GET YOUR PLACE ON GOOGLE & MORE

Albuquerque SCORE

March 24, 2016

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

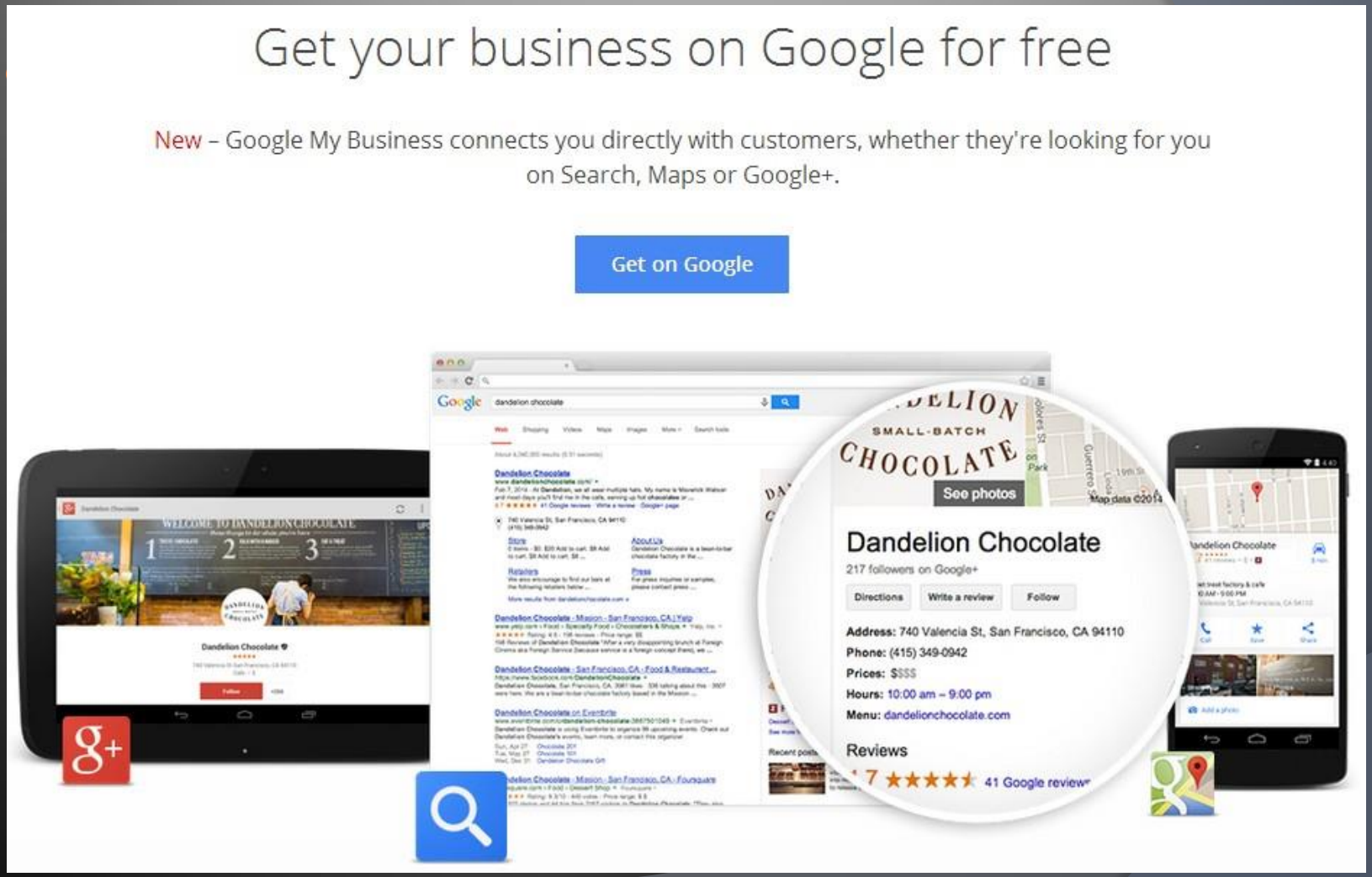
© 2016 **Watermelon** Mountain Web Marketing

What You'll Learn Today

- The value of getting found on Google Search and Maps
- Registering for Google My Business using GYBO interface
- Becoming a member of the Google+ community
- Optional free website-building tool
- Local search optimization
- Gaining information from Google Analytics
- Using Google AdWords or Adwords Express
- Using non-Google local marketing sites for prominence
  - Business directories
  - Review sites
  - Event calendars
  - Localized social media and social advertising

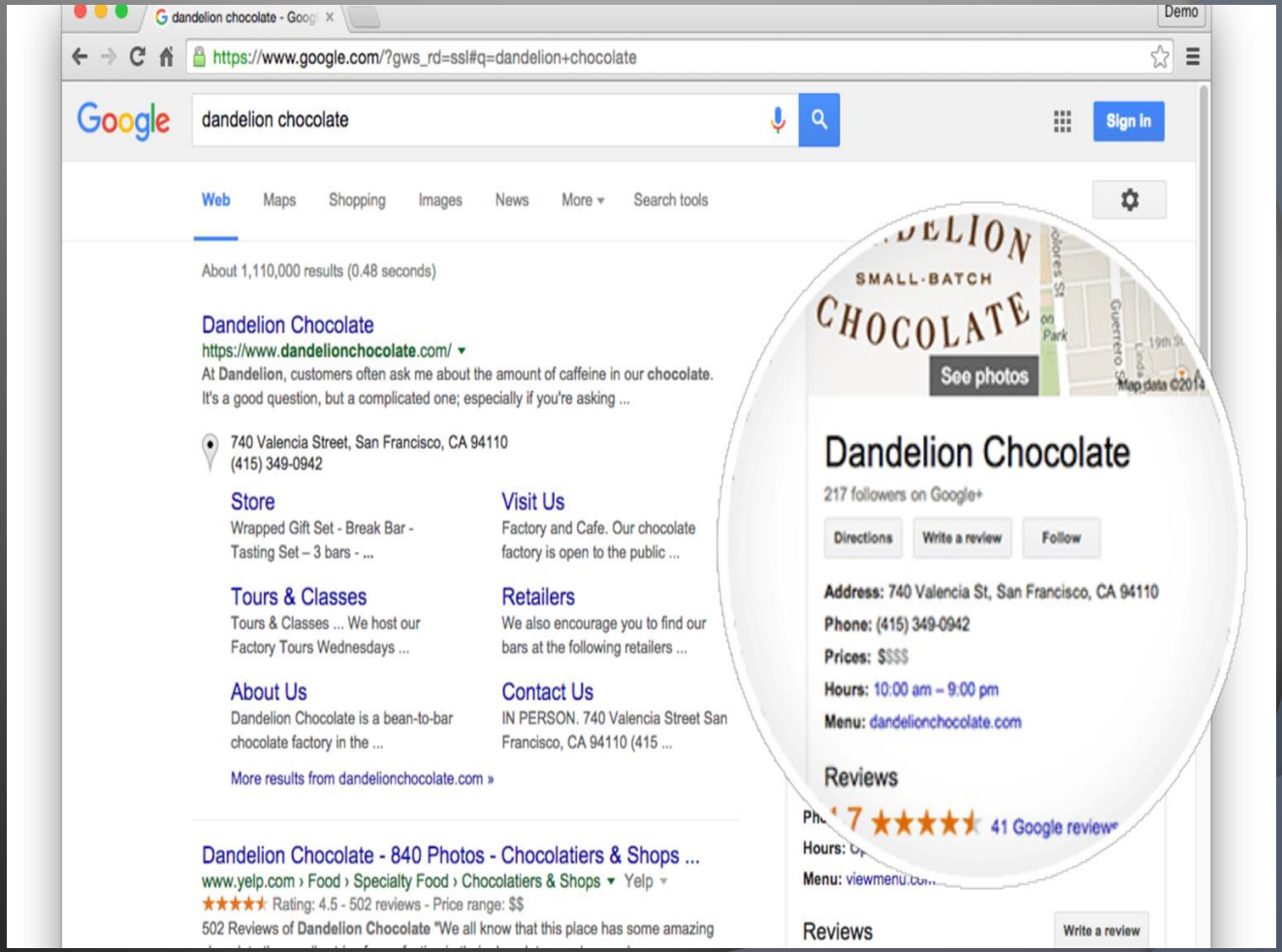
© 2016 Watermelon Mountain Web Marketing

Why Get Found on Google?



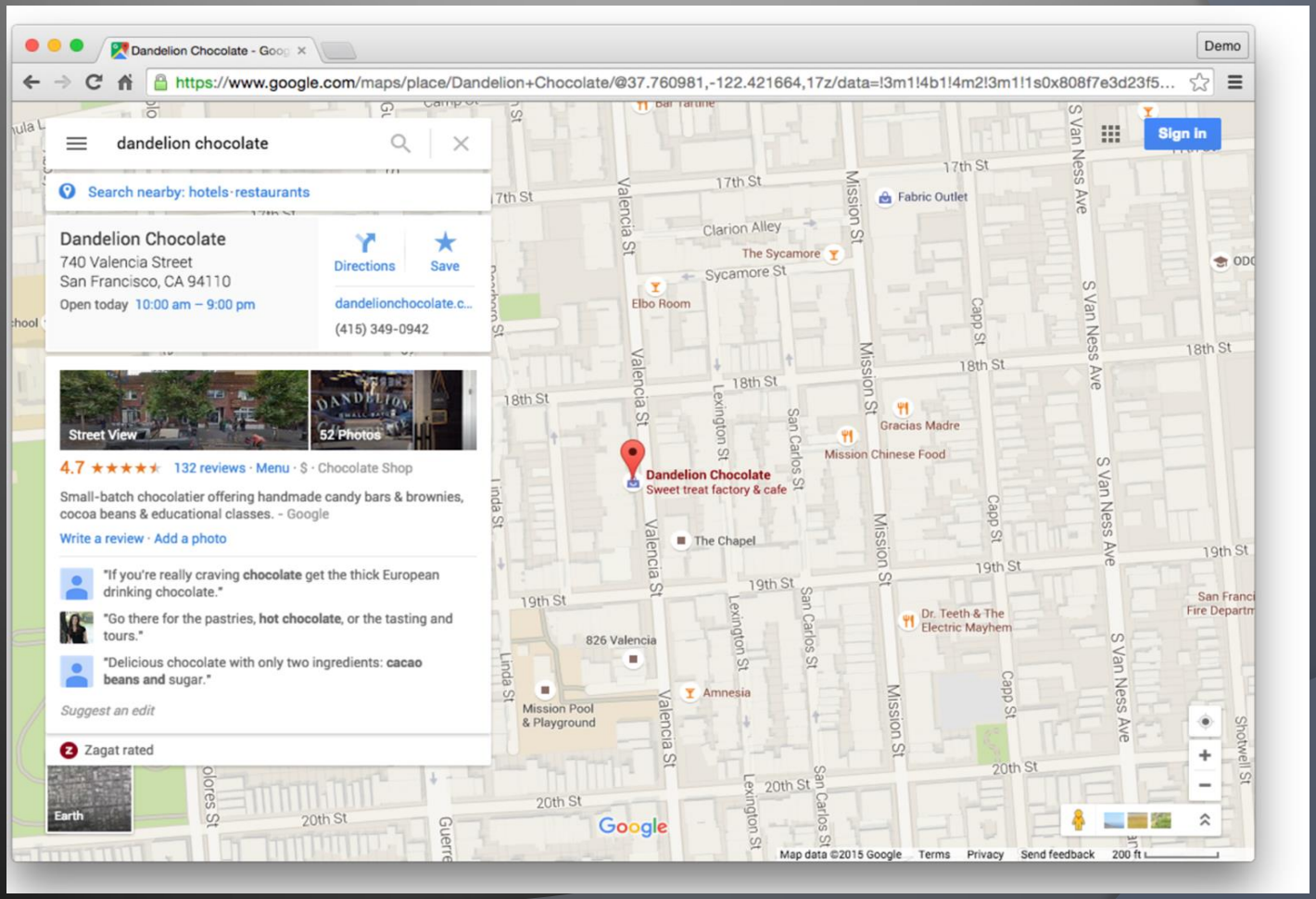
© 2016 Watermelon Mountain Web Marketing

Connect with Customers When They Search on Google



© 2016 Watermelon Mountain Web Marketing

Connect When Customers Search on Maps



© 2016 Watermelon Mountain Web Marketing

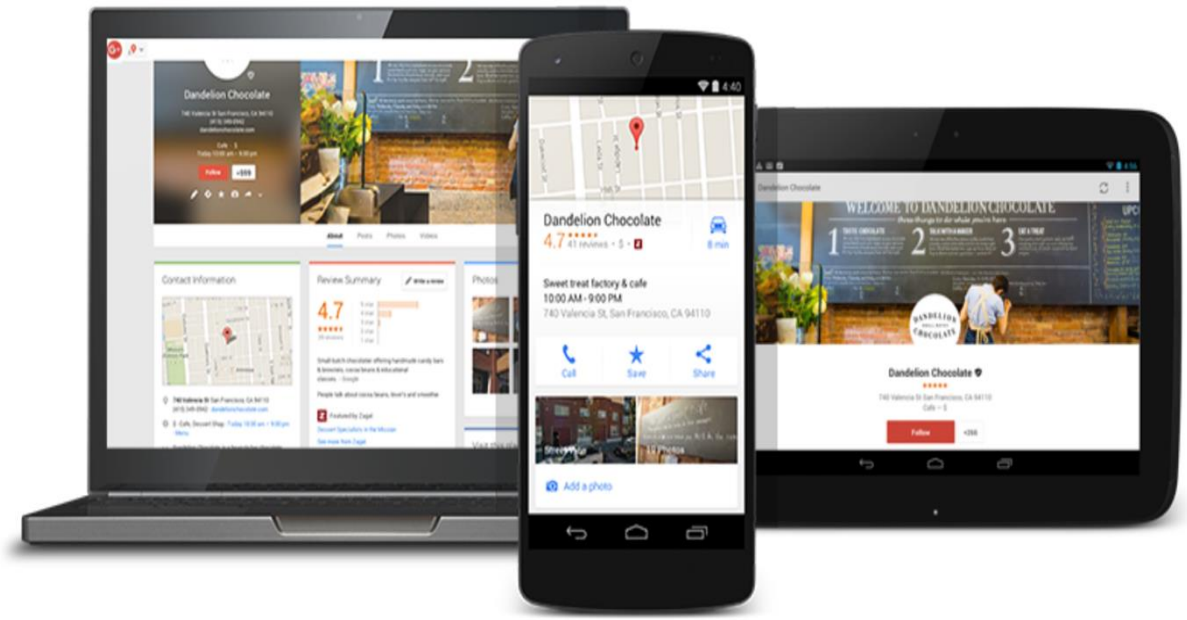
What Kind of Businesses Get on Maps?

