

# LOCAL ONLINE MARKETING WORKSHOP

Albuquerque SCORE

March 28, 2014

Jan Zimmerman, Author  
Web Marketing for Dummies  
Social Media Marketing All-in-One for Dummies  
Facebook Marketing All-in-One for Dummies  
Watermelon Mountain Web Marketing  
info@watermelonweb.com 505-344-4230

# What You'll Learn Today

- ◎ Free Online Local Marketing
  - search optimization (inc. mobile)
  - search maps
  - business directories
  - review sites
  - event calendars
  - local buying sites
  - local social media

# And More.....

- ⦿ Paid local advertising
  - PPC
  - Social Media
- ⦿ Interactive marketing exercise
- ⦿ Assessing results with analytics

# Suggested Process

- ⦿ Decide whether your business is a good fit for local online media
  - brick & mortar presence
  - want to reach local/regional target markets
  - may want to target tourists
- ⦿ Use the Local Social Media Marketing plan to establish goals & objectives
- ⦿ Use the Local Resources list as a source of ideas for possible services

# Remember....

*Local marketing is only part of online marketing.*

*Online marketing is only part of total marketing.*

# Be a Guerrilla Marketer

- ⦿ Don't try everything at once
- ⦿ Review where you currently appear
- ⦿ Try one service per category
- ⦿ Evaluate results
- ⦿ Expand within category
- ⦿ Expand to new category

# Local Search Behavior

- 4 in 5 consumers use search engines to find local information
- 88% search on smartphone
- 84% search on computer/tablet
- 54% search for business hours
- 53% search for directions to local store
- 50% search for local store address
- 50% visit a store within a day of local search
- 18% of local smartphone searches lead to purchase within a day

\*Source: Google/Ipsos MediaCT/Purchased, Research: Understanding Consumers' Local Search Behavior, May 2014.

# Key SEO Points

- ⦿ Right click to VIEW SOURCE to see keywords, title, and description tags
- ⦿ Get better results by using a phrase with a location instead of separate terms
- ⦿ Personalized search has benefits & risks for marketing
- ⦿ Them that has, gets (the more traffic, the higher the ranking)



# Location Targeted SEO



```
<html>
<head>
<title>Ceramics Kelly Jo Designs, Inc.</title>
<meta name="description" content="Kelly Jo Designs, Inc. is a custom pottery ceramic production studio based in Albuquerque, NM. The ceramic ware reflects the inspirations of artist Kelly Jo Kuchar including southwestern and Spanish art and the Masters: Matisse, Monet and Duffy">
<meta name="keywords" content="Kelly Jo Designs, new mexico ceramics albuquerque ceramics Santa Fe gifts, handmade ceramics, decorative pottery, bowls, plates, wine holders, mugs, hand painted tableware, dinnerware, personalized ceramics, corp gifts, corporate gifts, Commemorative Ceramic Plates, custom ceramic design, ceramicware, non-toxic pottery, lead-free pottery, southwest ceramics, Hand painted art, southwestern design, ceramic ware, wedding gifts pottery, Promotional items ceramics, Executive Gifts, Employee Gifts, Client Gifts, southwestern souvenirs, unique ceramic art, wholesale partnerships, wholesale sellers, wholesale ceramics, wholesale pottery, retail">
<meta name="copyright" content="copyright 2004 KELLY JO DESIGNS, INC ALL RIGHTS RESERVED">
<!-- Designed and developed by: Verde Studios www.verdestudios.com -->
<!-- Kelly Jo Designs, Inc. is a custom pottery production studio based in Albuquerque, NM. The ceramic ware reflects the inspirations of artist Kelly Jo Kuchar including southwestern and Spanish art and the Masters: Matisse, Monet and Duffy -->
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<script language="JavaScript" type="text/JavaScript">
<!--
```

# What Search Engines Want

- Relevance
- Title & page description tags
- Inbound link quality & traffic
- Social media & press release history
- Recency & frequency of postings
- Search terms in specific places
- Site traffic, download time, other

# Mobile Search Different

- ⦿ Location ranks search results (zip code, GPS)
- ⦿ Context determined by
  - ⦿ what users are doing
  - ⦿ urgency
  - ⦿ past history on mobile device
- ⦿ Time sensitive results
  - ⦿ triggered by real-time need
  - ⦿ shorter window of opportunity
- ⦿ More local-intent search terms are used

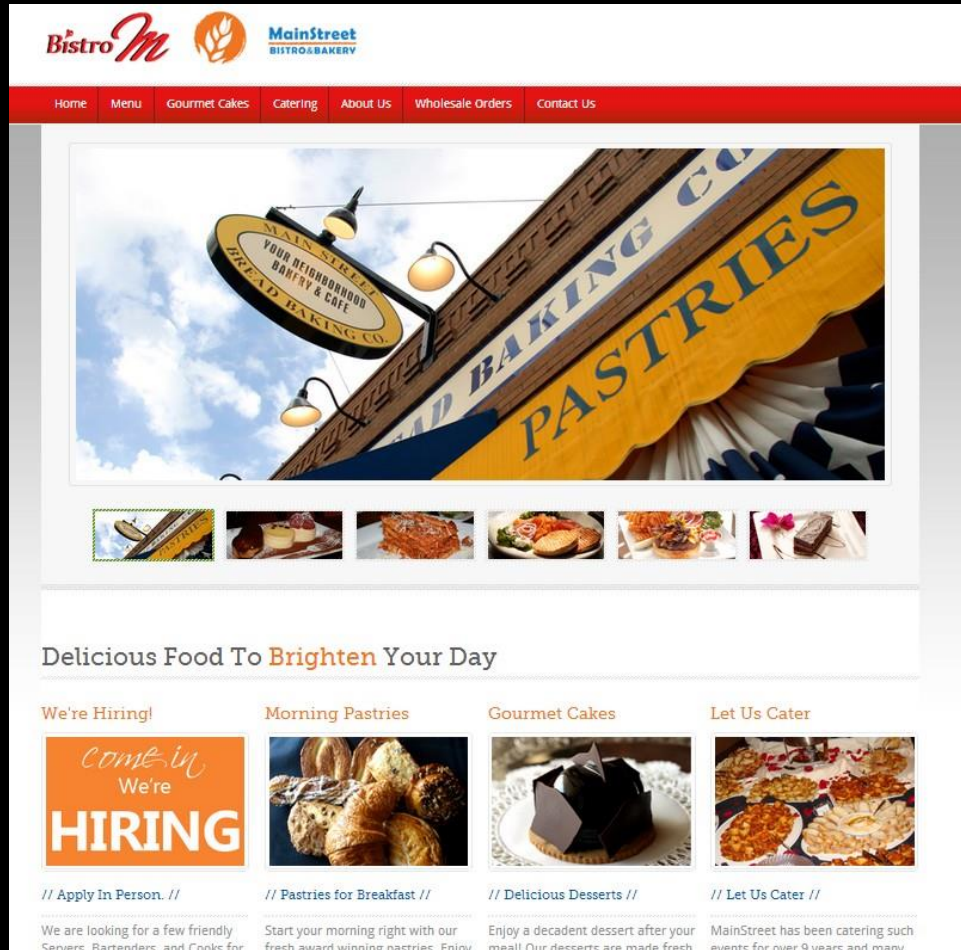
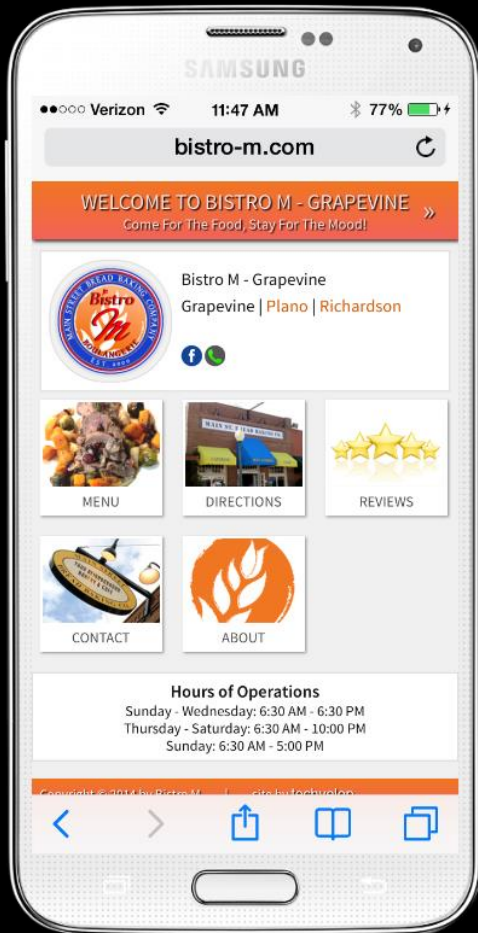
# Mobile Challenges

- Voice search uses different words  
(in the form of a question)
- Device limitations
  - small screens
  - lack of physical keyboard
  - patchy connections
  - incompatible w/ Flash on some devices
- Mobile apps:
  - content available only in a native application invisible to search engines

