markets)
 - Voucher (Still to come)



Make some money with your Google Place

What tools can I pay for?

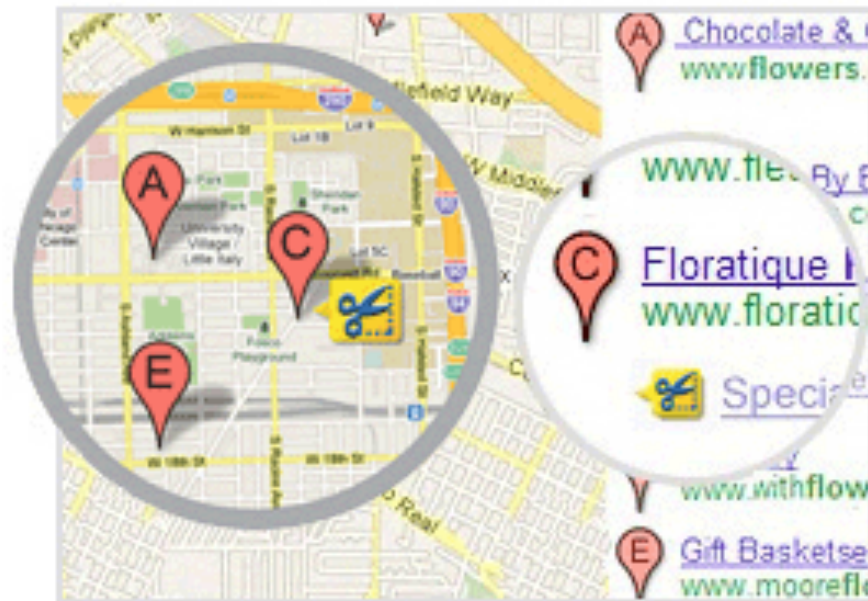
- Tags
 - **Get more customers** by promoting features about your business.
 - **Save time** with our easy tag builder; your tag goes live in minutes.
 - **Track your success** with online reports.
 - **Flat \$25/month** fee allows you to control your budget
 - First 30 days are free



Make some money with your Google Place

What tools can I pay for?

- Tags



Make some money with your Google Place

What tools can I pay for?

- Boost - How it looks and where it's located

Here is an example of a Boost ad:

The diagram illustrates a Google Place Boost ad for Rokoko Café. The ad is shown in a light purple box. Callouts with blue arrows point to various parts of the ad:

- The ad headline** is the name of your business. When people click it, they are taken to the landing page you select. (Points to "Rokoko Café")
- Stars and reviews** appear in your ad if you have more than 2 reviews and a rating higher than 4. (Points to "★★★★★ 49 reviews Place Page")
- Tags** appear in your ad if you subscribe to them. (Points to "10% Off Tuesdays")
- The map pin** appears here and on the map. When people click it, they are taken to your Place Page. (Points to the location pin icon)

The ad content includes:

- Rokoko Café**
- 1234 Milbert Ave, San Francisco, CA 94100 - (415) 555-1212
- Authentic French Café With In-House Roaster And Baked Goods
- www.rokokomilbert.com
- ★★★★★ 49 reviews Place Page
- 10% Off Tuesdays



Make some money with your Google Place

Boost ads will show on Google and Google Maps search results. Boost ads will also show on mobile devices.

When people search for businesses like yours...

Your business listing may appear in the search results, where the most relevant results appear first.



With Boost ads, your business is eligible to appear above or next to the results.

Boost ads are eligible to appear above or next to Google.com search results.

In Google Maps, when people search for businesses like yours...

Your business listing may appear in the search results, where the most relevant results appear first.



With Boost ads, your business is eligible to appear above the results.



Make some money with your Google Place

What tools can I pay for?

- Boost - Benefits
 - Attract more local customers to your website or Google Place page.
 - Pay only when people click on your ad.
 - Create ads directly from your Google Place account within minutes.
 - No ongoing management is needed after you sign up. Boost runs the ads for you.
 - Measure the effectiveness of your ads in your Google Place dashboard.



Make some money with your Google Place

What tools can I pay for?