- Any business can sign up for Google My Business.
- Businesses with a storefront or a service area should create Local Pages.
- Businesses that do not work directly on-site with customers should create Brand Pages.
- Only Local Pages—businesses that work directly with customers at a store or within a defined service area—are eligible for Google Maps.
- If you operate from home, meet customers by appointment only, or have a service area, you can appear on Google Maps by setting a service area and hiding your physical address.
- Can no longer use a PO Box or UPS Store as your address.

© 2016 Watermelon Mountain Web Marketing

Google My Business Works Across Devices

Be found on desktops, laptops, tablets, and mobile phones.



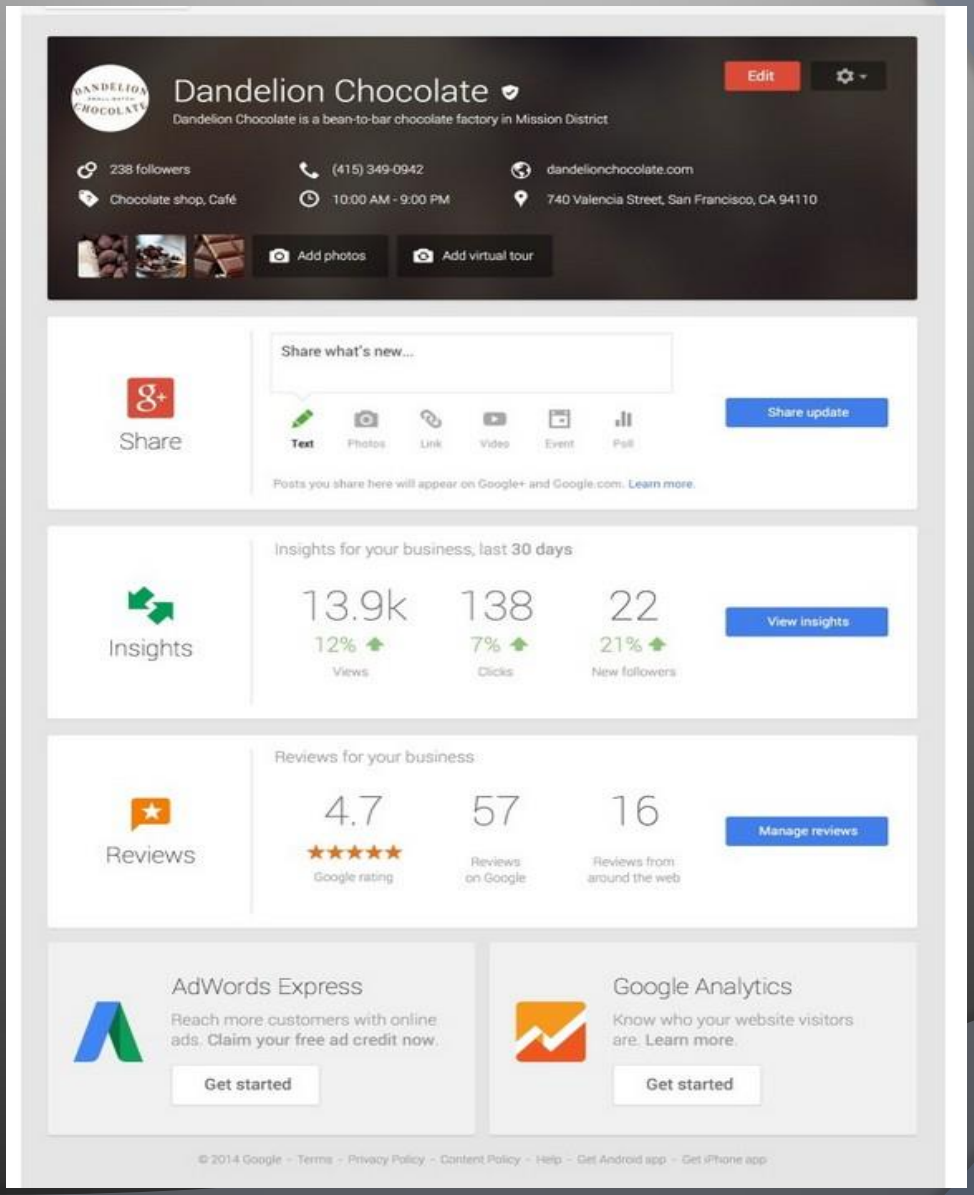
© 2016 Watermelon Mountain Web Marketing

Other Benefits of Google My Business

- Update business info on one dashboard
  - Google Maps, Search and Google+
- Add photos to your presence
- 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 easily with AdWords Express, a streamlined version of AdWords

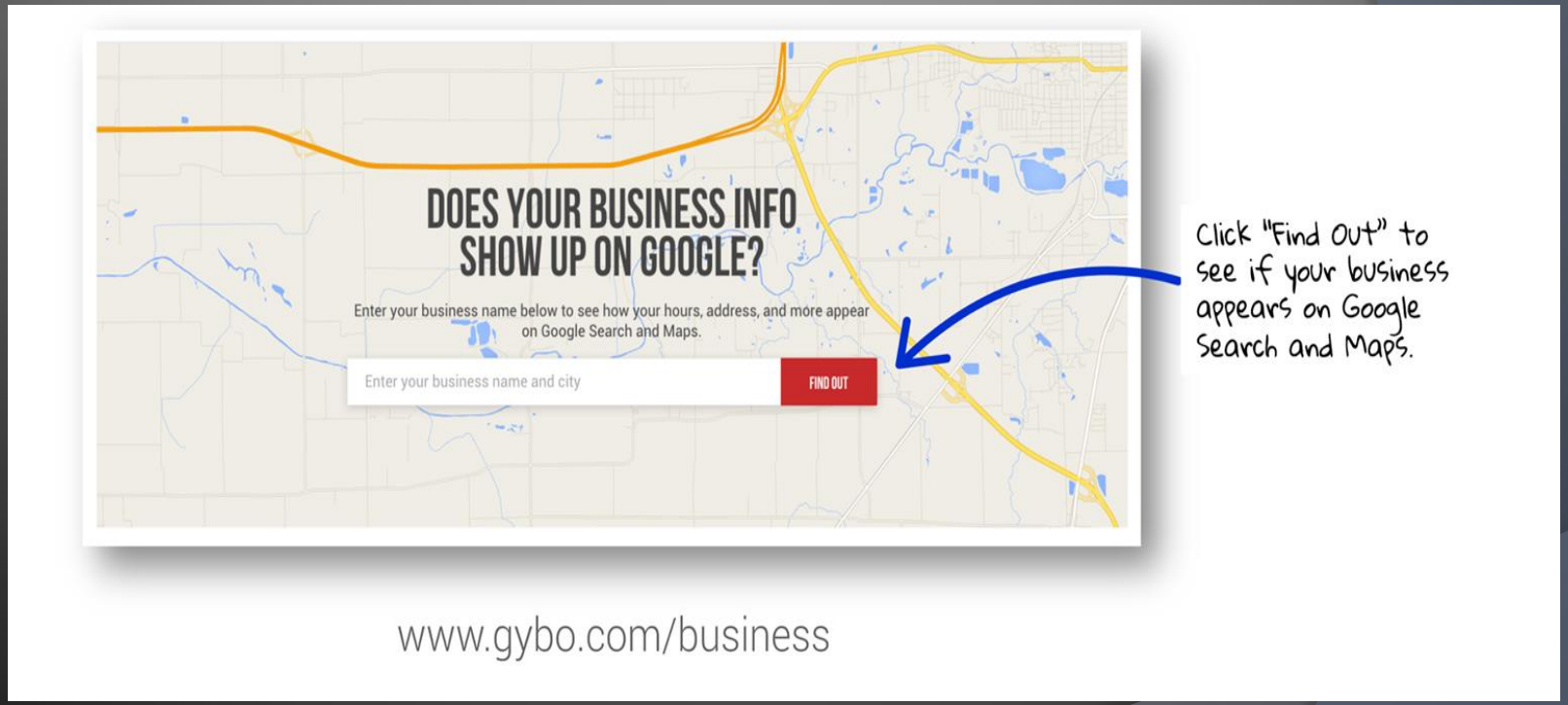
© 2016 Watermelon Mountain Web **Marketing**

Google My Business Dashboard



© 2016 Watermelon Mountain Web Marketing

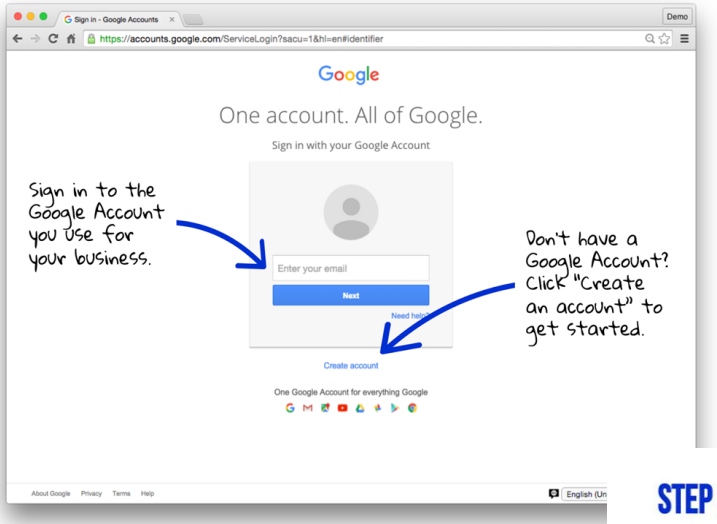
Step 1: Search GYBO.com for Your Business



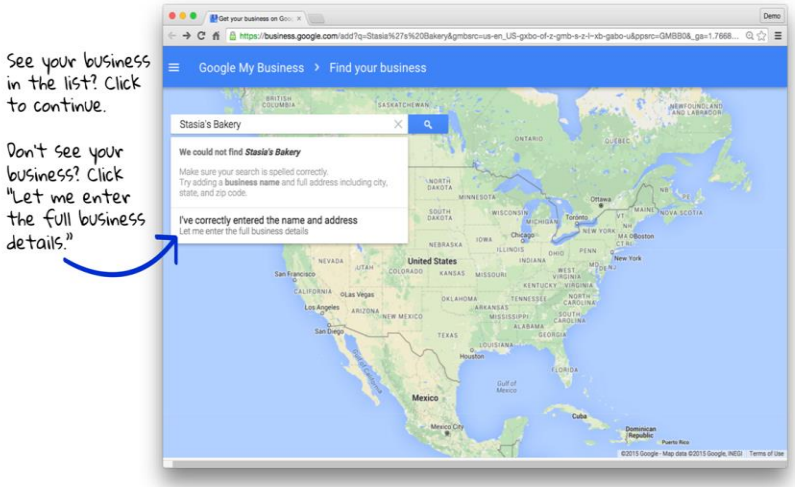
© 2016 Watermelon Mountain Web Marketing