# Mobile vs. Website

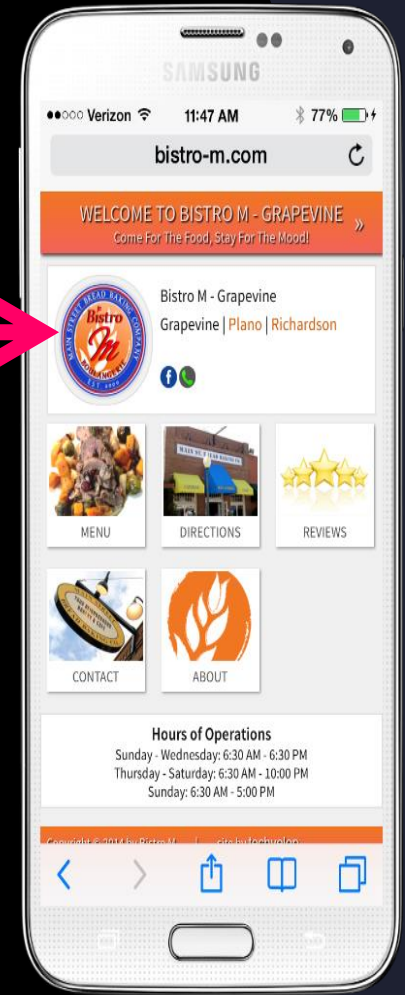
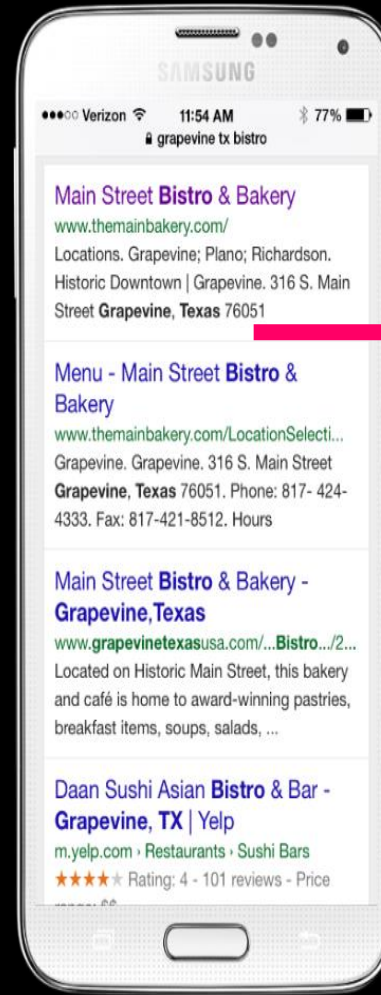
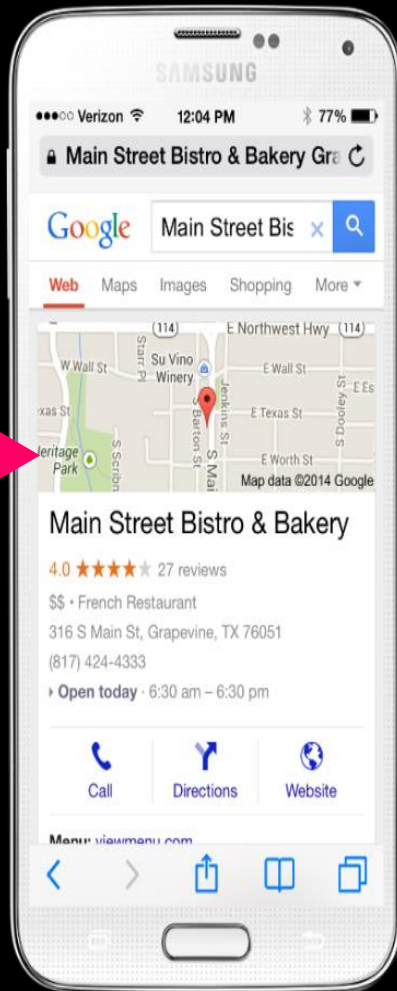
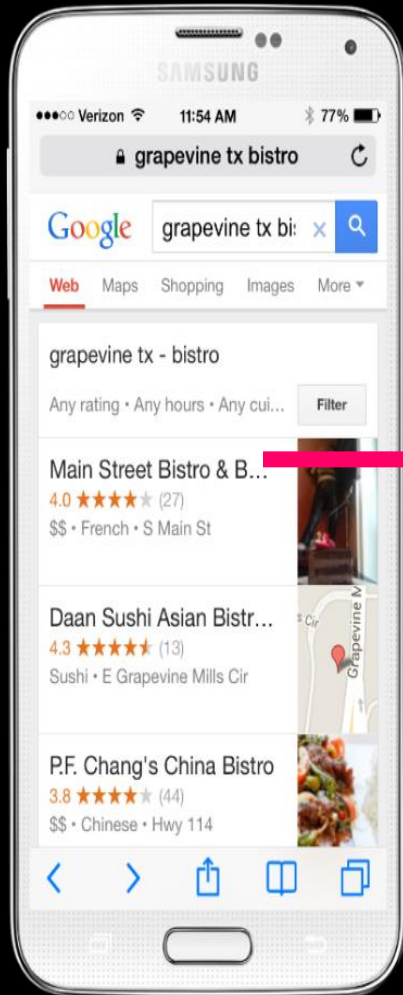
bistro-m.com

themainbakery.com



# Mobile Results

www.themainbakery.com



# Need Mobile -friendly Site

- Optimize with local user-intent search terms
- Streamline menu
- Quick load time
- Click-to-call
- Click-to-share on social media
- Store locator directions and maps
- QR codes
- Mobile coupons

# Why Maps Matter

- They are FREE!
- Can include offers and ad content
- Easy for users to understand
- Used for mobile search
- May require separate submission



# Yahoo! Local

## listings.local.yahoo.com

Browser address bar: <https://search.yahoo.com/local/s?p=Carpets+Rugs&addr=Albuquerque%2C+NM>

Navigation: Home Mail Search News Sports Finance Weather Games Answers Screen

Search: **YAHOO!** Carpets Rugs Albuquerque, NM Search

Filters: Category Neighborhood


1	<b>Carpet Cleaning Albu...</b>	2415 Princeton D... Albuquerque, NM	(505) 883-0437	★★★★★ 9 on Yahoo
2	<b>Carpet Source</b>	3300 Princeton D... Albuquerque, NM	(505) 856-6268	★★★★★ 5 on Yahoo <b>Open now</b>
3	<b>CLASSIC WORLD ORIENTA...</b>	5301 Wyoming B... Albuquerque, NM	(505) 822-5000	★★★★★ 1 on Yahoo <b>Open now</b>
4	<b>You'Re the Boss Carpe...</b>	2513 Washington... Albuquerque, NM	(505) 620-4682	★★★★★ 4 on Yelp <b>Open now</b>
5	<b>Tribal World Rugs &amp; More</b>	8212 Pan Americ... Albuquerque, NM	(505) 821-0302	★★★★★ 5 on Yelp
6	<b>House of Floors</b>	1560 Juan Tabo ... Albuquerque, NM	(505) 814-6950	★★★★★ 3 on Yelp <b>Closed now</b>
7	<b>Carpets by Sonia</b>	2428 Menaul Blv... Albuquerque, NM	(505) 344-5365	★★★★★ 2 on Yelp
8	<b>Enchantment Carpet Co I...</b>	4815 Mcleod Rd Ne Albuquerque, NM	(505) 884-7126	★★★★★ <b>Open now</b>

Navigation: Home Mail Search News Sports Finance Weather G

YAHOO! Albuquerque, NM

Ads

**Carpets And Rugs** carpetnewmexico11...  
We Make Carpet Shopping Simple. View Our Vast Rug Selection Now.



**Tribal World Rugs & More**  
Carpet & Rug  
★★★★★ 5 reviews on yelp

Is this your business? [Verify your listing](#)

8212 Pan American Fwy Ne, Albuquerque, NM 87113  
Cross Streets: Near the intersection of Pan American Fwy NE and Carmel Ave NE  
Neighborhoods: Business Parkway/Academy Acres

(505) 821-0302  
[oneworldrugcare.com](http://oneworldrugcare.com)

[Directions](#)

**Reviews**

★★★★★ Suzanne B. 11/27/2014  
I bought a beautiful rug from Michael at a Farmer's Market. He gave me a good experience talking to him about rugs. I plan to buy another rug from him again

# Bing Local

bingplaces.com

bing hat stores, albuquerque nm

Directions My places

Ads related to hat stores

[Hats Personalized | blackduckembroideryandscreen.com](#)  
blackduckembroideryandscreen.com  
Promote Your Company with Premium Hats & Caps. Start Today!

[Buy Stetson Hats - Free Shipping On Orders Over \\$75.](#)  
www.VillageHatShop.com  
Free Shipping On Orders Over \$75. Use Promo Code FREESHIP75 and Save!  
villagehatshop.com is rated ★★★★★ on Bing (1337 reviews)

- 1** Larry's Hats  
3102 Central Ave Se, Albuquerque, NM  
(505) 266-2095 Website  
Directions · Email · More
- 2** The Old Town Hat Shop  
205 San Felipe St Nw # C, Albuquerque, NM  
(505) 242-4019 Website  
Directions · Email · More
- 3** Lids  
6600 Menaul Blvd Ne, Albuquerque, NM  
(505) 872-1205 Website  
Directions · Email · More
- 4** The Man's Hat Shop  
511 Central Ave Nw, Albuquerque, NM  
(505) 247-9605 Website  
Directions · Email · More
- 5** Caps  
111 7th St Nw, Albuquerque, NM  
(505) 639-5442 Website  
Directions · Email · More
- 6** Clothhorse Carousel  
901 Rio Grande Blvd Nw, Albuquerque, NM

# Google My Business

(formerly Google Places for Businesses)

google.com/business

Get your business on Google for free

New - Google My Business connects you directly with customers, whether they're looking for you on Search, Maps or Google+.

Get on Google



# Google My Business

- Update business listing on one dashboard
  - Google Maps, Search and Google+)
- Add photos
- Connect with customers on Google+ page
- Receive reviews from across the web; respond to Google reviews
- Custom insights about how often business information is seen and where
- Integrates with AdWords Express, a streamlined version of AdWords

# Google My Business Dashboard

The screenshot shows the Google My Business dashboard for 'Dandelion Chocolate'. The header includes the business name, a description ('Dandelion Chocolate is a bean-to-bar chocolate factory in Mission District'), and contact information: 238 followers, phone (415) 349-0942, website dandelionchocolate.com, and address 740 Valencia Street, San Francisco, CA 94110. Below the header are buttons for 'Add photos' and 'Add virtual tour'. The main content area features a 'Share what's new...' section with a 'Share' button and options for Text, Photos, Link, Video, Event, and Post. Below this is an 'Insights for your business, last 30 days' section with a 'View insights' button. The 'Reviews for your business' section shows a 4.7 Google rating, 57 reviews on Google, and 16 reviews from around the web, with a 'Manage reviews' button. At the bottom, there are two promotional cards: 'AdWords Express' with a 'Get started' button and 'Google Analytics' with a 'Get started' button.

**Dandelion Chocolate**  
Dandelion Chocolate is a bean-to-bar chocolate factory in Mission District

238 followers | (415) 349-0942 | dandelionchocolate.com  
Chocolate shop, Café | 10:00 AM - 9:00 PM | 740 Valencia Street, San Francisco, CA 94110

Share what's new...  
Share [g+] [Text] [Photos] [Link] [Video] [Event] [Post] [Share update]

Insights for your business, last 30 days  
13.9k Views (12% ↑) | 138 Clicks (7% ↑) | 22 New followers (21% ↑) [View insights]

Reviews for your business  
4.7 Google rating (★★★★★) | 57 Reviews on Google | 16 Reviews from around the web [Manage reviews]

AdWords Express: Reach more customers with online ads. Claim your free ad credit now. [Get started]

Google Analytics: Know who your website visitors are. Learn more. [Get started]

© 2014 Google - Terms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app

# Create Google+ Page

**Dandelion Chocolate**  
SMALL-BATCH CHOCOLATE

**Dandelion Chocolate**  
740 Valencia St San Francisco, CA 94110  
(415) 349-0942  
dandelionchocolate.com

Chocolate Shop - \$  
Today 10:00 am - 10:00 pm

+ Follow

285 followers | 606,272 views

WELCOME TO DANDELION CHOCOLATE  
three things to do while you're here

- 1 TASTE CHOCOLATE**  
We use only two ingredients in our chocolate: cocoa beans and cane sugar, so you can taste the nuances of each bean, harvest, and roast. Pro tip: try the samples from left to right.
- 2 TALK WITH A MAKER**  
We are one of the few places in the world that actually makes chocolate and it's all done right here. Sit at the maker bar, sign up for a class, or flag us down and ask questions - we love it!
- 3 EAT A TREAT**  
Our pastry chef pastries, morning and craft, an eclectic collection of treats & originals.