- Boost - Dashboard shows:
 - Impressions (how many times your ad appears)
 - Actions (how many times users click on your ad)
 - Cost during a specific time period
 - Top search keywords and the number of actions and impressions per keyword



Make some money with your Google Place

What tools can I pay for?

- **Boost - How much does it cost:**
 - When you set up Boost, you control what you spend by setting up a monthly budget. You can choose from several price ranges, or set your own monthly threshold equal to or greater than \$50 per month.



Make some money with your Google Place

What tools can I pay for?

- Voucher - What is it?
 - Currently unavailable
 - Simply said, it will be *like* Groupon
 - No word as to when we'll see it.



What is Local Search Anyway?

HINT: The formula is _____ + _____

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, green, red).

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky



What is Local Search Anyway?

HINT: The formula is What + _____
What do you want?



What is Local Search Anyway?

HINT: The formula is What + Where
Where do you want it?



What is Local Search Anyway?

What + Where



+



What is Local Search Anyway?

What + Where in action

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

Hamburger near Olathe, KS

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky



What is Local Search

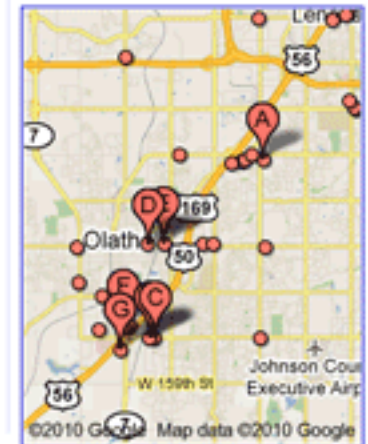
Here's what you get...

hamburger near olathe, ks X Search Instant is on ▾
About 39,700 results (0.41 seconds) Advanced search

Places for hamburger near Olathe, KS

- A** [Five Guys Burgers & Fries](#) - ★★★★★ 47 reviews - Place page
[www.fiveguys.com](#) - 14965 West 119th Street, Olathe - (913) 780-4987
 - B** [Back Yard Burgers](#) - 1 review - Place page
[backyardburgers.com](#) - 19020 West 151st Terrace, Olathe - (913) 829-7111
 - C** [Culver's](#) - 6 reviews - Place page
[www.culvers.com](#) - 18685 West 151st Street, Olathe - (913) 782-5829
 - D** [Mc Donald's](#) - 4 reviews - Place page
[www.mcdonalds.com](#) - 618 East Santa Fe Street, Olathe - (913) 782-5829
 - E** [Wendy's](#) - 1 review - Place page
[www.wendys.com](#) - 1110 East Santa Fe Street, Olathe - (913) 782-5829
 - F** [Burger King](#) - 1 review - Place page
[www.bk.com](#) - 14910 South Harrison, Olathe - (785) 390-8536
 - G** [Red Robin Gourmet Burgers](#) - 1 review - Place page
[www.redrobin.com](#) - 20155 West 153rd Street, Olathe - (913) 390-1400
- [More results near Olathe, KS »](#)

local



[Fred P. Ott's Bar & Hamburger Business Reviews - Olathe, KS 66061 ...](#)

Fred P. Ott's Bar & Hamburger Business is located in Olathe, KS 66061. For more information such as menus, reviews, ratings and maps visit Allmenus.com
[www.allmenus.com/ks/olathe/10086-fred-p...hamburger.../rev](#)

[Sonic - Olathe, KS, 66061 - Citysearch](#)

★★★★★ 2 reviews
May 7, 2010 ... 701 E Santa Fe St Olathe, KS 66061 38.8835 -94.8059 ... In Short - Founded in 1953 as a hamburger-and-root-beer stand, this nostalgic eatery is known for its intercom ordering system and ... Things To Do **Nearby** Sonic ...

[Show map of 701 e santa fe st, Olathe, KS 66061](#)
[kansascity.citysearch.com/profile/4147107/olathe_ks/sonic.html](#) - Cached

organic



An Interesting Distinction

Local Searchers vs. Global

The majority of searchers who use **Local Search** rather than Global Search are usually searching for information online with the intention of purchasing offline.



They're going **ROPO!**



ROPO – Research Online, Purchase Offline

What was that again?