Step 2: Sign In & Select Business

SIGN IN TO YOUR GOOGLE ACCOUNT

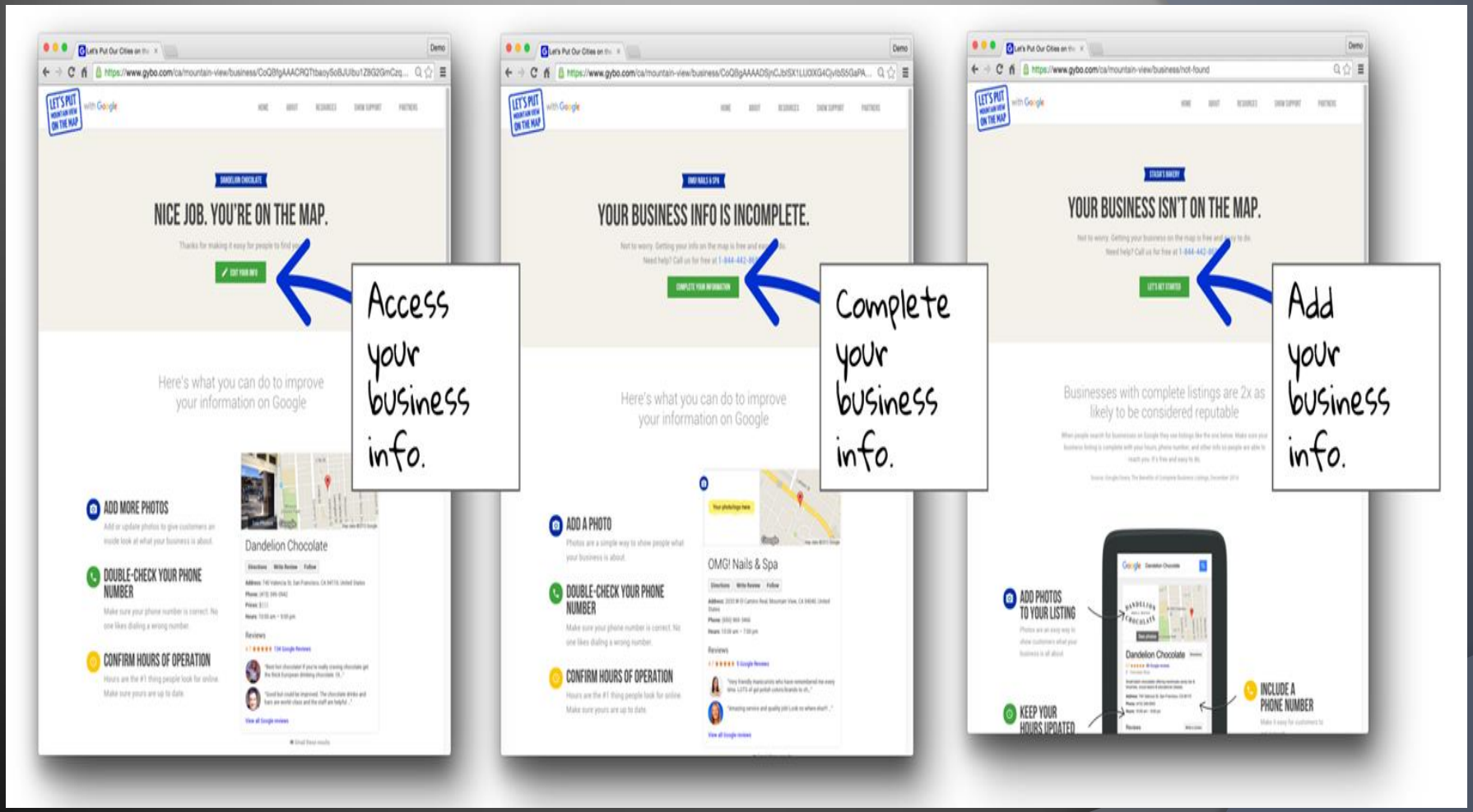


STEP 2: SELECT YOUR BUSINESS OR ADD IT



© 2016 Watermelon Mountain Web Marketing

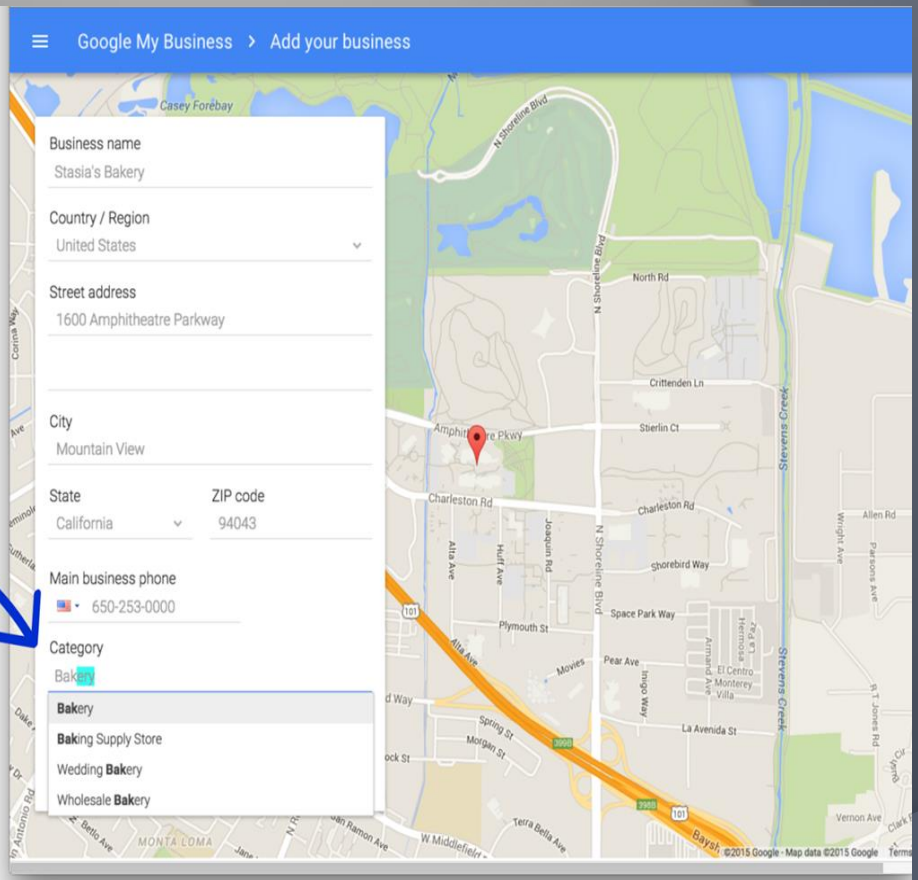
Step 3: Look at the Results



© 2016 Watermelon Mountain Web Marketing

Step 4: New to Google? Enter Business Details

Can't find the perfect category? Pick something close.



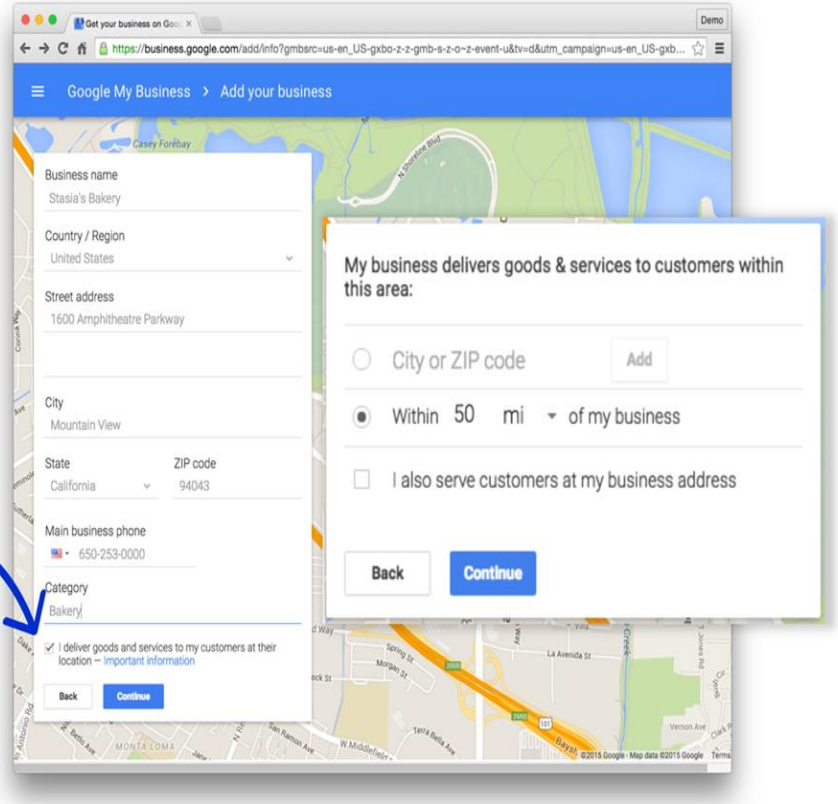
© 2016 Watermelon Mountain Web Marketing

Continue Entering Business Details

DO YOU WORK FROM HOME?

Keep your residential address private.

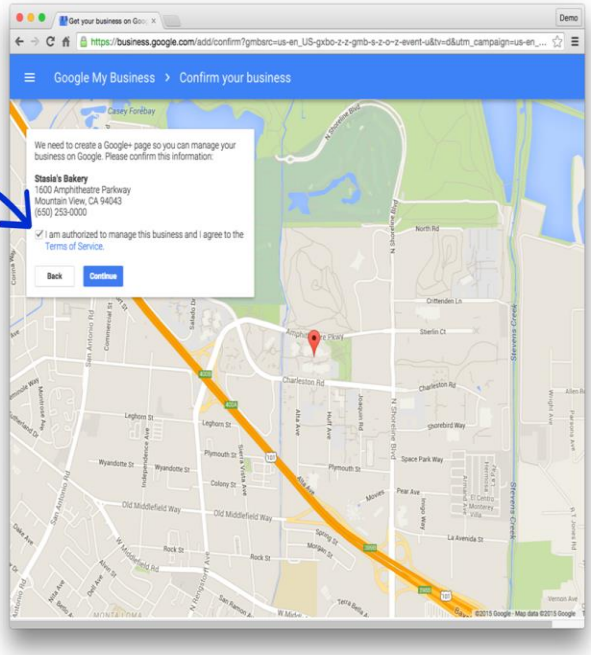
Check this box if your business serves customers at their locations. Then, set up a service area.



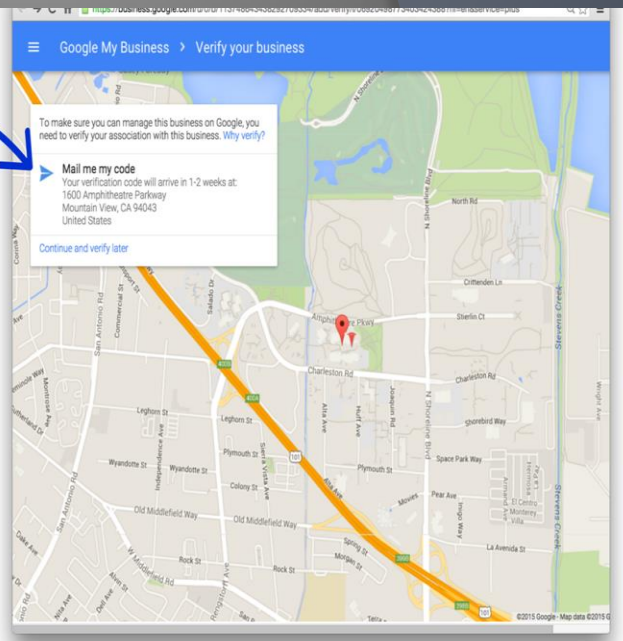
© 2016 **Watermelon** Mountain Web Marketing

Step 5: Confirm & Verify Your Business

Agree to the Terms of Service. Then, click Continue."



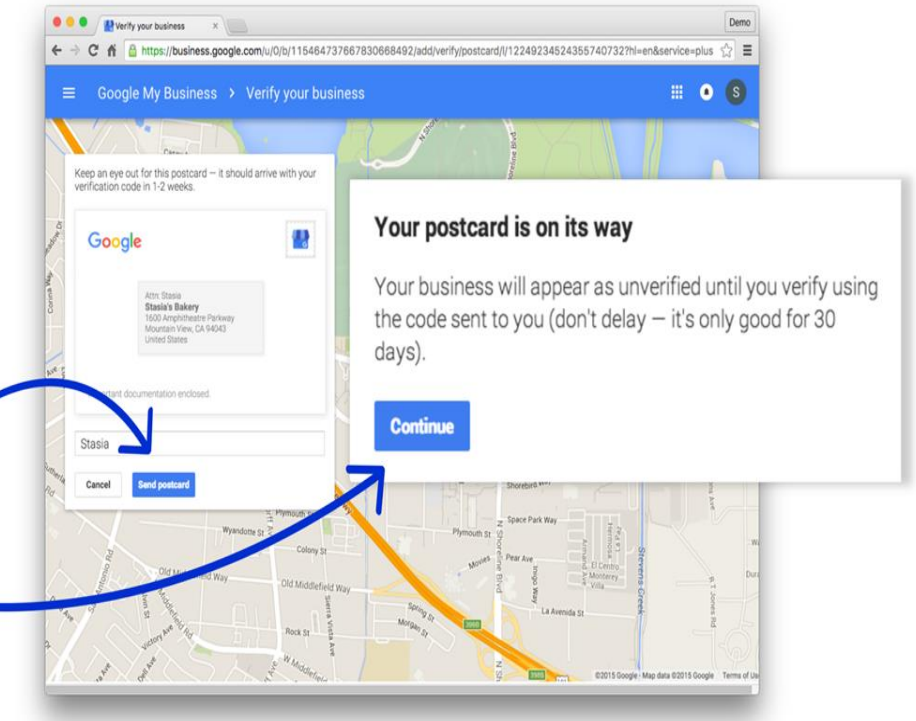
Click "Mail me my code."