**Dandelion Chocolate**  
www.dandelionchocolate.com  
5 days ago - People wonder how Dandelion Chocolate added all the fruit to their Ambanja bars. They didn't — they used tangy, lemon-and-cherry-flavored ...  
4.7 ★★★★★ 70 Google reviews - Write a review - Google+ page

740 Valencia St, San Francisco, CA 94110  
(415) 349-0942

**Online store**  
\$8 Add to cart - md-e1380959025497  
Ambanja ...

**About Us**  
Dandelion Chocolate is a bean-to-bar chocolate factory in the ...

**Retailers**  
We also encourage to find our bars at the following retailers below ...

**Tours & Classes**  
We offer free, 30 minute tours where one of our staff will give ...

More results from dandelionchocolate.com »

**Dandelion Chocolate - Mission - San Francisco, CA | Yelp**  
www.yelp.com › Food › Specialty Food › Chocolatiers & Shops › Yelp  
★★★★★ Rating: 4.5 - 279 reviews - Price range: \$\$  
279 Reviews of Dandelion Chocolate "Who loves chocolate? Oh you don't then don't walk in to a chocolatier. This place is killer delicious. You must get the ..."

**Dandelion Chocolate - San Francisco, CA - Food ...**  
https://www.facebook.com/DandelionChocolate  
Dandelion Chocolate, San Francisco, CA, 4764 likes · 233 talking about this · 5485 were here. We are a bean-to-bar chocolate factory based in the ...

**Dandelion Chocolate - Eventbrite**  
www.eventbrite.com/o/dandelion-chocolate-3667501049 › Eventbrite  
Weekday Tours. Weekly Event - Every Wednesday Thursday & Friday: 6:00 PM to 6:20 PM (PDT), Dandelion Chocolate, San Francisco CA ...

**Dandelion Chocolate commandeers new Mission factory**  
insidecappasalgate.com/.../dandelion-chocolate - San Francisco Chronicle  
May 23, 2014 - With a waiting list of over 300 potential wholesalers, San Francisco's Dandelion Chocolate is in big-time expansion mode. Dandelion will open ...

**Dandelion Chocolate | David Lebovitz**  
www.davidlebovitz.com/2013/02/dandelion-chocolate-san-francisco/ ›  
Feb 7, 2013 - Dandelion Chocolate is a bean-to-bar chocolate maker San Francisco, making tablets of single-origin chocolates from various countries.

**Dandelion Chocolate**  
Directions - Write a review

Address: 740 Valencia St, San Francisco, CA 94110  
Phone: (415) 349-0942  
Prices: \$\$\$\$  
Hours: Open today 10:00 am - 10:00 pm  
Menu: dandelionchocolate.com

**Reviews**  
4.7 ★★★★★ 70 Google reviews

Small-batch chocolatier offering handmade candy bars & brownies, cocoa beans & educational classes - Google

Go there for the pastries, hot chocolate, or the tasting and tours. - 2 reviewers

Roasted cacao beans and gift sampling. - 2 reviewers

Excellent hot chocolate. - 6 reviewers

View all Google reviews

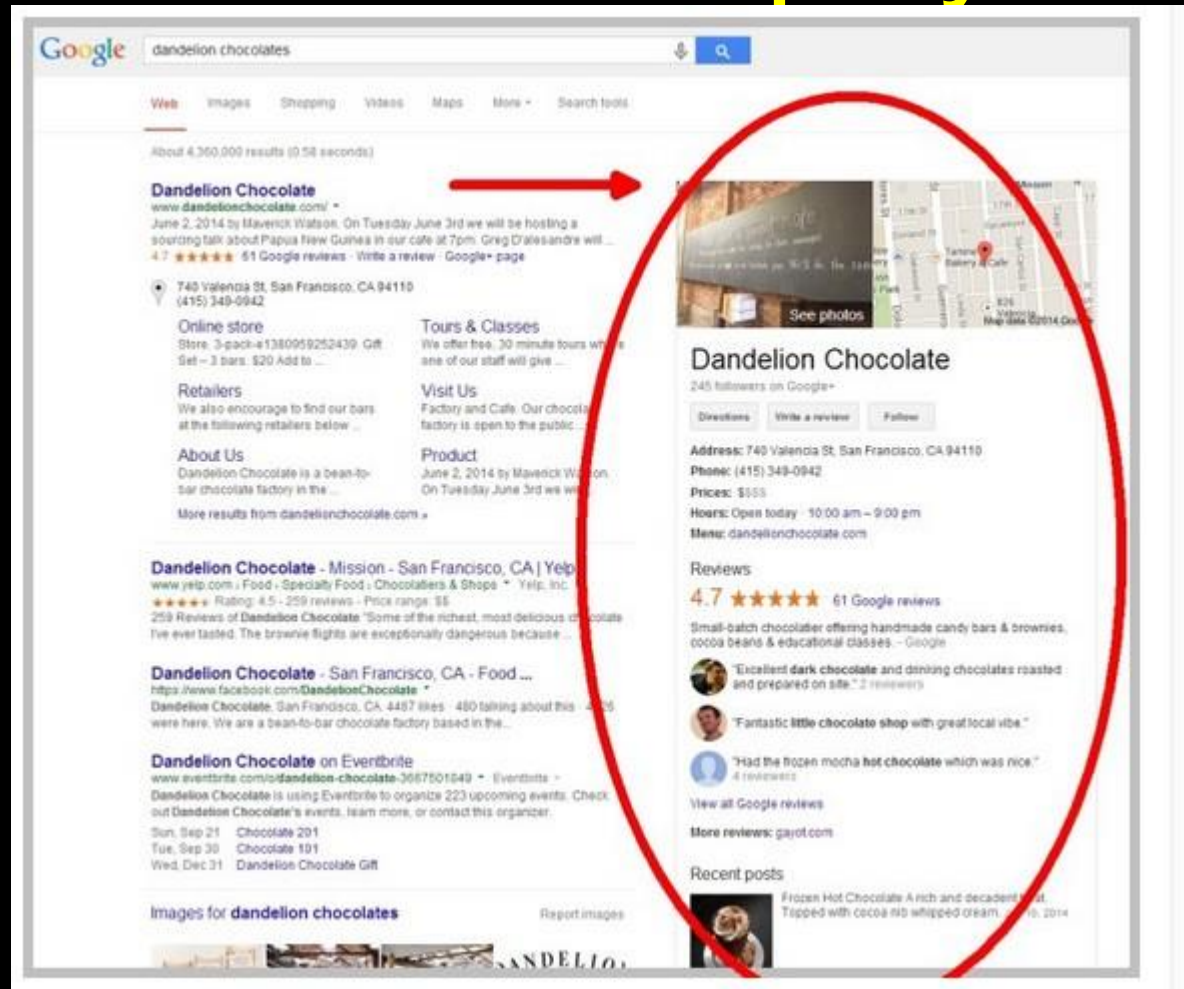
More reviews: get more

**Recent posts**  
Dandelion Chocolate  
285 followers • Shared publicly

Our friends at +Woods Beer Co. made an excellent beer with our Madagascar nibs! Get a taste at party tonight at +Cerveceria de Matevelez

posts on Google+  
+ Follow

# Google Knowledge Panel = Mobile Display!




# Keep Social Local


- Target social ads to local market
- Local promotions
- More personal approach
- Build relationships with local community
- Reputation management




# Facebook Promoted Post

Suggested Post

 **UV Splash COLOR DASH** Like Page




Sponsored · 

The UV Splash is coming to ABQ 8/9. Register today using the code UV20 & save 20%



The night's BRIGHTEST 5K!

[WWW.UVSPLASHCOLORDASH.COM](http://WWW.UVSPLASHCOLORDASH.COM) Sign Up

Like · Comment · Share ·  114  9  33

# Localize Instagram



CELEBRATING  
5 YEARS

ABOUT US ▾ TOURS ▾ RESOURCES ▾ THE TROLLEY ▾ ADVERTISING ▾ FAQ CONTACT

## RECENT INSTAGRAM PHOTOS

Tag your Instagram photos with **#ABQTrolley** and they'll show up here!



you've made it on to the girls bathroom wall!!!

That's awesome!

We've made it!

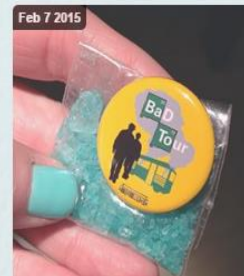
Bam! Made the girls bathroom wall at @backalleydrafthouse. #success #lookslikewevemadeti #abqtrolley #trolleyco!!!



Custom DCP cookies from RBC. #rudeboycookies #bigreveal #abqtrolley



#dukecitypedaler #dukecitypeddler #nohelmetsrequiredunlessyouwouldfeelsafe so proud of Jesse Herron and Mike and the trolley!!!



#breakingbadtour #ABQTrolley #geekswhodrink #worthsies



At the A1A Car Wash from #BreakingBad! Thank you #ABQTrolley!



# Localize Pinterest

The screenshot shows a Pinterest profile for 'The Cleanery'. At the top, there is a search bar and a user profile header for 'Watermelon Moun...' with a notification icon. The profile name 'The Cleanery' is prominently displayed with a logo above it. Below the name, the location 'Albuquerque, New Mexico' and website 'www.thecleanery.com' are listed. A bio states: 'Albuquerque's only certified couture level dry cleaner. Pinning all things clean. When you can't imagine life without it, don't let just anybody clean it! Re-Pi'. Statistics show 37 Boards, 3,400 Pins, 673 Likes, 376 Followers, and 306 Following. The main content area features a grid of 12 boards, each with a cover image, a title, a pin count, and a 'Follow' button. The boards are: 'Our Store and Services' (103 pins), 'Local Love' (209 pins), 'Borrowed, Blue, Clean, & Lik...' (53 pins), 'Bridal Gowns' (228 pins), 'Tie the Knot' (385 pins), 'Hello Mr. Bond' (70 pins), 'DIY Crafts' (37 pins), 'Cufflinks' (34 pins), 'DIY Garment Cleaning' (23 pins), 'Closets We Want' (40 pins), 'Men's Accessories' (49 pins), and 'Storage Solutions' (108 pins).

Search

Watermelon Moun... 1

**the**  
CLEANERY

## The Cleanery

Albuquerque, New Mexico www.thecleanery.com

Albuquerque's only certified couture level dry cleaner. Pinning all things clean. When you can't imagine life without it, don't let just anybody clean it! Re-Pi

37 Boards 3,400 Pins 673 Likes 376 Followers 306 Following

**Our Store and Services** 103 Follow

**Local Love** 209 Follow

**Borrowed, Blue, Clean, & Lik...** 53 Follow

**Bridal Gowns** 228 Follow

**Tie the Knot** 385 Follow

**Hello Mr. Bond** 70 Follow

**DIY Crafts** 37

**Cufflinks** 34

**DIY Garment Cleaning** 23

**Closets We Want** 40

**Men's Accessories** 49

**Storage Solutions** 108

# Localize Promoted Post on Facebook

The screenshot shows the Facebook Audience targeting interface. The 'Locations' section is active, and a search input field contains the text 'Albuquerque'. A dropdown menu displays several location suggestions, with the first one, 'Albuquerque, New Mexico, United States', highlighted in blue. A red oval highlights the search input field. The interface includes sections for 'Age', 'Gender', 'Languages', 'Interests', and 'Behaviors'.