- In 2007, Google saw that 73% of all searches were made with local intent. For some types of businesses, nearly **all** searches are made with local intent
- 87% of online local searchers follow up with a personal visit, phone call, or email as a result of the **first** search session. (Comscore, 2010)
- 82% of online **commercial** local searches result in offline, brick and mortar purchases within 30 days, the majority happening within 7 days. (Comscore, 2010)



Nearcasting vs. Farcasting

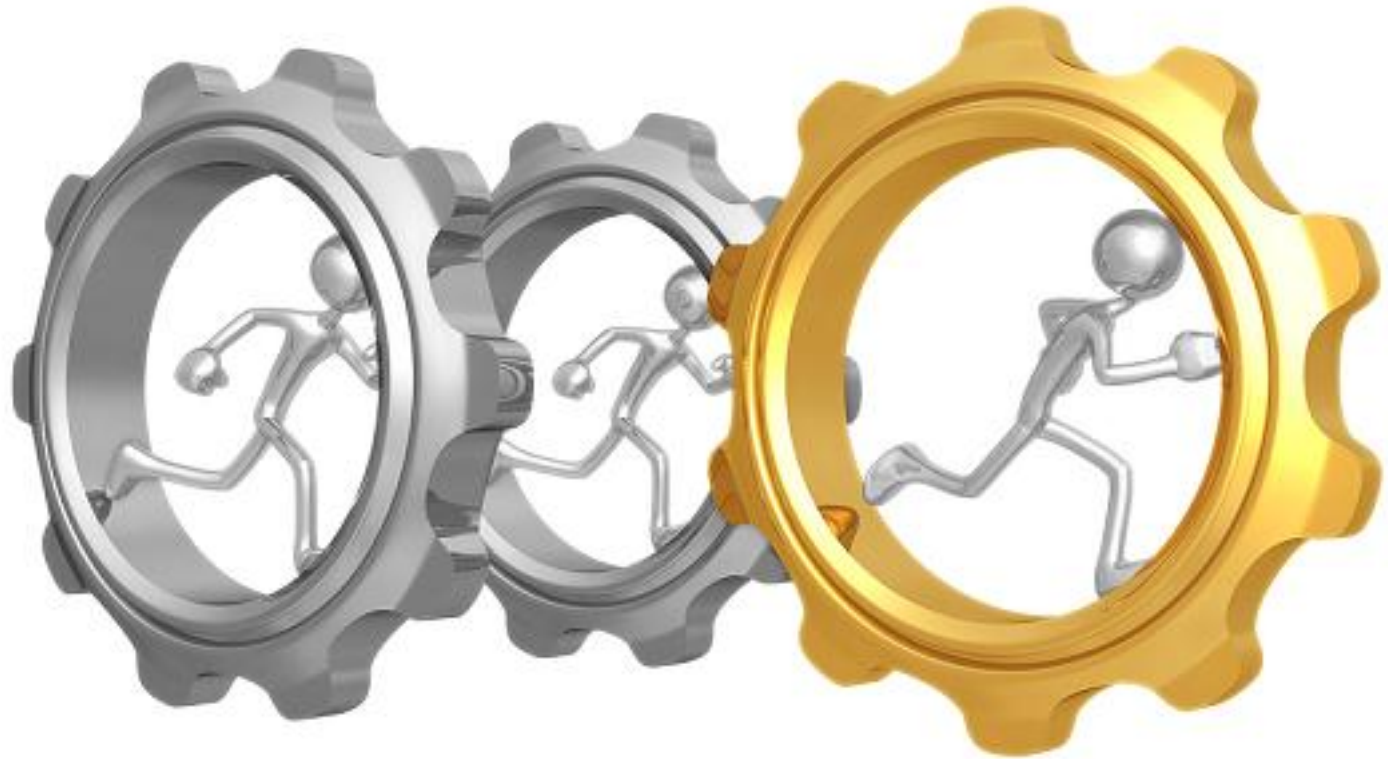
OK, now we're making up words...