© 2016 Watermelon Mountain Web Marketing

Request a Pin

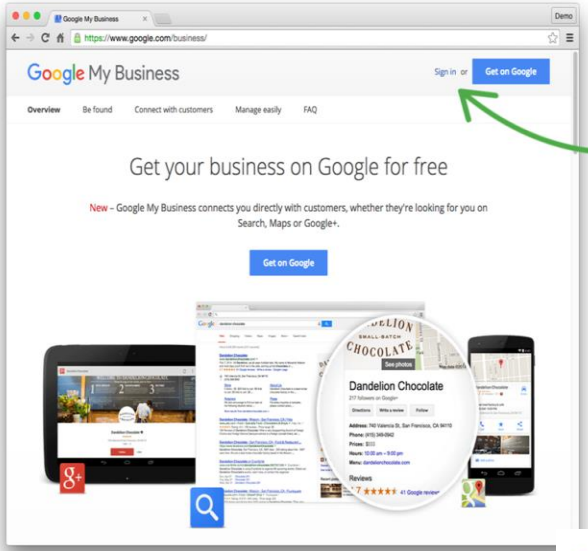
Your PIN should arrive in about a week.



© 2016 Watermelon Mountain Web Marketing

Verify Your Business

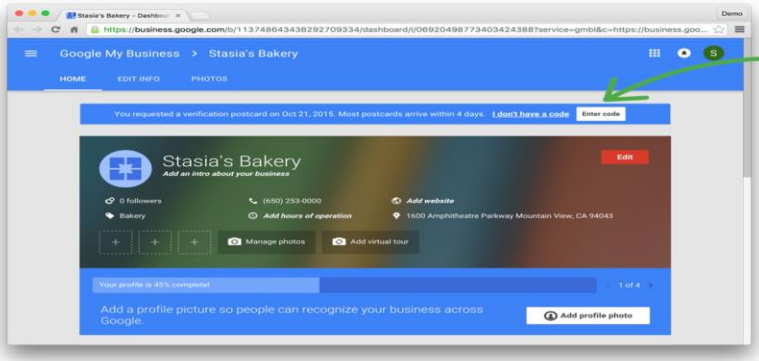
WHEN YOUR PIN ARRIVES



Sign in here.

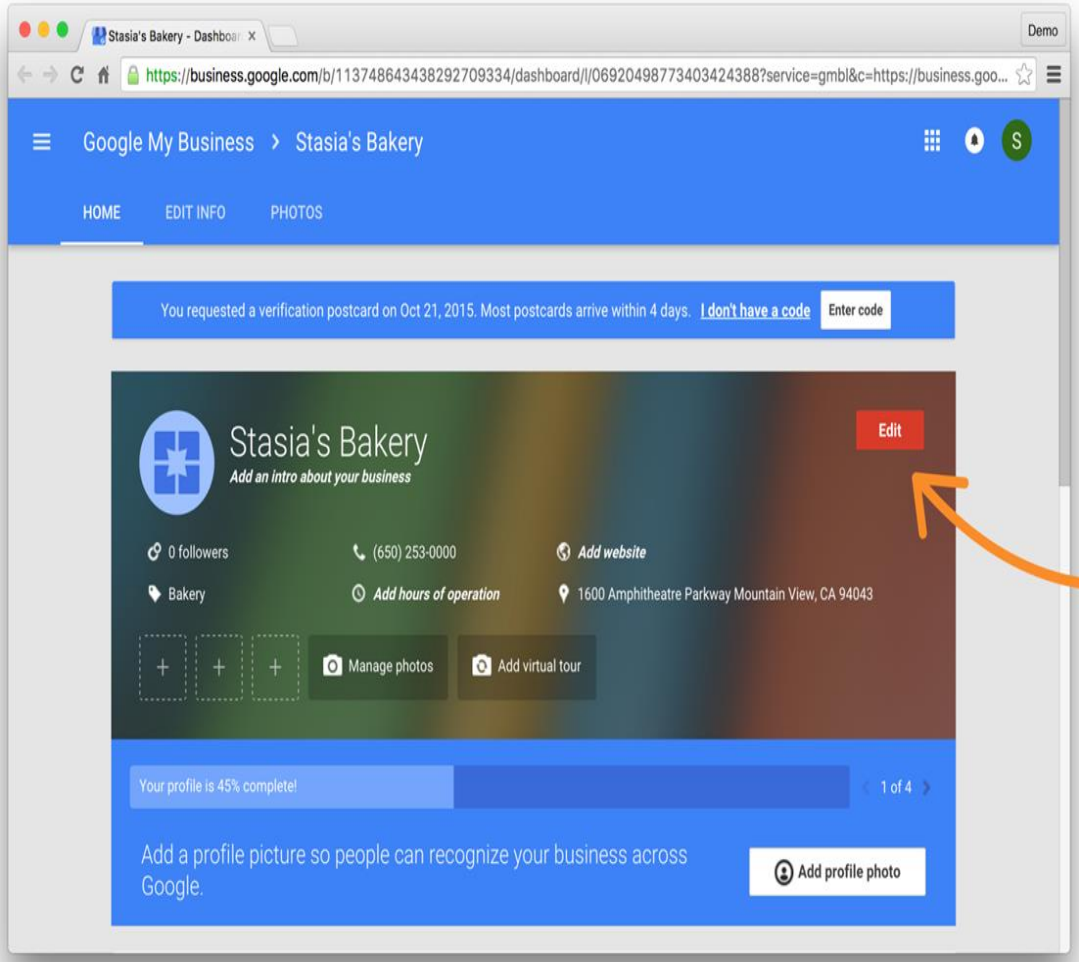
Sign in: www.google.com/business

ENTER YOUR PIN



© 2016 Watermelon Mountain Web Marketing

Step 6: Complete Your Business Profile

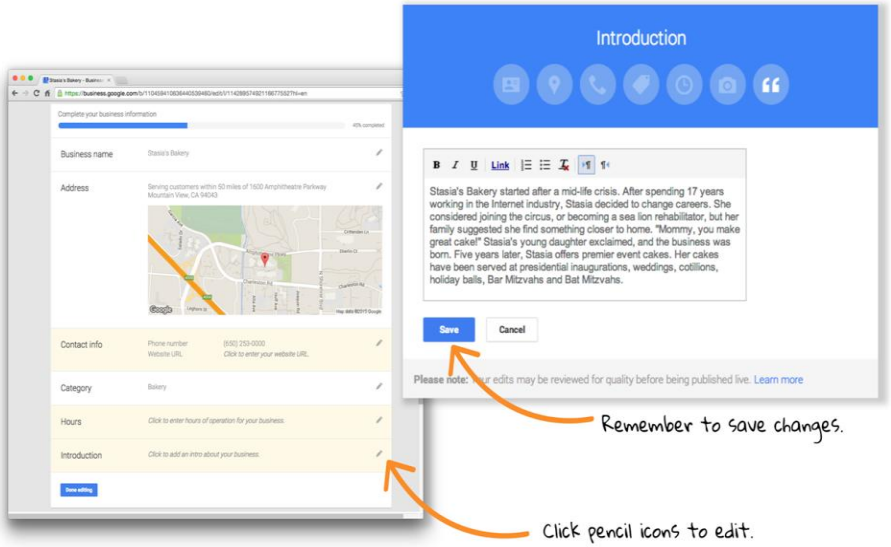


Click to edit your business info.

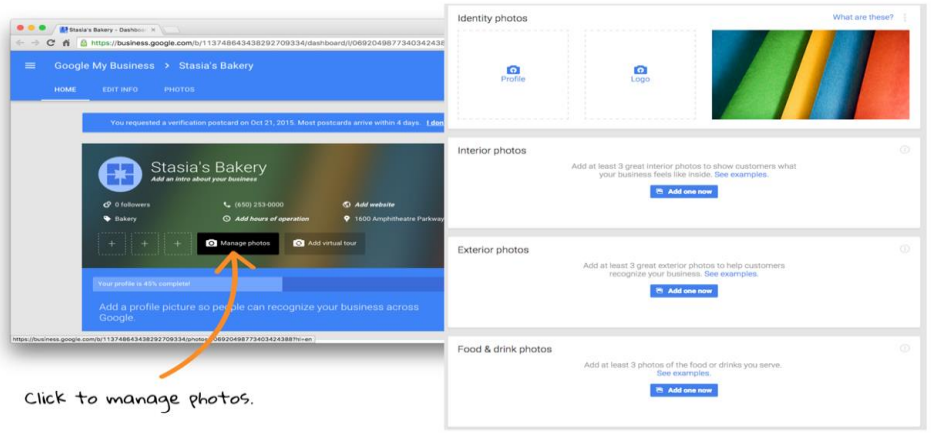
© 2016 Watermelon Mountain Web Marketing