Category	Location	Type
Locations	Albuquerque	
Age	Albuquerque, New Mexico, United States	City
Gender	Los Ranchos de Albuquerque, New Mexico, United States	City
Languages	Albuquerque, Chihuahua, Mexico	City
Languages	San José De Albuquerque, San Luis Potosi, Mexico	City
Languages	Albuquerque Lins, São Paulo (state), Brazil	City
Languages	Albuquerque, Rio de Janeiro (state), Brazil	City
Interests	Ricardo De Albuquerque, Rio de Janeiro (state), Brazil	City
Interests	Albuquerque, Mato Grosso do Sul, Brazil	City
Interests	Albuquerque Né, Pernambuco, Brazil	City
Behaviors	Search behaviors	Browse

# Twitter Promoted Tweets

**Tweets**

1 new Tweet

 **BBC News (UK)** @BBCNews 4m  
Body found in search for missing Glasgow teenager Hollie McClymont [bbc.in/12ZAOr6](http://bbc.in/12ZAOr6)  
Expand

 **BBC Breaking News** @BBCBreaking 9m  
SAS sniper Daniel Nightingale from Cheshire found guilty of possessing pistol and ammunition by military tribunal [bbc.in/12ZDnJS](http://bbc.in/12ZDnJS)  
Retweeted by BBC News (UK)  
Expand

 **Souplantation** @souplantation 21h  
Come in to Souplantation/Sweet Tomatoes this month for a healthy meal and take 20% off <> [.bit.ly/11kNnL](http://bit.ly/11kNnL)  
Promoted by Souplantation  
Expand

 **BBC News (UK)** @BBCNews 22m  
Secretive court? Without scrutiny? Former top judge demystifies proceedings at court of protection [bbc.in/11C7zkm](http://bbc.in/11C7zkm) via @vicderbyshire  
View media

 **norman smith** @BBCNormanS 29m  
BBC head of HR Lucy Adams told to consider her position following severance payment row at PAC  
Retweeted by BBC News (UK)  
Expand

# Localize Promoted Tweets

The screenshot shows the Twitter Ads targeting configuration page. At the top, it says 'Ads Analytics' and 'Watermelon Web M'. The campaign is titled 'Untitled campaign' with the objective 'WEBSITE CLICKS OR CONVERSIONS' and a status of 'Starts now, runs continuously'. The 'Targeting' section is expanded to 'Select locations', which includes instructions to enter countries, states/regions, metro areas, or postal codes. A search box contains 'albu', and a dropdown menu shows results for 'Metro area' and 'Postal code'. The 'Metro area' results include 'Albuquerque-Santa Fe NM, USA' (highlighted), 'Albury, New South Wales, Australia', 'Alburquerque, Badajoz, Extremadura, Spain', and 'Albudeite, Murcia, Murcia, Spain'. The 'Postal code' results include '05440, VT, USA', '52202, IA, USA', '87109, NM, USA', and '06170, Badajoz, Extremadura, Spain'. There is also an 'Import multiple locations' button and a '+ Add keywords' link at the bottom.

Ads Analytics Watermelon Web M

Untitled campaign / WEBSITE CLICKS OR CONVERSIONS Starts now, runs continuously /

### Targeting

Select locations

Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. [Learn more](#)

albu OR Import multiple locations

Metro area	Postal code
Albuquerque-Santa Fe NM, USA	05440, VT, USA
Albury, New South Wales, Australia	52202, IA, USA
Alburquerque, Badajoz, Extremadura, Spain	87109, NM, USA
Albudeite, Murcia, Murcia, Spain	06170, Badajoz, Extremadura, Spain

Select additional targeting criteria.

Users falling into any of the categories below will be targeted.

+ Add keywords

# LinkedIn Ads

## Ads You May Be Interested In



### Independent Woman Seminar

San Francisco: 8/26 - 28 for free 2-Hour Seminars. Free gift for attending!



### Printing in San Francisco

Poster printing doesn't have to be expensive. 24" x 36" Posters for \$30!



### Great Opportunity!

Sales in Silicon Valley for tech customer. Manage, grow it, be a superstar!



# Localize LinkedIn Ads

LinkedIn® Campaign Manager Shawna Araiza (Indiv) LinkedIn H

## Change Target Audience

Who's the audience for this campaign?

**Location** Albuquerque, New Mexico Area ✕

**Companies**

**Job Title**

**Audience** ⓘ

- Antarctica
- Asia ▶
- Europe ▶
- Latin America ▶
- Middle East ▶
- North America ▶
- Oceania ▶
- Canada ▶
- United States ▶
- Hampshire
- New Jersey
- New Mexico ▶
- New York ▶
- North Carolina ▶
- North Dakota
- Ohio ▶
- Albuquerque, New Mexico Area
- Las Cruces, New Mexico Area
- Lubbock, Texas Area
- Odessa/Midland, Texas Area

Close

▶ Enter job titles you'd like to exclude

▼ More targeting options (Schools, Groups, Age, etc.)



# Local Online Tools

- Business Directory Sites
- Review & Recommendation Sites
- Local Events Calendars
- Local Deal/Buying Sites
- Location-Based Social Networks

# Local Business Directory

Merchant Circle [merchantcircle.com/corporate/landing/signup.html](http://merchantcircle.com/corporate/landing/signup.html)

The screenshot shows a web browser displaying a business listing on Merchant Circle. The browser's address bar shows the URL: [www.merchantcircle.com/business/Array.Technologies.Inc.Albuquerque.NM.1.505-881-7567](http://www.merchantcircle.com/business/Array.Technologies.Inc.Albuquerque.NM.1.505-881-7567). The Merchant Circle logo is in the top left, and search filters for 'array technologies inc' and 'near Albuquerque, NM' are visible. A navigation menu includes categories like Autos, Home & Garden, Real Estate, Health & Beauty, Legal & Financial, Food & Dining, and All. The main content area features a photo of a group of people, a banner for Saybrook University with the text 'Our Problems Are Human So Are The Solutions' and 'Develop creative solutions to human challenges at SAYBROOK UNIVERSITY', and the business name 'Array Technologies Inc'. The business has a 0.0 rating with 0 reviews and 0 likes. Contact information includes the phone number 505-881-7567, address 3901 Midway Place NE Albuquerque, NM 87109, and website arraytechinc.com. Hours of operation are listed as Mon-Fri 9am-5pm, Sat 9am-5pm, and Sun 9am-5pm. A 'Merchant Score' of 15 is displayed on the right, along with a map showing the business location. Below the main listing is a 'Related Businesses' section with two items: 'Solar Products & Services R...' and 'Find Skinceuticals Products', both with 5.0 ratings. A 'Get Your Business Online' banner for GYBO.com is at the bottom right.

www.merchantcircle.com/business/Array.Technologies.Inc.Albuquerque.NM.1.505-881-7567

merchantcircle.com™

array technologies inc near Albuquerque, NM

Autos Home & Garden Real Estate Health & Beauty Legal & Financial Food & Dining All Login Join

NM > Albuquerque > 87109 Home & Garden | Home Repair & Improvement | Business to Business

## Array Technologies Inc

0.0 ★★★★★ Reviews (0)

Like 0 +1 0 Tweet 0

505-881-7567

3901 Midway Place NE Albuquerque, NM 87109 | Directions

arraytechinc.com

**HOURS:** Mon, 9am-5pm ; Tue, 9am-5pm ; Wed, 9am-5pm ; Thu, 9am-5pm ; Fri, 9am-5pm ; Sat, 9am-5pm ; Sun, 9am-5pm.

Merchant Score

15

Chappell Rd Office Bldg Bear River Arroyo Osuna

### Related Businesses

Solar Products & Services R... 5.0 ★★★★★


Find Skinceuticals Products 5.0 ★★★★★

Get Your Business Online GYBO.com

# Local Business Directory


CitySearch [citysearch.com](http://citysearch.com)

Citysearch® Bistros Albuquerque, NM Metro  Sign In




SITE MAP > ALBUQUERQUE, NM METRO SITE MAP DIRECTORY > ALBUQUERQUE, NM METRO BISTROS

## Albuquerque, NM Metro Bistros




**Trombino's Bistro Italiano**  
5415 Academy Road Northeast, Albuquerque

I did not want any franchise eatery. We saw your add in balloon fiesta booklet and came one time with my brother and then returned to have a special meal with friends. We drove in... [more](#)



**Le Peep**  
2125 Louisiana Blvd NE Ste 100, Albuquerque

By far the best pancakes in town! I love their granola cakes and they are huge, you can order one if you want or order the full and share with someone! Great staff and good... [more](#)



**Zinc Wine Bar & Bistro**  
3009 Central Ave NE, Albuquerque

A star rating is not even worthy of this place. There is not much to say about this place. The staff is arrogant. The food tastes that it has been reheated from other returned... [more](#)

# Review/Recommendation

Yelp biz.yelp.com

**yelp** Find tacos, cheap dinner, Max's Near Albuquerque, NM Sign Up  
Home About Me Write a Review Find Friends Messages Talk Events Log In

## Tia Betty Blue's

★ ★ ★ ★ ★ 126 reviews Details  
\$ - Coffee & Tea, Breakfast & Brunch Edit

1248 San Mateo SE  
Albuquerque, NM 87108  
International District  
Get Directions  
(505) 268-1955  
Message the business  
tiabettyblues.com

Write a Review Add Photo Share Bookmark

See all 109 photos

Sign of the times... by Howie K.

"Today I had the sweet waffles with lavender whipped cream and a side of **carne adovada** - wow!!" in 22 reviews

"If you have the choice, I recommend you have your breakfast with their **red chile**." in 24 reviews

"Looking for **Frito Pie**, I searched Yelp and found that Tia Betty Blues was one of the Yelp selections." in 13 reviews

**Ad** Shade Tree Customs & Cafe ★ ★ ★ ★ ★ 45 reviews  
1.7 miles away from Tia Betty Blue's  
Kimberley C. said "After seeing Shade Tree on Restaurant Impossible, my friend suggested we give it a shot for our Friday night double date...." read more

**Ad** Pueblo Harvest Cafe ★ ★ ★ ★ ★ 61 reviews  
5.3 miles away from Tia Betty Blue's

**Make a Reservation**  
Thursday, March 26, 2015  
7:00 pm 2 people  
Find a table

Today 7:00 am - 2:00 pm Open now  
\$\$\$ Price range Under \$10

**NEW!** Kellogg's Raisin Bran Now Available With

# Review/Recommendation

Local.com advertise.local.com (free listing)

The screenshot displays the Local.com website interface. At the top, the 'local.com' logo is on the left, and a 'FIND LOCAL:' search bar is on the right. Below the search bar are navigation buttons for 'Businesses', 'Shopping', 'Events', and 'Activities'. A secondary navigation bar includes 'Articles: Food', 'Wellness', 'Fun', 'Household', 'Shopping', 'Finance', and 'Videos'. The main search area shows 'Search' and 'Near Albuquerque, NM' with a 'Search' button. Below this, the 'Albuquerque, NM Featured Businesses' section is displayed, organized into six columns: Shopping Services, Food and Dining, Car/Auto Repair, Professional Services, Health Medical, and Community Services. Each column contains a list of five businesses with a 'View All' link below. The 'Upcoming Events in Albuquerque, NM' section features a calendar for the week of March 26-31, with a featured event 'ALBUCREEPY Downtown Ghost Wa...' on Thursday, Mar 26. The 'Featured Topics in Albuquerque, NM' section includes a 'Food Articles' category with a list of five articles and a 'More Food Articles' button.