- Nearcasting is when the searcher needs something **now**, where they are **now**
- Farcasting is when the searcher is planning to get something in the **future** in a place they will visit in the **future**



Let's switch gears

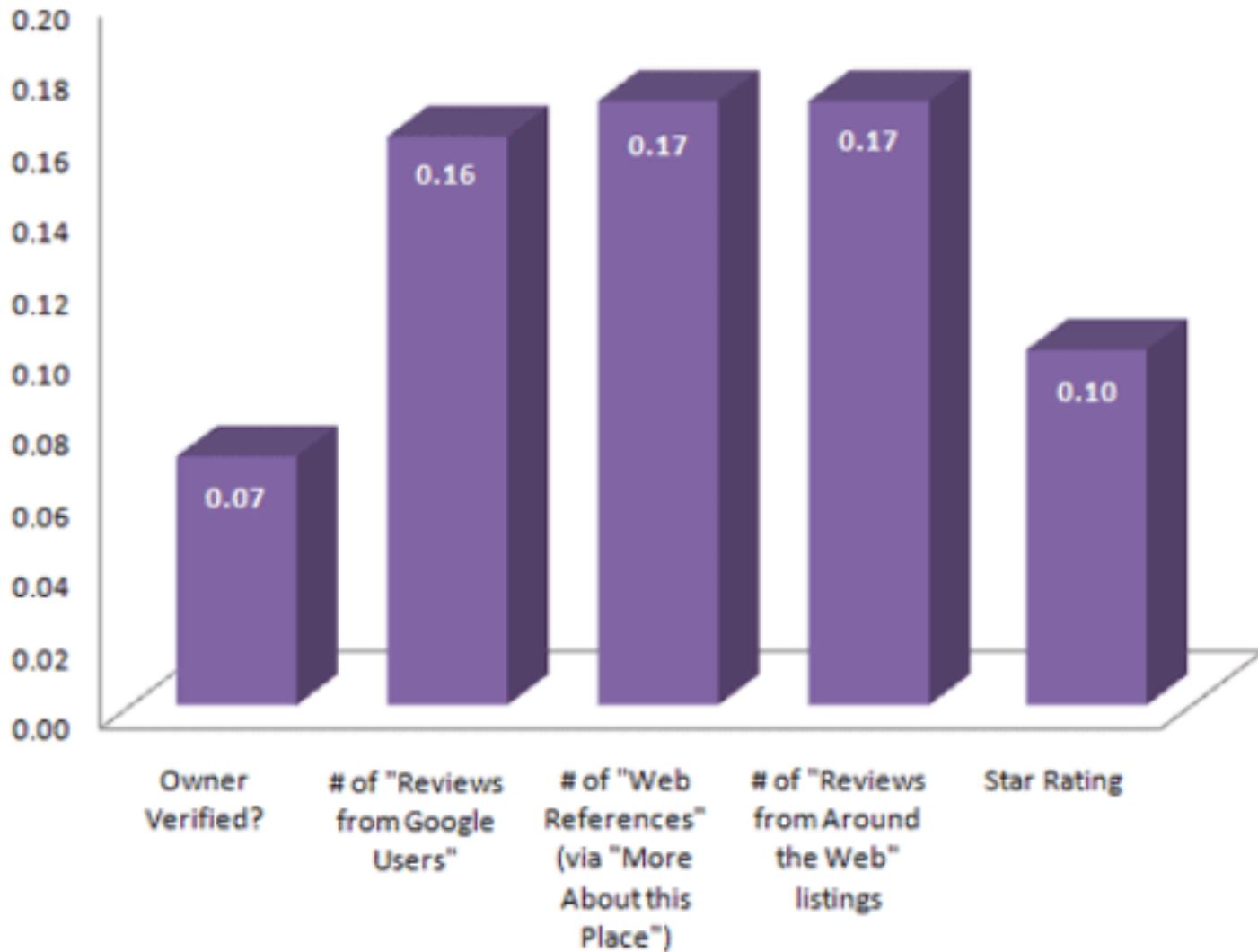
What about ranking in local listings?



How do local listings get ranked?



How do local listings get ranked?