Finish Your Business Profile

EDIT BUSINESS INFORMATION

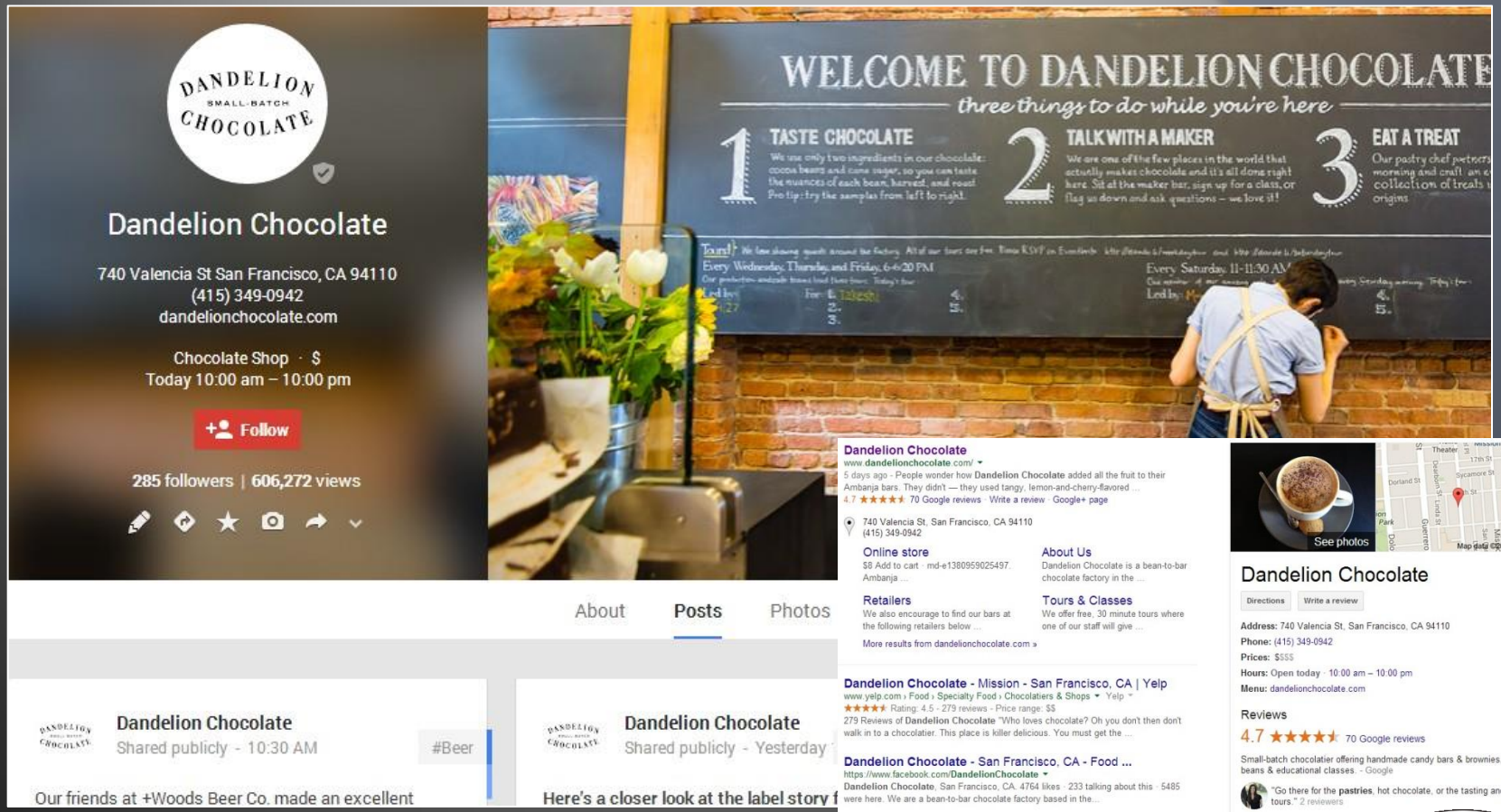


MANAGE BUSINESS PHOTOS



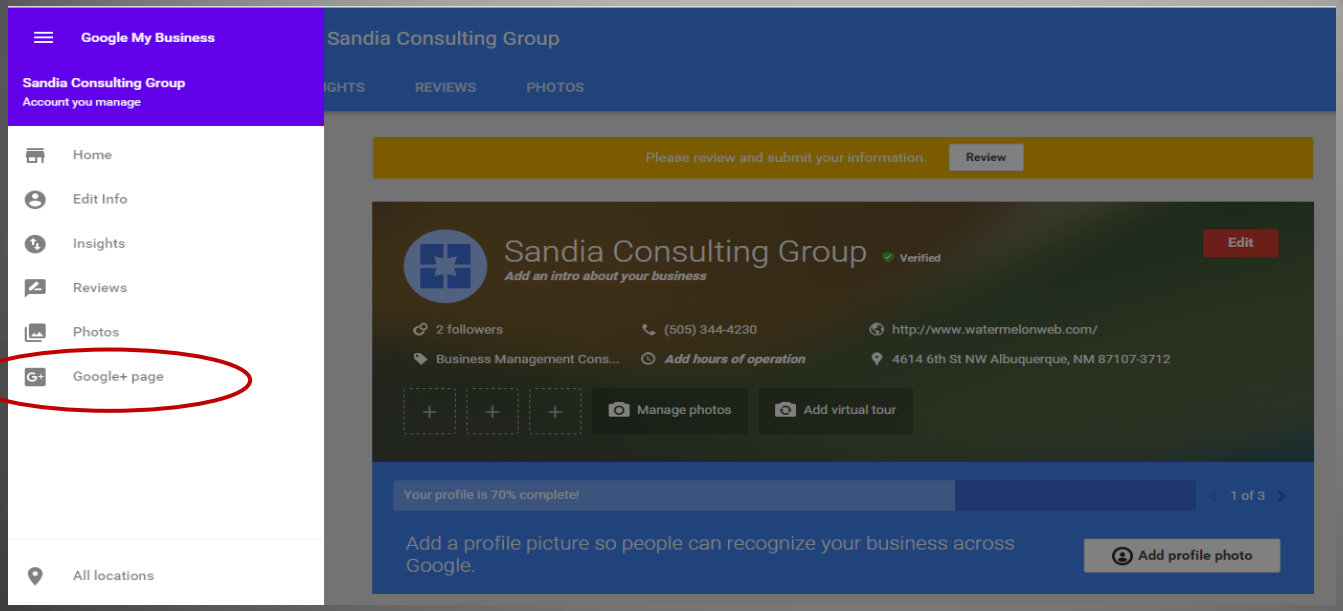
© 2016 Watermelon Mountain Web Marketing

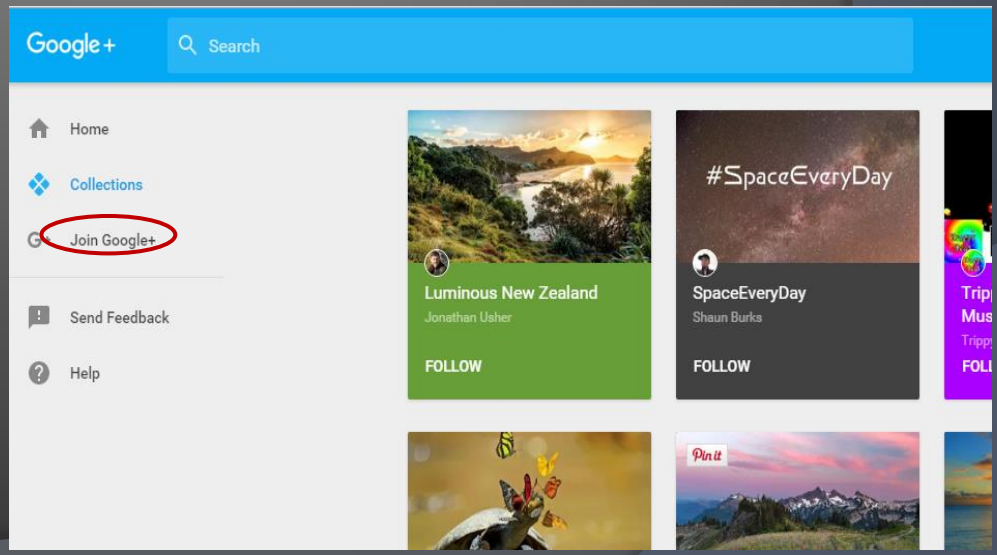
Join the Google+ Community



© 2016 Watermelon Mountain Web Marketing

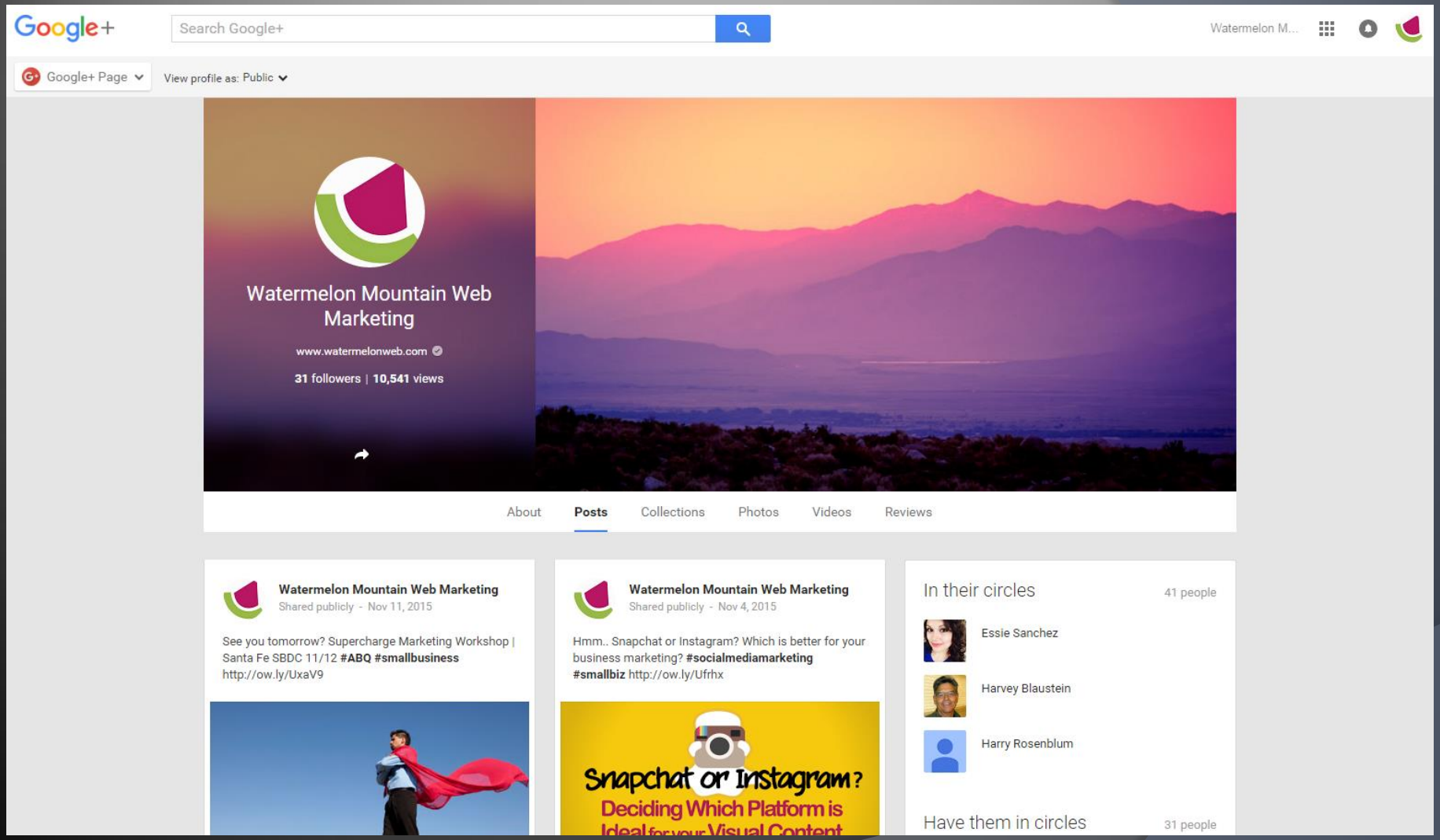
Create Google+ Page





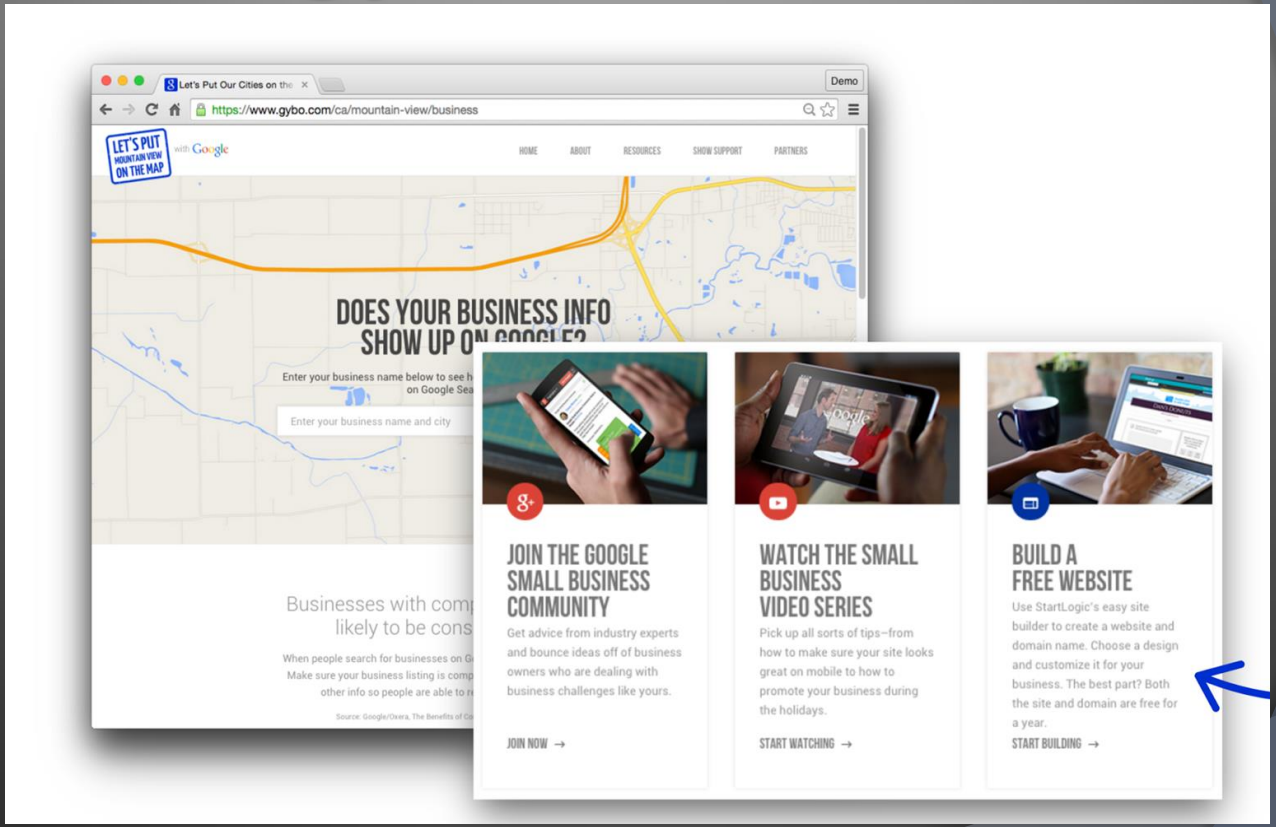
© 2016 Watermelon Mountain Web Marketing