**Albuquerque, NM Featured Businesses**

**Shopping Services**

1. Derma-Life Skin Care
2. Walmart Supercenter
3. Fremont's Fine Foods
4. Jerry's Market
5. Indopak More Than A Store

**Food and Dining**

1. ABC Cake Shop And Bakery
2. Dion's Pizza
3. Domino's Pizza
4. Pizza Hut
5. Jj's Pizza

**Car/Auto Repair**

1. Jim's Fine Car Service & Parts
2. Firestone Complete Auto Care
3. Sandia Muffler
4. Beltran Tow Service
5. Garcia Infiniti

**Professional Services**

1. Locksmith Insured & Bonded In Albuquerque
2. Albuquerque Locksmith Insured & Bonded
3. Albuquerque Locksmith Service
4. Kurt's Camera Corral
5. Albuquerque Locksmith Service

**Health Medical**

1. Sierra Dental
2. Raven Counseling And Wellness
3. Urology Group Of New Mexico PC
4. Cognitive Behavioral Institute Of Albuquerque
5. Dountas Heather PAC

**Community Services**

1. Cognitive Behavioral Institute Of Albuquerque
2. Albuquerque Men's Bowling Association
3. Silva Lanes
4. Five Star Quality Care
5. Radix Therapy-Michael Schvarczkopf

**Upcoming Events in Albuquerque, NM**

26 THU | 27 FRI | 28 SAT | 29 SUN | 30 MON | 31 TUE | 01 WED

**ALBUCREEPY Downtown Ghost Wa...**  
Thursday, Mar 26  
8:00pm-12:00am  
Categories: Other  
Hotel Andaluz

**Featured Topics in Albuquerque, NM**

**Food Articles**

- How to Tell Whether Your Child Has a Food Allergy
- Does Processed Food Have Any Nutritional Value?
- Is Your Dog's Food Nutritious Enough?
- Everything You Need to Know About Freezing Food Safely
- Street Food Makes Travel to Boston More Fun

# Review/Recommendation

TripAdvisor      [tripadvisor.com/BusinessListings](http://tripadvisor.com/BusinessListings)

www.tripadvisor.com/Hotel\_Review-g60933-d215076-Reviews-Los\_Poblanos\_Historic\_Inn\_Organic\_Fa

tripadvisor®

Los Poblanos Historic Inn & Organic Farm B&B, Albuquerque

Home Albuquerque Hotels Flights Vacation Rentals Restaurants Things to Do Best of 2013 Trending Now More Write a Review

Home > United States > New Mexico (NM) > Albuquerque > Albuquerque B&Bs / Inns > Los Poblanos Historic Inn & Organic Farm

## Los Poblanos Historic Inn & Organic Farm

All 22 Albuquerque B&Bs / inns

★★★★★ Add to trip

4803 Rio Grande Blvd NW, Albuquerque, NM 87107

(505) 344-9297 Hotel website E-mail hotel Hotel amenities

**Enter dates for best prices**

Check In: mm/dd/yyyy Check Out: mm/dd/yyyy

November 2013							December 2013						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2	1	2	3	4	5	6	7
3	4	5	6	7	8	9	8	9	10	11	12	13	14
10	11	12	13	14	15	16	15	16	17	18	19	20	21
17	18	19	20	21	22	23	22	23	24	25	26	27	28
24	25	26	27	28	29	30	29	30	31				

**96%** Ranked #4 of 22 Albuquerque B&B and Inns

261 Reviews

Certificate of Excellence 2013

GreenLeaders Platinum level

**recent review**

**"Amazing spot."**

Reviewed November 4, 2013


jinkies1973 Tulsa, OK

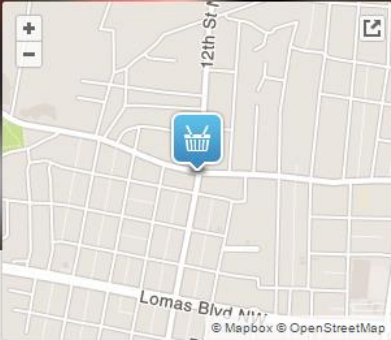

Professional photos


216 traveler photos

# Locational Social Network

Foursquare [foursquare.com/business](https://foursquare.com/business)

**FOURSQUARE** I'm looking for... My Location  [Log In](#) [Sign Up](#)



 **New Mexico Tea Company**  
Gourmet Shop and Tea Room  
1131 Mountain Rd NW Ste 2 (12th St NW), Albuquerque, NM 87102, United States



[Directions](#) [\(505\) 962-2137](tel:(505)962-2137) [@nmteaco](https://twitter.com/nmteaco) [NewMexicoTeaCompany](https://facebook.com/NewMexicoTeaCompany) [nmteaco.com](http://nmteaco.com)

Hours: **Open until 6:00 PM** (Show more) Credit Cards: **Yes (incl. American Express)**

Bulk loose leaf tea and herb sales. Online or locally, buy as little or as much as you would like.

**7.5** /10 Based on 13 votes People like this place

Total Visitors	100
Total Visits	175

  [SAVE](#) <http://4sq.com/awd7mS> [SHARE](#)

See what your friends are saying about New Mexico Tea Company.

[Sign up with Facebook](#) or [Sign up with email](#)

Appears on 4 lists

- Favorite ABQ spots**  
Created by Nathania Tsosie  
52 items • 4 followers
- These places have the best tea in town!**  
Created by New Mexico Tea Company, Inc.  
13 items • 2 followers

[See all >](#)

**Is this your business? Claim it now.**  
Make sure your information is up to date. Plus use our free tools to find new customers.

# Location Specific MeetUp

secure.meetup.com/register

## Santa Fe Professional Networking Meetup

Home Members Photos Discussions More [Join us!](#)

**How To Grow Your Business**

**Santa Fe, NM**  
Founded Feb 25, 2015

- Business Builders 22
- Group reviews 3
- Upcoming Meetups 8
- Past Meetups 5
- Our calendar

Help support your Meetup  
[Chip in](#)

**Organizer:**  
Stephanie West

**Business Builders** is a chapter of BNI - Business Networking International in Santa Fe New Mexico. We focus on learning about each other's business. This allows us to pass qualified referrals. Our leadership team includes a Welcome committee, membership committee, and mentors. We only allow one person from each profession. We meet every week. We are structured, positive and supportive. Each month we award a particular member who has scheduled the most one-to-one meetings, passed referrals and continued with education to improve their business.

[Join us](#)

Join us and be the first to know when new Meetups are scheduled

[Who do I know here?](#)

Log in with Facebook to find out  
By creating a Meetup account, you agree to the [Terms of Service](#)

### Welcome!

Upcoming 8 Past Calendar

#### Business Builders Referral Networking Event

Everyday Center for Spiritual Living  
1519 5th St, Santa Fe, NM (map)

Thu Apr 02  
7:30 AM

[RSVP](#)

6 days left

Tea and Coffee when you get inside. Bring

#### What's new

TIPS for Marketing, Business Education, Proven ROI

Rev. Gayle Dillon



# Local Events Calendars

## KUNM Events Calendar

[www.publicbroadcasting.net/kunm/events.eventsmain?action=submitEvent](http://www.publicbroadcasting.net/kunm/events.eventsmain?action=submitEvent)

**KUNM**  
New Mexico's Community Powered Public Radio  
part of the **npr** digital network

Home News Programs Events Two Week Archive About Us Support KUNM

### KUNM Events Calendar

Search  **Go** **Submit Event**  
[advanced search](#)

**Guidelines for Submission**

\*Items in **bold** are required.  
**\*Please don't use double quotes in any field but the description.**

**General Event Information**

**Event Title:**

**Event Category:** Please Select

**Event Start Date:** Month  Day  Year

**Event Start Time:** 12:00AM -- **Event End Time:** 12:00AM

**This is a recurring event.** Enter more details about the recurrence of your event on the next page.

Time Note:   
Enter a note about the event time ("arrive early", "registration closes at 2pm")

Description:   
Please limit your description to 40 words or less

**Browse Categories**

- Live Music: Classical
- Community Events
- Live Music: All
- Film
- Classes/Workshops
- Art & Museum Exhibits
- All Categories

**Events Calendar**

**February 2012**

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18

# Group Buying Sites

- Users sign up for deals in their location
- Daily deals offered via email
- To receive the deal a minimum number of deals need to be purchased
- Typically buyer receives 30-50% off the standard price
- Group buying sites may take as much as half of the price the buyer pays
- Percentage that business receives could be as low as 25%

# Local Daily Deals

## NMDeal.com

KOB.com | Good Day New Mexico

NMDeal.com

Cart 0 | Facebook login | Login | Sign Up | Merchant Login | Order Status

Pizza, Grill, Bistro

ALL DEALS MOST POPULAR HOTELS & TRAVEL PAST DEALS FREE COUPONS

good day NEW MEXICO

KOB 4

# MARK'S CASA

### FREE Complimentary Alignment Check and Battery Check

Mark's Casa Auto Group

Coupon Print

Time left: 05 days 10 hrs 52 mins 19 printed

**Details:**  
Offer expires 3/31/15. Coupon not valid with any other offer. Must present coupon at time of purchase. Limit one coupon per person. Coupon does not apply to prior purchases. Other Restrictions may apply. Void where prohibited.

**Description:**  
Get a FREE complimentary alignment check and battery check at Mark's Casa Auto Group with this coupon.



**About Mark's Casa Auto Group**  
[Click here for more details.](#)  
Mark's Casa Auto Group in Albuquerque, NM treats the needs of each individual customer with paramount concern. We know that you have high expectations, and as a car dealer we enjoy the challenge of meeting and exceeding those standards each and every time. Allow us to demonstrate our commitment to excellence!