Local listing, ranked by: Reviews

[Get Directions](#) [My Maps](#) [Edit this place](#) -  Owner-verified listing

Adcuda ☆
1011 West 103rd Street, Kansas City, MO 64114-4509
(816) 943-6090
adcuda.com
[Directions](#) [Search nearby](#) [Save to...](#) [more ▼](#)

Categories: Internet Service Provider, Internet Marketing Service, Website Designer
Transit: On 103RD at 1011 West EB (112 ft)  156

3 reviews **Your rating:** ★★★★★

Adcuda is an online marketing agency providing search engine optimization, web design, email marketing, and more for small to medium size businesses in the Kansas City metro area. - *From the owner*

Details

Email: info@adcuda.com
Business owner
[More details >](#)

Photos & Videos

From the owner *From the owner* *From the owner* *From the owner*

[Report inappropriate photo | video](#)

Reviews by Google users [Been here? Rate and review](#)

Belinda - Aug 5, 2010
★★★★★ **Kudos to Adcuda for their work for hr-haven** Rob Scutti at Adcuda is one of the most inordinately likeable and helpful people I've met - and really knows his stuff. I give him a lot of credit - he's a true solutions guy. No matter whether he's dealing with big budget clients or not so big budget clients like myself, he's always looking for ways to help market and promote their online presence. His most recent suggestion for my business, based on getting the most bang for my budget, was the LSV (Local Search Visibility) offering of Adcuda - and I'm very pleased and greatly impressed with the results. If you haven't taken an opportunity to check out the many web marketing & SEO opportunities that Adcuda offers, or had the pleasure to meet and work with Rob directly, you should definitely give them an opportunity to show you what they can do for the online marketing efforts of your business. Belinda Waggoner President hr-haven, inc.



Local listing, ranked by: Reviews

What people are saying

- food "Bluestem is not inexpensive, but the quality and service are outstanding." - opentable.com
- service "Excellent service and great atmosphere." - opentable.com
- ambiance "Great decor, good food." - zagat.com
- value "Those who state this restaurant is "too expensive" are absurd." - opentable.com

Reviews from around the web

[yelp.com](#) - 28 reviews ★★★★★

"I had high expectations for Bluestem ... I had high expectations for Bluestem based on its consistently glowing reviews, and it did not disappoint. We had a great Sunday brunch here; the atmosphere is cozy and pleasant, the wait staff is polite and non-intrusive, and the food was ..." - Nov 7, 2010

"Okay! This is dining no pretenses here .Julie is the best wait person I have ever had the pleasure of dining with. Jeremy advised on wine pairings that were AFFORDABLE and fabulous!The food-to die for. Do not miss the crab and pasta dish ..." - Oct 31, 2010

www.yelp.com/biz/bluestem-restaurant-kansas-city

[zagat.com](#) - 29 reviews ★★★★★

"A little expensive and pretentious.... Maybe the servers and chefs should have more experience in Philadelphia, New York or San Francisco before you try to compare with truly great restaurants." - Craig33 - Jun 15, 2010

www.zagat.com/verticals/PropertyDetails.aspx?VID=8&R...

[ultiorepicture.com](#) - 23 reviews

"Another bluestem fan here. Love your ... Another bluestem fan here. Love your detailed descriptions, almost like I was sitting there enjoying it with you!" - Jan 29, 2007

ultiorepicture.com/2007/01/11/potential-realized/

[urbanspoon.com](#) - 22 reviews ★★★★★

"Just a word of warning. On a bad night the staff is snarky. Been there twice and was astonished at the unprofessional and at times downright rude service. Bluestem ruined my wife's birthday. After that the food was could have been good, ..." - Oct 8, 2010

www.urbanspoon.com/r/34/380167/.../Bluestem-Kansas-City

[reviews.opentable.com](#) - 18 reviews ★★★★★

"We had a good experience. ...and the food was good. Some of the courses were better than others. The soup was a bit bland (needed salt) and then the field greens were too salty. The salmon was excellent and my pasta dish was very good ..." - Nov 18, 2010

reviews.opentable.com/0938/4870/reviews.htm

[More from around the web >](#)

Reviews by Google users

Been here? [Rate and review](#)



Local listing, ranked by: Citations

- Citations are located all the way down at the bottom of the Google Place page.
- Current testing shows that with all things equal, the number of citations a listing has improves its rank.