Sample Google+ Page



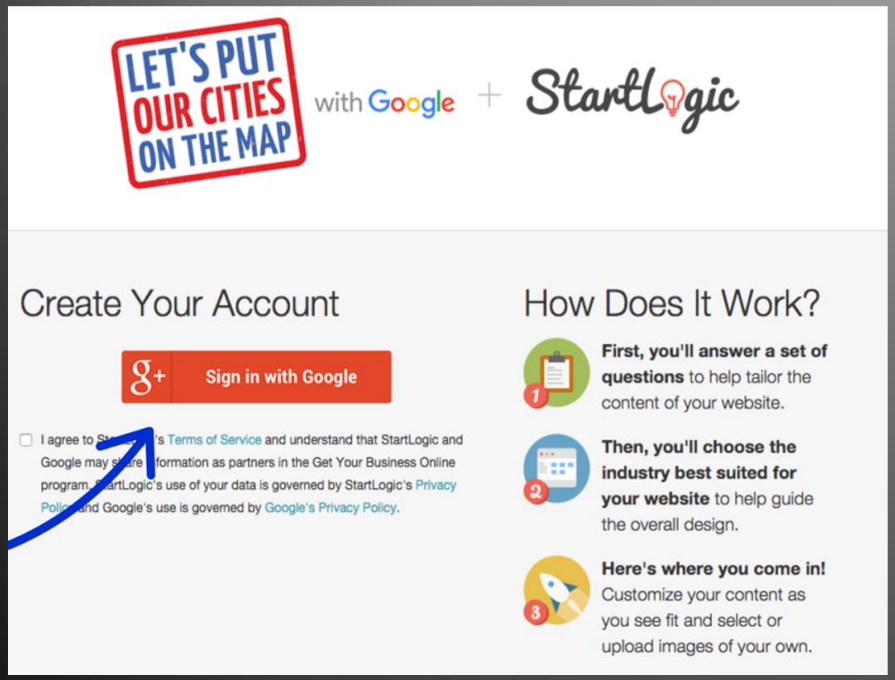
© 2016 Watermelon Mountain Web Marketing

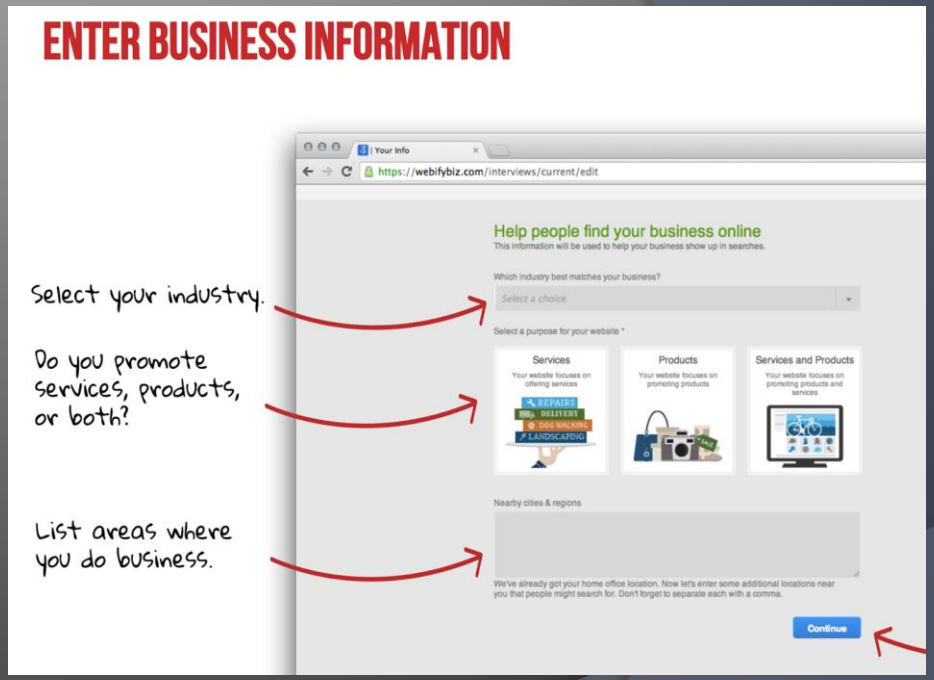
Optional Free Google Website:
3 pages, 1 year
www.gybo.com/business



© 2016 Watermelon Mountain Web Marketing

Free Google Website

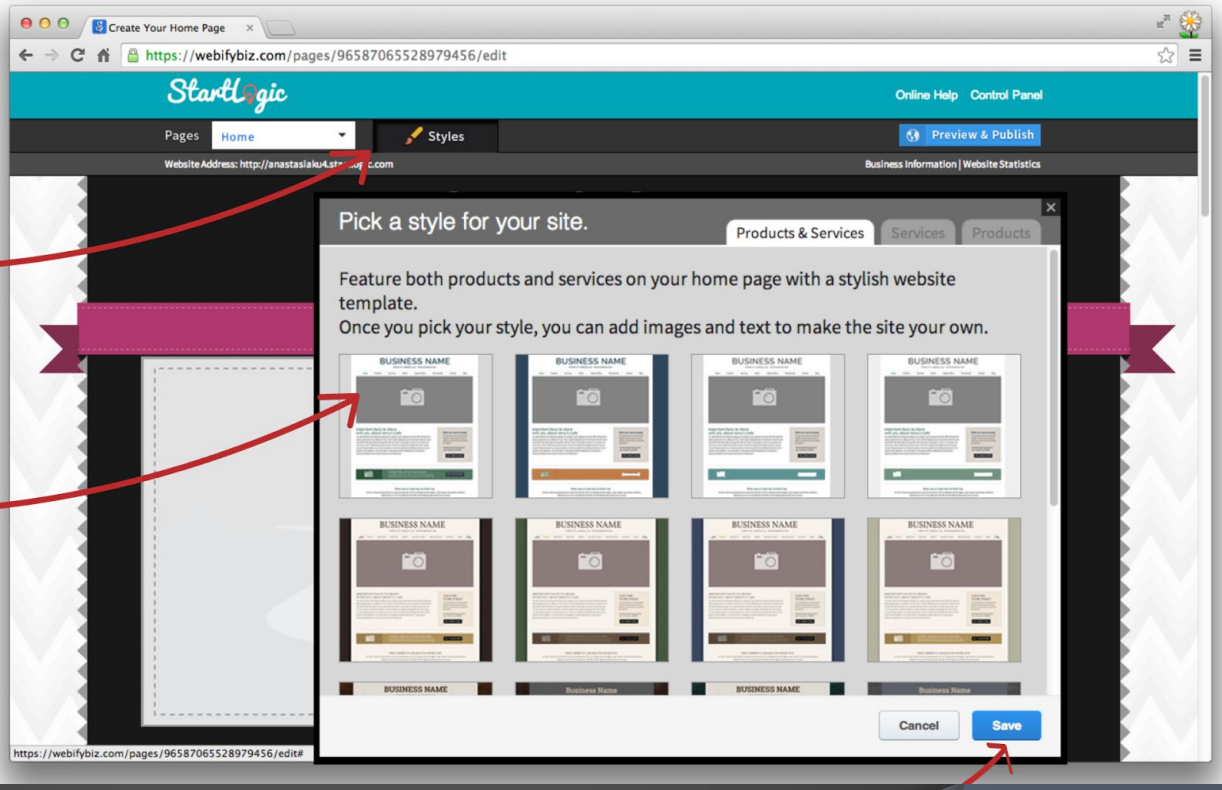




© 2016 Watermelon Mountain Web Marketing

Choose a Site Design

Find a style that fits your business's personality.

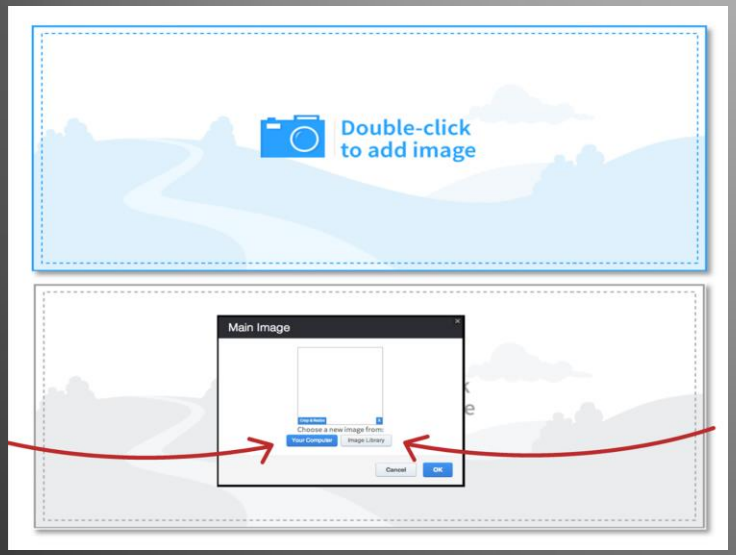


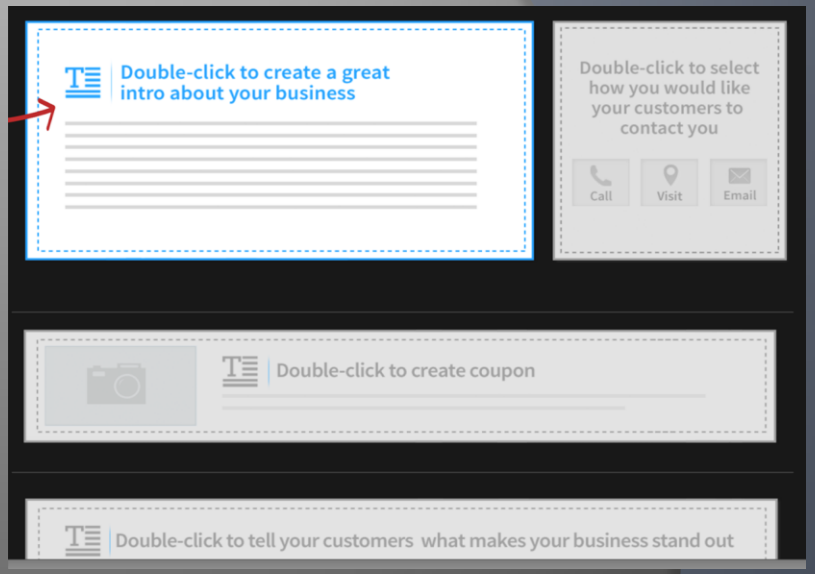
Click "Styles" to access the website design options.

Choose a site style.

© 2016 Watermelon Mountain Web Marketing

Personalize Your Site with Images, Pages & Text

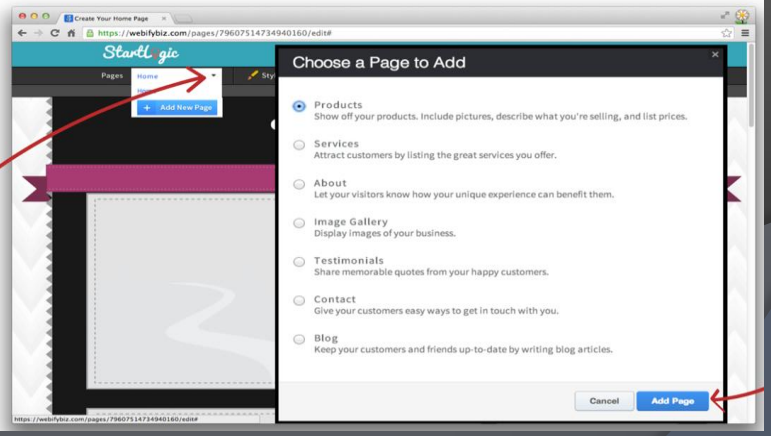




ADD ANOTHER PAGE

Click "+Add New Page," then select a page to add or edit.

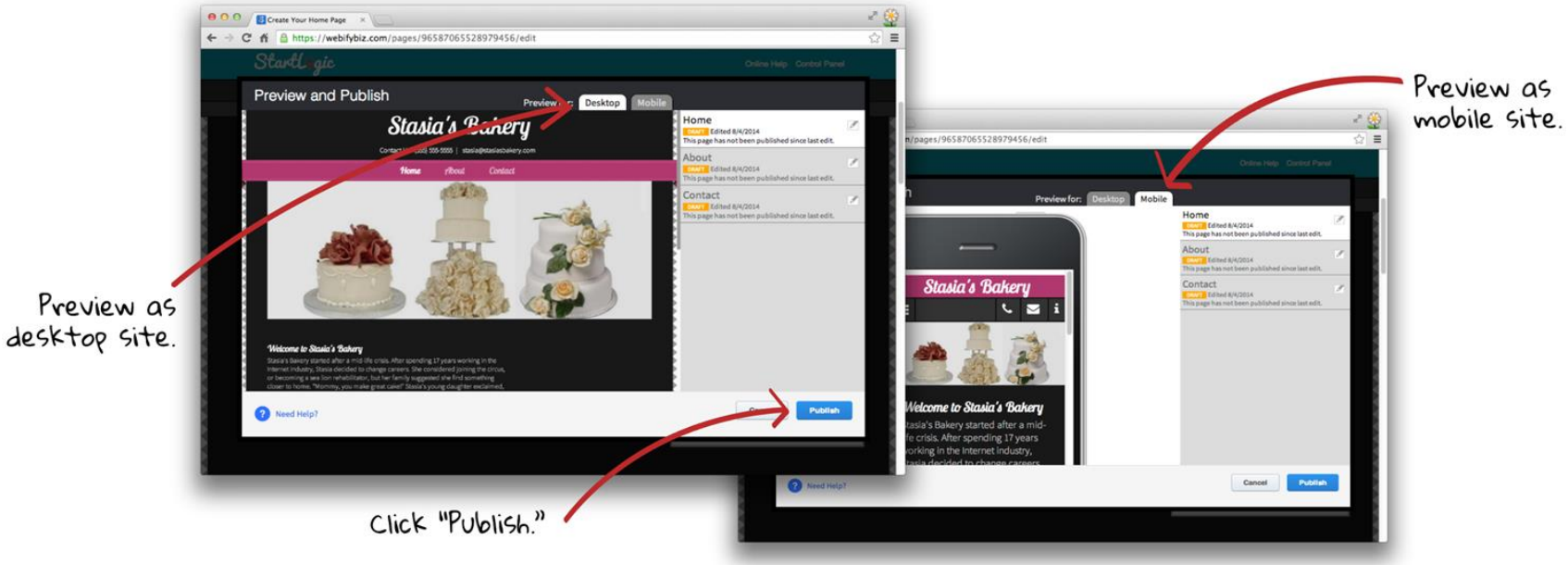
Click the down arrow symbol.