**Mark's Casa Auto Group**  
<http://www.casane.com/>  
Location:

- CASA MITSUBISHI SERVICE 9733 Coors Blvd NW  
Albuquerque, NM, 87114, US Phone: (877) 802-6285 [Get Directions](#)
- MARK MITSUBISHI SERVICE 7100 Lomas Blvd NE  
Albuquerque, 87110, US Phone: (866) 979-0318 [Get Directions](#)
- MARK'S CASA CHEVROLET SERVICE 7201 Lomas Blvd.  
Albuquerque, NM, 87110, AF Phone: (505) 796-5827 [Get Directions](#)
- MARK'S CASA CHRYSLER JEEP SERVICE 9733 Coors Blvd NW  
Albuquerque, NM, 87114, US [Get Directions](#)



# Warning: Group Deal Sites

- ⦿ Be very careful about pricing and number of offers
- ⦿ Try to negotiate for a better percentage (usually only getting 25%)



# Locally -Targeted PPC

- PPC ads allow advertisers to bid on keywords with a daily cap for how much will be spent
- Choose keywords relevant to the product or service being promoted
- Decide how much you are willing to spend on each keyword and per day
- Bring visitors to a specific landing page that fulfills the promise of the ad

# Benefits of PPC Ads

- People who look at ads are already shopping
- Can save money & target audiences by localizing ads on any site
- Don't need to run ads 24/7
- Use ads to drive traffic to brick & mortar store, to website, or to social media

# Things to Remember

## ⦿ CTR Rates

- Studies show much higher click through rates across all ad venues when ads are localized
- [mediapost.com/publications/article/171106](http://mediapost.com/publications/article/171106)

## ⦿ Conversion codes

- Place on thank you page to assess how well ads or other marketing efforts are doing
- Most advertising services will supply the code, or clients can create their own

## ⦿ You must have a good landing page!

# Targeting PPC Ads

## Google AdWords

**Type: Search Network only - Standard**

Campaign name

Type

- Standard** - Keyword-targeted text ads showing on Google search results
- All features** - All the features and options available for the Search Network
- Product Listing Ads** - Ads promoting your product inventory from Google Merchant Center
- Dynamic Search Ads** - Ads targeted based on your website content

[Learn more about campaign types](#)

or load settings from

---

**Networks** To choose different networks, edit the campaign type above, or create a new campaign.

- Google Search Network**
  - Include search partners

---

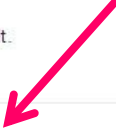
**Devices** Ads will show on all eligible devices by default.

---

**Locations** Which locations do you want to target (or exclude) in your campaign?

- All countries and territories
- United States and Canada
- United States
- Let me choose...

[Advanced search](#)





# Google AdWords

## Customize Targeted Locations

Networks <sup>?</sup> To choose different networks, edit the

**Google Search Network** <sup>?</sup>

Include search partners

Devices <sup>?</sup> Ads will show on all eligible devices by

Locations <sup>?</sup> Which locations do you want to target

- All countries and territories
- United States and Canada
- United States
- Let me choose...

Dallas, Tx

Advanced search

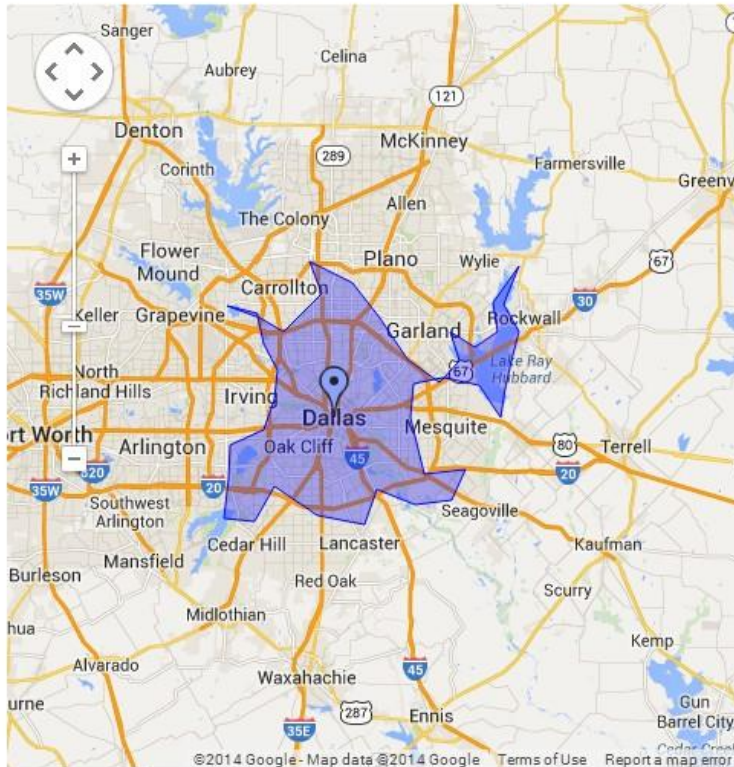
For example, a country, city, region, or postal code.

Matches	Reach <sup>?</sup>	
Dallas, Texas, United States - city	3,360,000	Add   Exclude   Nearby
Dallas, Georgia, United States - city	64,000	Add   Exclude   Nearby
Dallas County, Texas, United States - county	4,240,000	Add   Exclude   Nearby
Dallas, Oregon, United States - city	20,000	Add   Exclude   Nearby
Dallas, Pennsylvania, United States - city	54,000	Add   Exclude   Nearby
Dallas, North Carolina, United States - city	8,000	Add   Exclude   Nearby
Dallas/Fort Worth International Airport, Texas, United States - airport	66,000	Add   Exclude   Nearby
Dallastown, Pennsylvania, United States - city	13,000	Add   Exclude   Nearby
Dallas Love Field Airport, Texas, United States - airport	14,000	Add   Exclude   Nearby
Dallas Center, Iowa, United States - city	--	Add   Exclude   Nearby
⚠ Limited reach <sup>?</sup>		
Locations that enclose: Dallas, Texas, United States		
Dallas County, Texas, United States - county	4,240,000	Add   Exclude   Nearby
Dallas-Ft. Worth TX, Texas, United States - Nielsen® DMA® region	14,300,000	Add   Exclude   Nearby
Texas, United States - state	39,000,000	Add   Exclude   Nearby
United States - country	433,000,000	Add   Exclude   Nearby

# Google AdWords

## Customize Targeted Locations

Choose your locations



[Search](#) | [Radius targeting](#) | [Location groups](#) | [Bulk locations](#)

For example, a country, city, region, or postal code. Or, click the button above to show available locations within the map area.

Targeted locations	Reach <sup>?</sup>	<a href="#">Remove all</a>
Dallas, Texas, United States - city	3,360,000	<a href="#">Remove</a>   <a href="#">Nearby</a>

[Hide locations on map <sup>?</sup>](#)

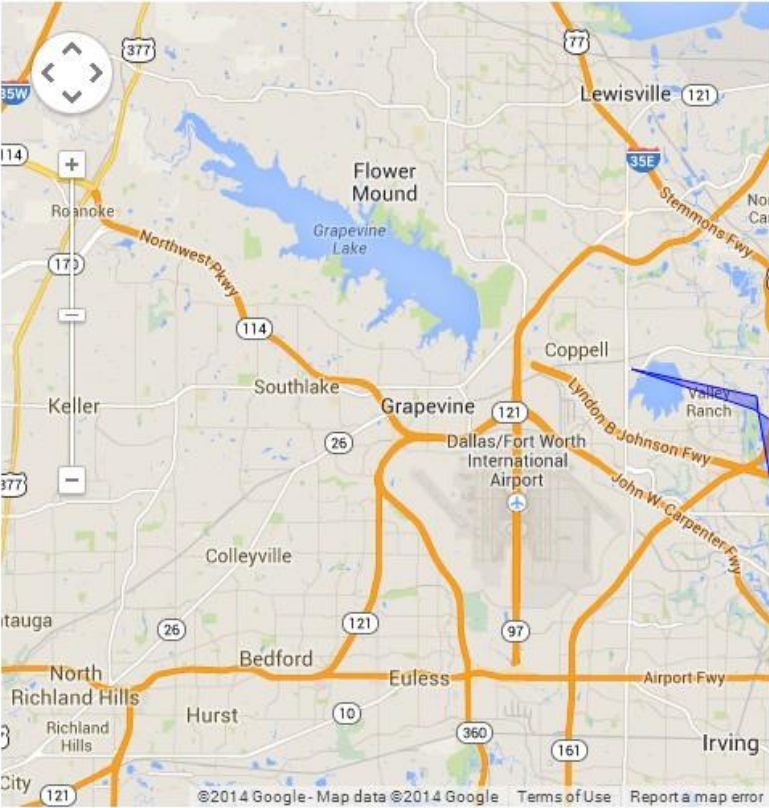
Done

Cancel

# Google AdWords

## Use search box to add or exclude locations

Choose your locations ✕



Map showing the area around Grapevine, Texas, including cities like Flower Mound, Grapevine, Dallas/Fort Worth International Airport, and Irving. Major highways like I-35, I-75, and I-97 are visible.

Search | Radius targeting | Location groups | Bulk locations

Search  Search

For ex location	Matches	Reach <sup>?</sup>	
	Grapevine, Texas, United States - city	704,000	Add   Exclude   Nearby
<b>Target</b>	Locations that enclose: Grapevine, Texas, United States		
Dallas	Tarrant County, Texas, United States - county	2,110,000	Add   Exclude   Nearby
	TX-24, Texas, United States - congressional district	657,000	Add   Exclude   Nearby
	Dallas-Ft. Worth TX, Texas, United States - Nielsen® DMA® region	14,300,000	Add   Exclude   Nearby
	Texas, United States - state	39,000,000	Add   Exclude   Nearby
	United States - country	433,000,000	Add   Exclude   Nearby

[Hide locations on map <sup>?</sup>](#)

# Google AdWords

## Use search box to add or exclude locations

Choose your locations ✕

Search | Radius targeting | Location groups | Bulk locations

For example, a country, city, region, or postal code. Or, click the buttons above to show available locations within the map area.

Targeted locations	Reach <sup>?</sup>	Remove all
Grapevine, Texas, United States - city	704,000	Remove   Nearby
Dallas, Texas, United States - city	3,360,000	Remove   Nearby

# Google AdWords

## Use Radius Targeting

Choose your locations

Search | Radius targeting | Location groups | Bulk locations

Dallas/Fort Worth Airport 20 mi Search

Click the blue map marker above and select a point on the map. ?

20.0 mi around Dallas/Fort Worth International Airport, DFW Airport, 75261, US custom

ADDED Remove

Locations within this target ? Show all ? Reach ? Add all

TX-24, Texas, United States - congressional district	657,000	Add   Exclude   Nearby
TX-32, Texas, United States - congressional district	538,000	Add   Exclude   Nearby
TX-26, Texas, United States - congressional district	503,000	Add   Exclude   Nearby
TX-30, Texas, United States - congressional district	447,000	Add   Exclude   Nearby
TX-33, Texas, United States - congressional district	145,000	Add   Exclude   Nearby
Dallas County, Texas, United States - county	4,240,000	Add   Exclude   Nearby

Show locations on map ?