More about this place

[Seattle Hotels: Luxury Seattle Hotel at The Fairmont Olympic in Washington](#)

... Welcome to The Fairmont Olympic Hotel, Seattle. As the Pacific Northwest's only AAA Five Diamond hotel, a designation it has held since 1984, The Fairmont ...

www.fairmont.com/seattle

[Luxury Hotels & Resorts: Hotel Reservations by Fairmont Hotels & Resorts](#)

... Luxury Hotels & Resorts: Hotel Reservations by Fairmont Hotels & Resorts ...

www.fairmont.com/

[More results from www.fairmont.com »](#)

[Seattle wiki - Welcome to our Seattle wiki](#)

... Are you looking for a reasonably priced hotel in Seattle during the summer? There is still hope and place to stay for under \$200. Top choices for a cheap stay. The Fairmont Olympic Hotel ...

seattle.wikispot.org/

[Impark.Com: Home](#)

... To access the following monthly specials available now in the Seattle area, please click on the embedded links: Fairmont Olympic Garage - 415 Seneca Street (Lot 47) Downtown Seattle - 802 Pine ...

www2.impark.com/?lang=en®ion=seattle

[Seattle Suites - Seattle Suites Guide - Seattle WA](#)

... Fairmont Olympic Hotel 411 University Street - Downtown Seattle WA 98101 ...

www.seattle-downtown.com/suites/

[More results from www.seattle-downtown.com »](#)

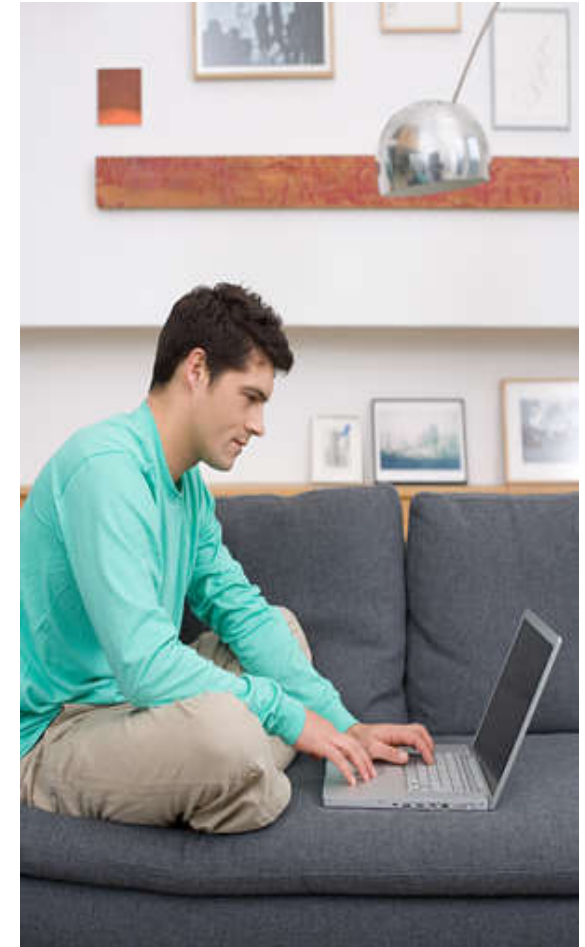
[More \(276\) »](#)



Local listing, ranked by: Citations

How does one get citations?

- Just by being on the web -
 - Blog
 - Articles
 - Directories
 - PR
 - Social Media
 - Being on social lists
 - Being on contribution lists



Why should I care about Local Search?

I'm kind of busy and really don't have time to think about all of this...

- People are searching for your stuff...
- Did they find your stuff or your competitors' stuff?



Q&A



Thank you

We hope you'll join us next month for the following topics:
Is Your Site Built to Sell? - Wednesday, February 2, 2011
Video for the Small Business - Wednesday, February 23, 2011



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linkedin.com/in/adcuda

linkedin.com/in/jenniferhoyt

linkedin.com/pub/rob-scutti/6/b26/665



No selling, lots of freebies

adcuda.com/blog



Tweet with us

twitter.com/adcuda



CASEY COPELAND



JENNIFER HOYT



ROB SCUTTI