© 2016 Watermelon Mountain Web Marketing

Publish Your Website!

Preview as a desktop website and a mobile site.

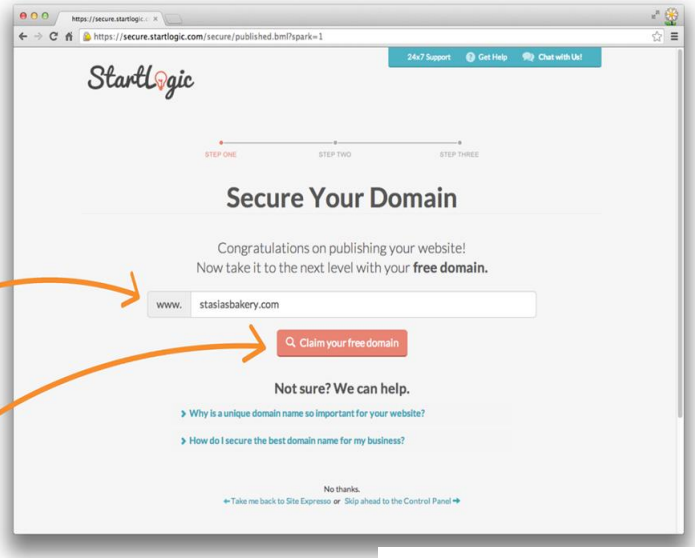


© 2016 Watermelon Mountain Web Marketing

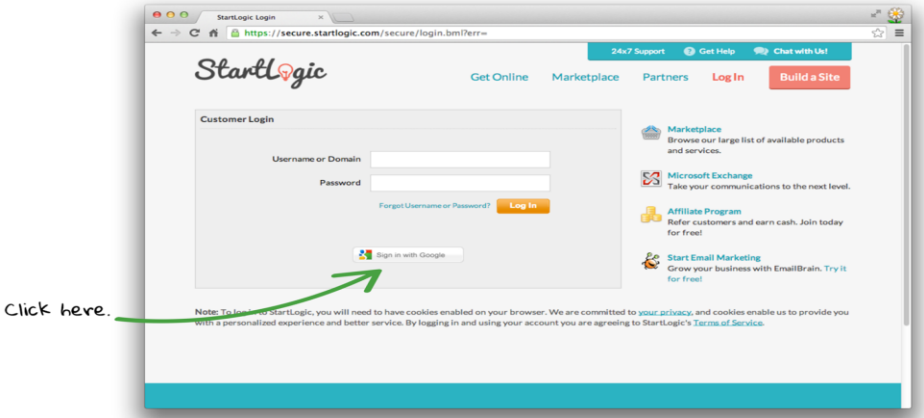
Register Your Domain Name

SEARCH FOR A DOMAIN NAME

Type in the domain name you want to register to see if it's available.



USE YOUR GOOGLE ACCOUNT TO SIGN IN



© 2016 Watermelon Mountain Web Marketing

Why Care About Local Search?

- 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.**

© 2016 Watermelon Mountain Web Marketing

Tips for Getting Found on Google Natural (Organic) Search

- 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
- Google loves itself!
- Them that has, gets (the more traffic, the higher the ranking)