Selected locations

Targeted (3) Show locations

Done Cancel

# Google AdWords

## Location Groups

### ○ Places of Interest

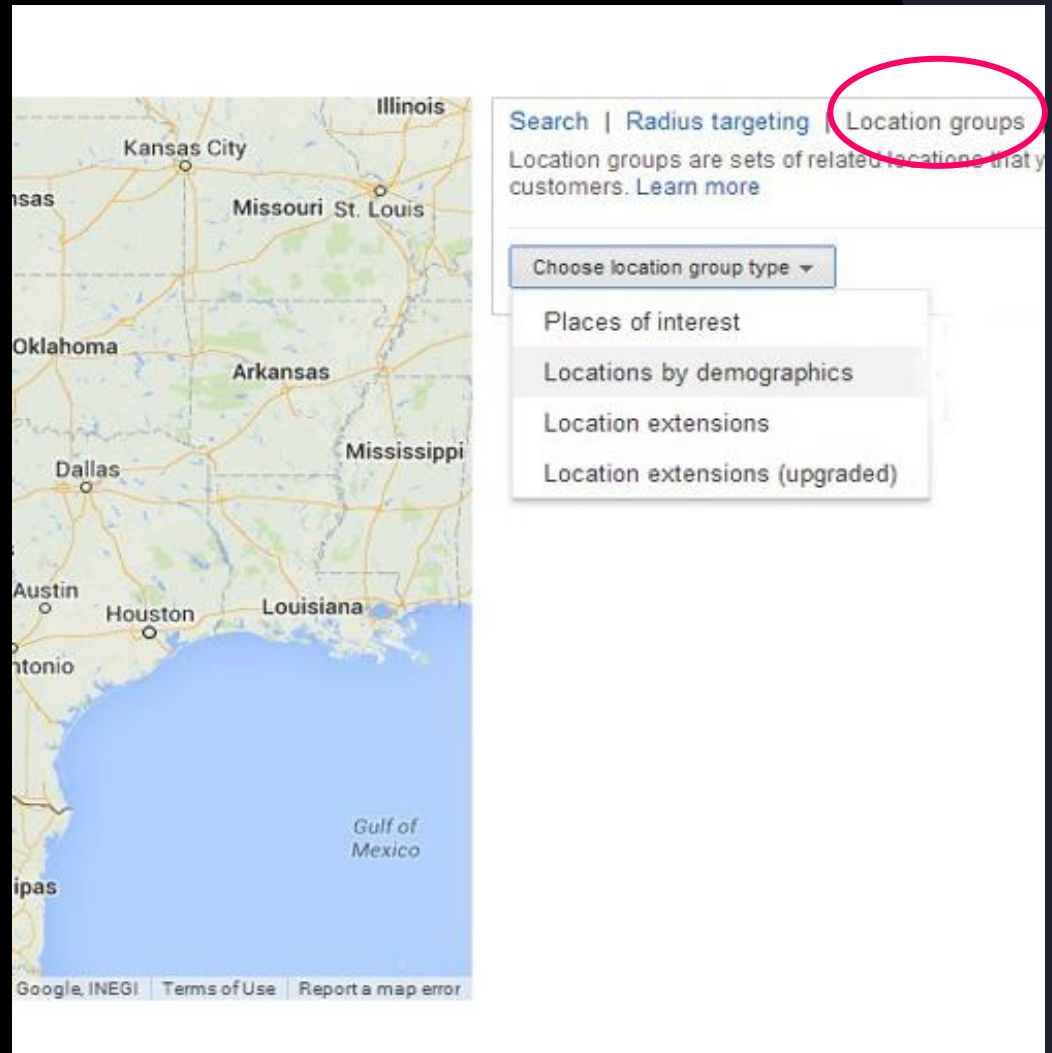
Target ads to location types such as airports and universities

### ○ By Demographics

Target ads to location based on household income

### ○ Location Extensions

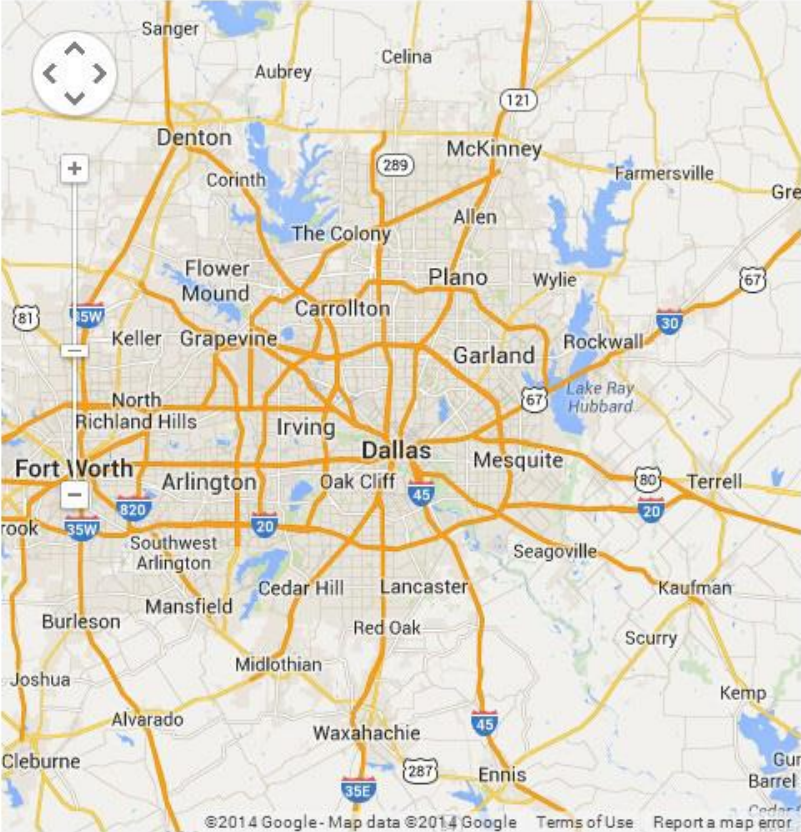
Target ads with more than one radius to apply different bids to each



# Google AdWords

## Location Groups: Demographics

Choose your locations ✕




[Search](#) | [Radius targeting](#) | [Location groups](#) | [Bulk locations](#)

Location groups are sets of related locations that you can target to reach specific types of customers. [Learn more](#)

Locations by demographics ▾ within Grapevine, Texas, United States

Average income, top 10% ▾ **ADD**

- Top 10% 
- 11 - 20%
- 21 - 30%
- 31 - 40%
- 41 - 50%
- Lower 50%

Targeted locations	Reach <sup>?</sup>	Remove all
Average household income, top 10% (US) within Grapevine, Texas, United States - custom	--	Remove
Average household income, top 10% (US) within Dallas, Texas, United States - custom	--	Remove

[Hide locations on map <sup>?</sup>](#)

**Done** Cancel

# Google AdWords Express

## for local advertisers

- A simplified version of Google AdWords, designed for small and local businesses
- Advertise in local searches for your area
- Your business can show up with a blue pin in the local map
- User ratings to show in your ad — a powerful trust signal



### People search on Google

People search on Google for products and services that you have to offer.

### Buono's Pizza Pies - BuonoPizzeria.com

Ad [www.BuonoPizzeria.com](http://www.BuonoPizzeria.com) • 4.3 ★★★★★ advertiser rating  
Fresh Ingredients Made To How You Want It See Our Pies & Order Here!



### They see your ad

We'll only show your ad to people if they search in the area you choose—your neighborhood, city, state or country. [Learn more](#)



### You get more customers

When people click on your ad, they'll go to your website or your free Google My Business page. They can also call your business directly.



# Let's Take a Break



# Local Online Marketing Exercise

- ⦿ Gather into groups
- ⦿ Review the local marketing problem in your packets
- ⦿ Among yourselves, select the methods that you think are most likely to succeed in solving the problem (15 minutes)
- ⦿ Several groups will be asked to report on their problem and solution afterwards

# Local Online Marketing Exercise

- Chose 3 Mandatory Techniques
- Chose 5 Custom Techniques

# Group Discussion of Exercise

- ⦿ State the problem you had
- ⦿ State the solution you came up with
- ⦿ Explain briefly why you chose what you did
- ⦿ Group feedback on alternatives

# Measuring Local Reach with Google Analytics

Tabs that reveal deeper information to help analyze and plan your marketing:

- Geo locations
- Traffic sources
- Traffic from mobile devices

# Local Analytics

## Geo Demographic

Demographics

- Interests
- Geo**
  - Language
  - Location
- Behavior
- Technology
- Mobile
- Custom
- Benchmarking

Users Flow

Acquisition

- Overview
- All Traffic
  - Channels
  - Treemaps
  - Source/Medium
  - Referrals
- AdWords
- Search Engine

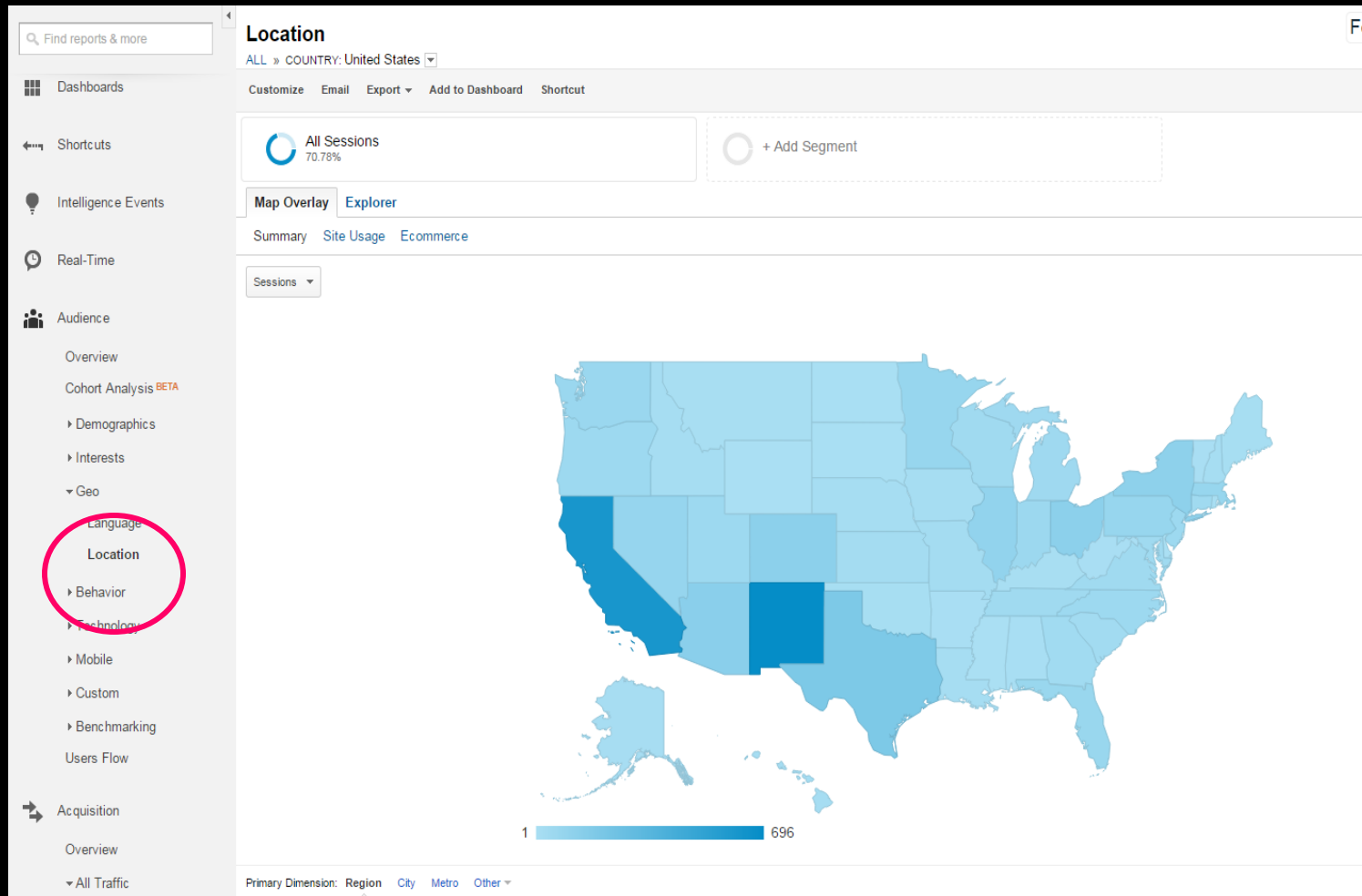
Primary Dimension: **Region** City Metro Other

Secondary dimension

Region ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	<b>3,513</b> <small>% of Total: 70.78% (4,963)</small>	<b>62.77%</b> <small>Avg for View: 66.13% (-5.08%)</small>	<b>2,205</b> <small>% of Total: 67.18% (3,282)</small>	<b>43.13%</b> <small>Avg for View: 45.09% (-4.36%)</small>	<b>3.17</b> <small>Avg for View: 3.18 (-0.33%)</small>	<b>00:02:57</b> <small>Avg for View: 00:02:57 (-0.03%)</small>
1. <b>New Mexico</b>	<b>696</b> (19.81%)	46.41%	323 (14.65%)	39.37%	2.71	00:02:27
2. <b>California</b>	<b>618</b> (17.59%)	64.56%	399 (18.10%)	43.53%	3.20	00:02:52
3. <b>Texas</b>	<b>189</b> (5.38%)	69.31%	131 (5.94%)	46.03%	2.79	00:02:26
4. <b>Arizona</b>	<b>135</b> (3.84%)	62.96%	85 (3.85%)	44.44%	3.77	00:03:38
5. <b>Colorado</b>	<b>127</b> (3.62%)	67.72%	86 (3.90%)	50.39%	2.81	00:01:53
6. <b>Ohio</b>	<b>126</b> (3.59%)	46.83%	59 (2.68%)	52.38%	2.87	00:05:41
7. <b>New York</b>	<b>120</b> (3.42%)	72.50%	87 (3.95%)	47.50%	3.18	00:03:02
8. <b>Illinois</b>	<b>102</b> (2.90%)	66.67%	68 (3.08%)	43.14%	3.24	00:04:15
9. <b>Nevada</b>	<b>87</b> (2.48%)	59.77%	52 (2.36%)	56.32%	2.44	00:02:22
10. <b>Massachusetts</b>	<b>81</b> (2.31%)	79.01%	64 (2.90%)	41.98%	3.74	00:02:16

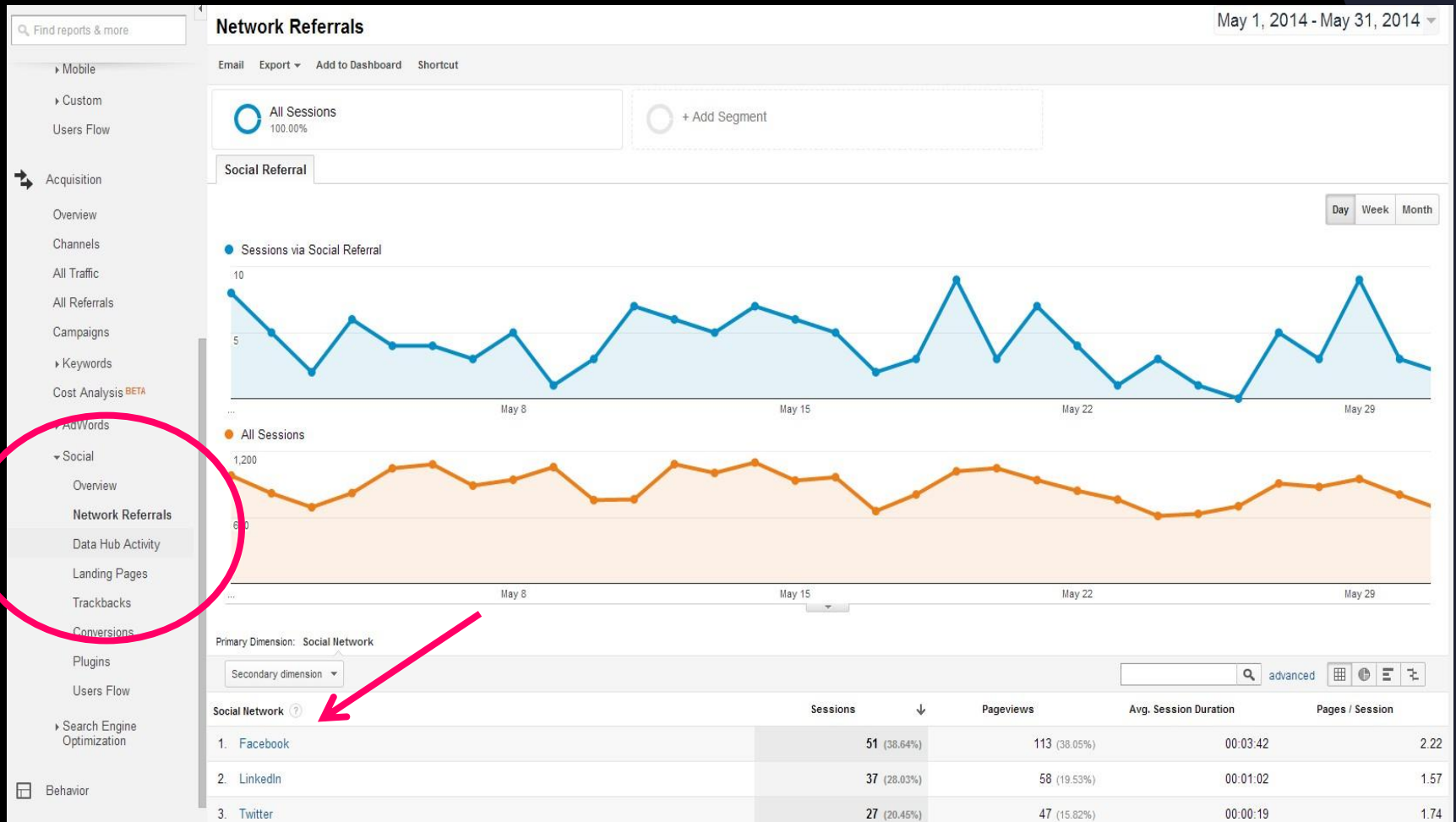
# Local Analytics

## Geo Map Overlay



# Local Analytics

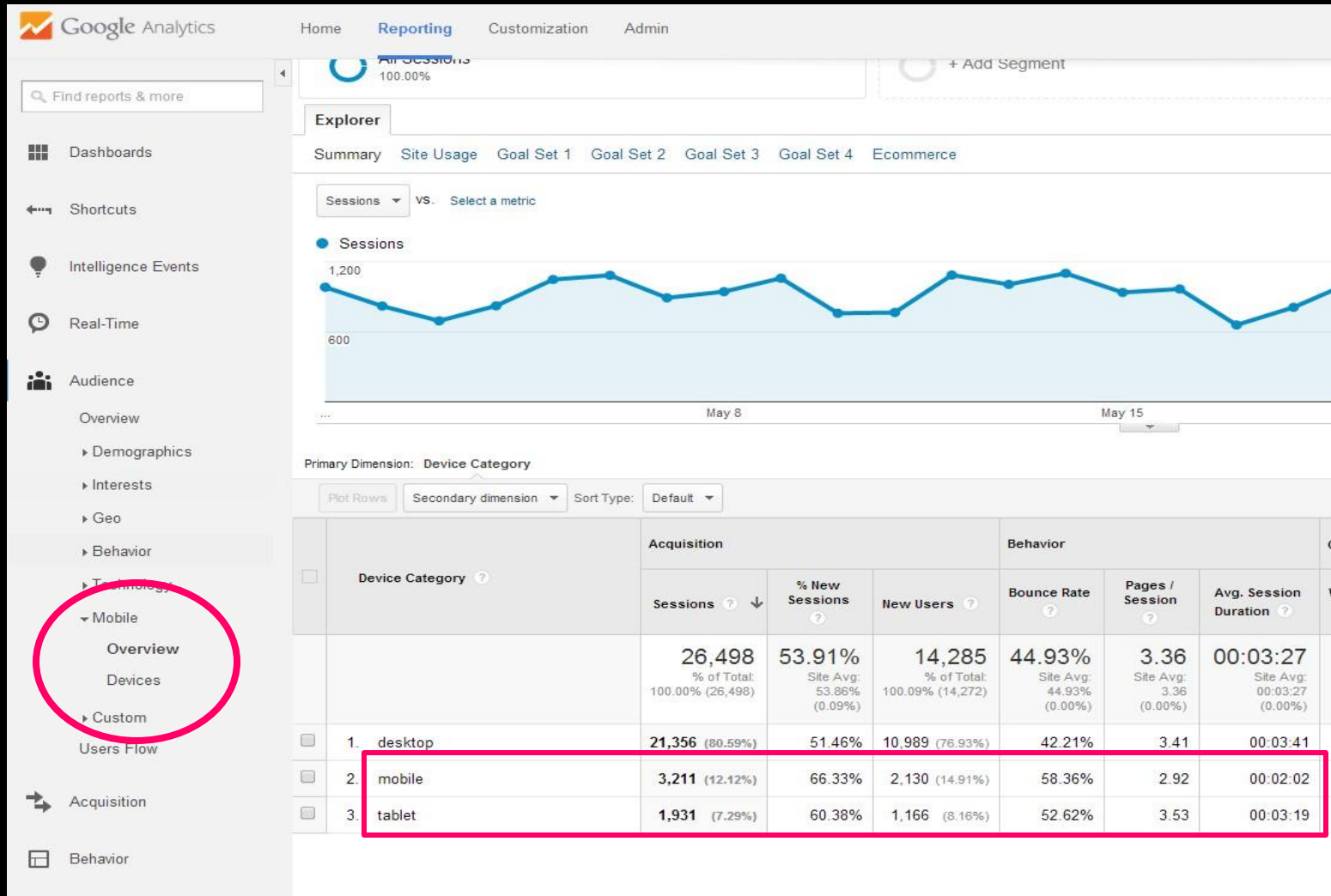
## Social Analytics





# Local Analytics

## Mobile Analytics





# Resources

Jan Zimmerman

Watermelon Mountain Web Marketing

[info@watermelonweb.com](mailto:info@watermelonweb.com)

(505) 344-4230

[watermelonweb.com/resources](http://watermelonweb.com/resources)