© 2016 Watermelon Mountain Web Marketing

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
cermamic 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">
<!--
```

© 2016 Watermelon Mountain Web Marketing

Signals for Location-Based SEO

MarketingProfs.com February 2016

Search engines use various signals to determine the location of a website:

- Hosting location (location of your server)
- Domain (for example, ".com" in the US)
- Language
- A country code top-level domain such as .uk or .us (helps rankings in a particular country, but may reduce global ranking)

© 2016 Watermelon Mountain Web Marketing

More Tips for Location-Based SEO

- Google uses loading speed as a ranking factor
- The relevance of inbound links key to establish quality and legitimacy of a page
- The Contact Us page contributes heavily to local Google rankings
- Use keywords in top-level domain and subdomain names and title tag for relevance
- Use inbound links from country code top-level domains for international marketing
- If a server's IP address is flagged for spam, it may affect all other sites on that server

© 2016 Watermelon Mountain Web Marketing

Google Analytics
Google.com/analytics

- A free, powerful analytics tool
- Provides reports showing how visitors found your website
- Shows what visitors did when they arrived
- Measures the effectiveness of your online and offline marketing campaigns

© 2016 **Watermelon** Mountain Web Marketing

What Can Analytics Tell You?

- Where do visitors come from?
- Is my content effective?
- Where can the site be improved?
- Where do visitors abandon their shopping cart?
- How does this impact my bottom line?

© 2016 Watermelon **Mountain** Web Marketing

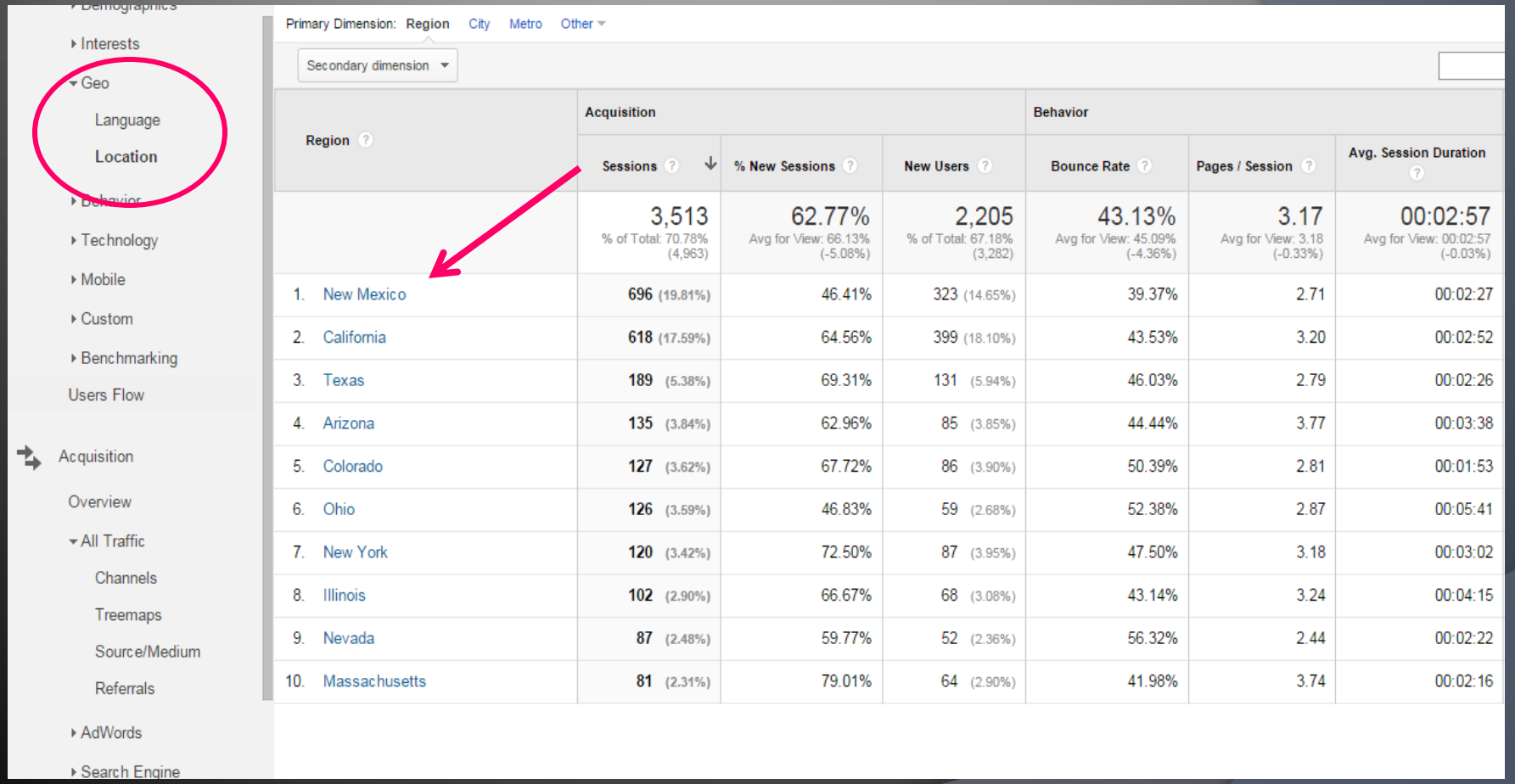
Measuring Local Reach with Google Analytics

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

- Geo locations
- Traffic sources
- Traffic from mobile devices

© 2016 **Watermelon** Mountain Web Marketing

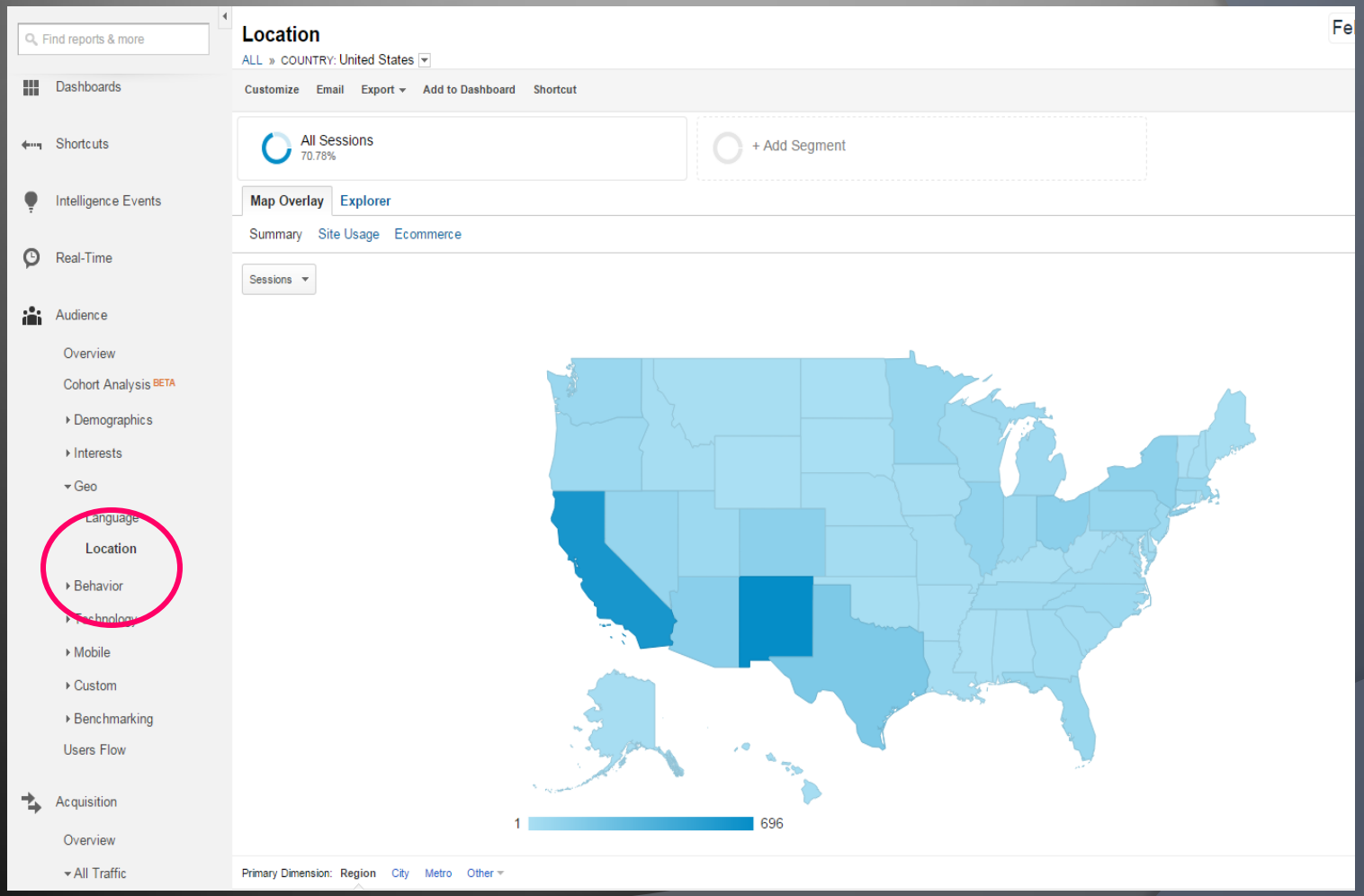
Local Analytics
Geo Demographic



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

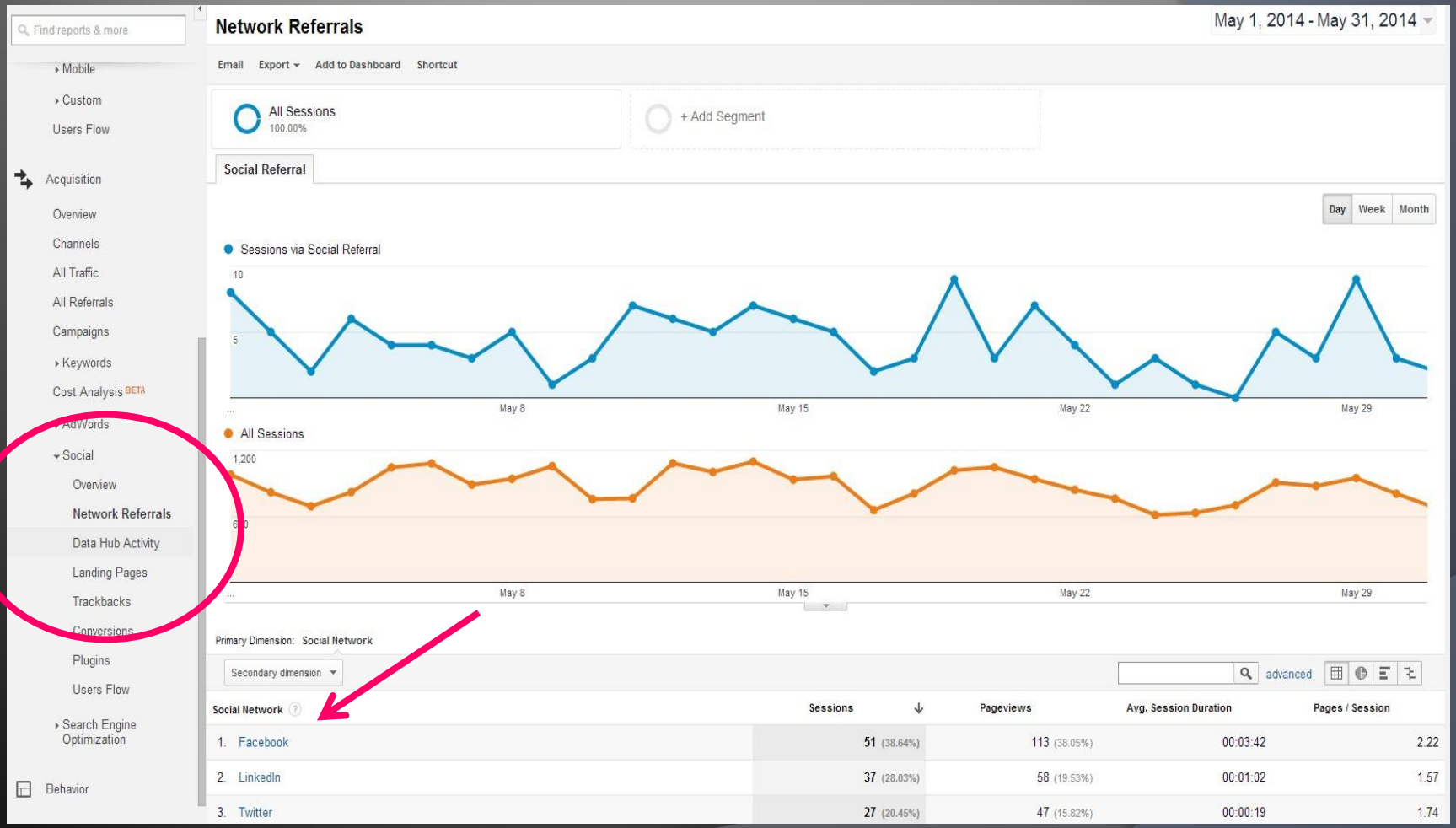
© 2016 Watermelon Mountain Web Marketing

Local Analytics
Geo Map Overlay



© 2016 Watermelon Mountain Web Marketing

Social Analytics



© 2016 Watermelon Mountain Web Marketing

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, or to website
- Get the best results with a landing page that matches the promise of the ad

© 2016 Watermelon Mountain Web Marketing

Google AdWords Express for Local Advertisers

- A simplified version of Google AdWords, designed for small and local businesses (google.com/adwords/express)
- Advertise in local searches for your area
- Your business can show up with a blue pin in the local map instead of orange
- User ratings to show in your ad — a powerful trust signal

© 2016 Watermelon Mountain Web Marketing

Adwords vs. Adwords Express

	Google AdWords	Google AdWords Express
Pay only for clicks	Yes	Yes
Automated management	No	Yes
Website required	Yes	No
Ads on Google Search	Yes	Yes
Ads on related websites	Yes	Limited
Mobile ads	Yes	Yes
Advanced ad formats	Yes	No
Geographically targeted	Anywhere	Anywhere

© 2016 Watermelon Mountain Web Marketing

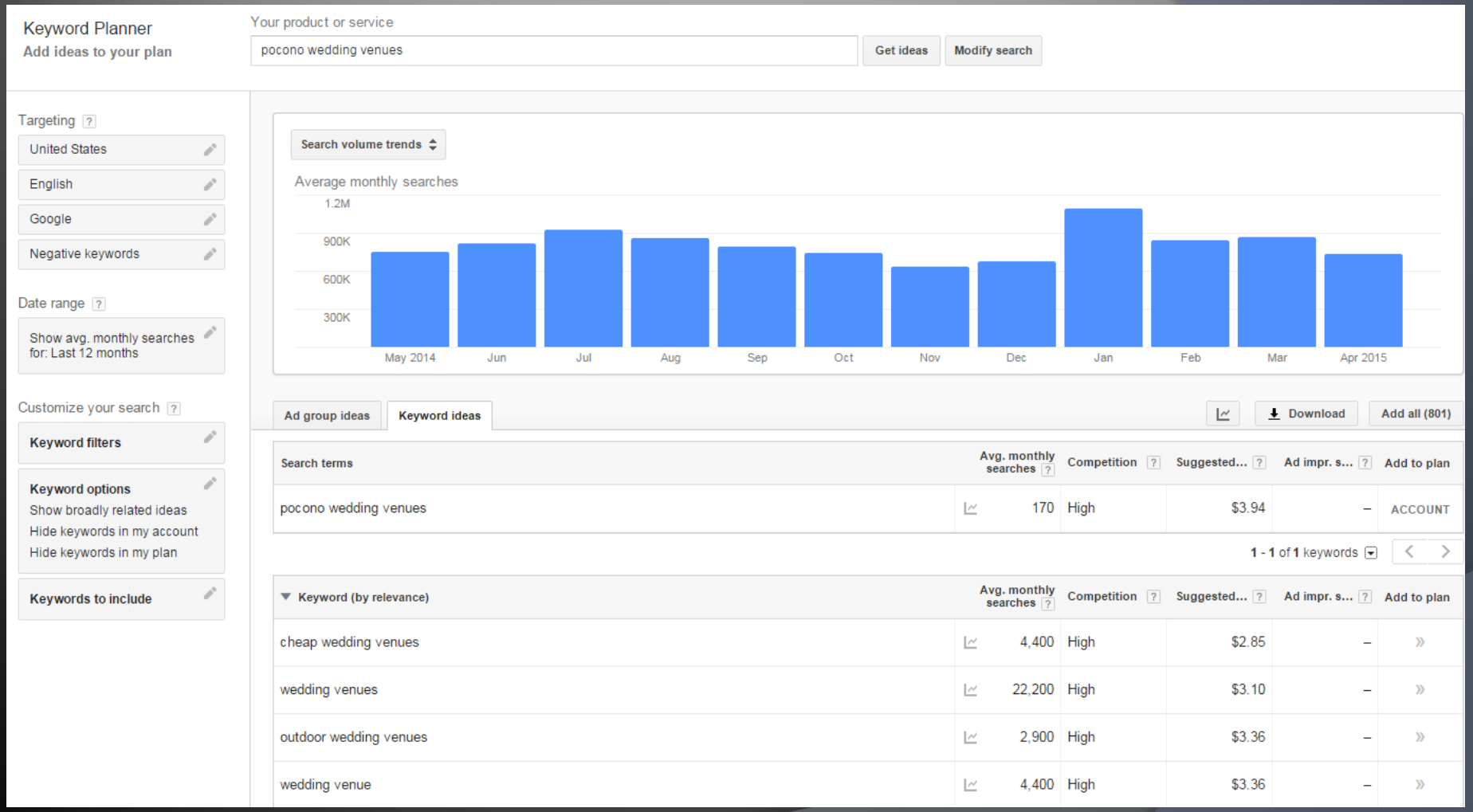
Advantages of AdWords vs Express

- AdWords lets you schedule timing, devices, more
- AdWords lets you chooses keywords you may want for specific promotions
- Tighter audience targeting with Adwords
- Choose keyword variations and negative keywords
- AdWords allows you to land on a specific page that fulfills the promise of the ad
- Express lands on your G+ page or homepage
- AdWords has conversion code tracking.

© 2016 Watermelon Mountain Web Marketing

What Will AdWords Cost?

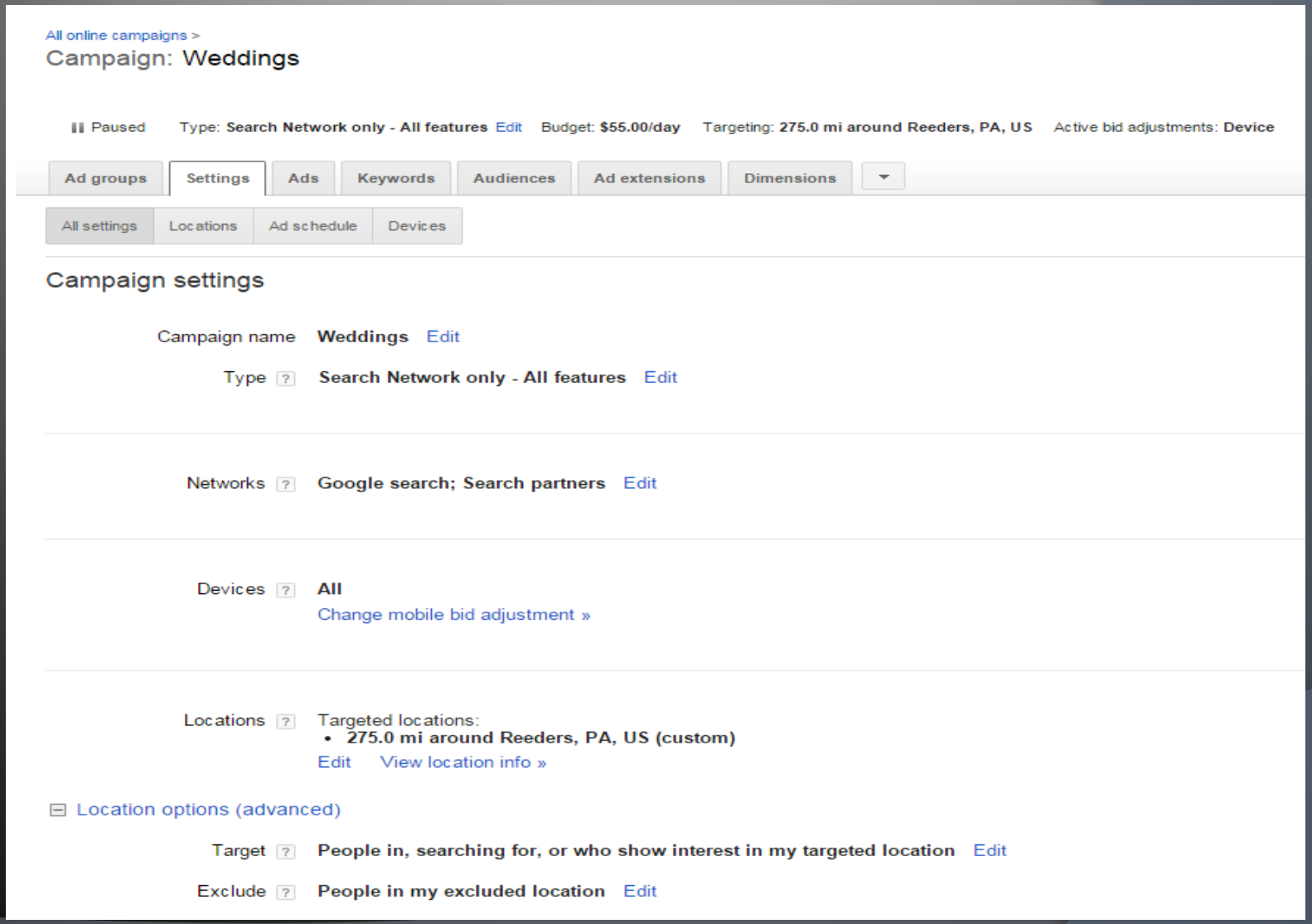
(access through Tools tab)



© 2016 Watermelon Mountain Web Marketing

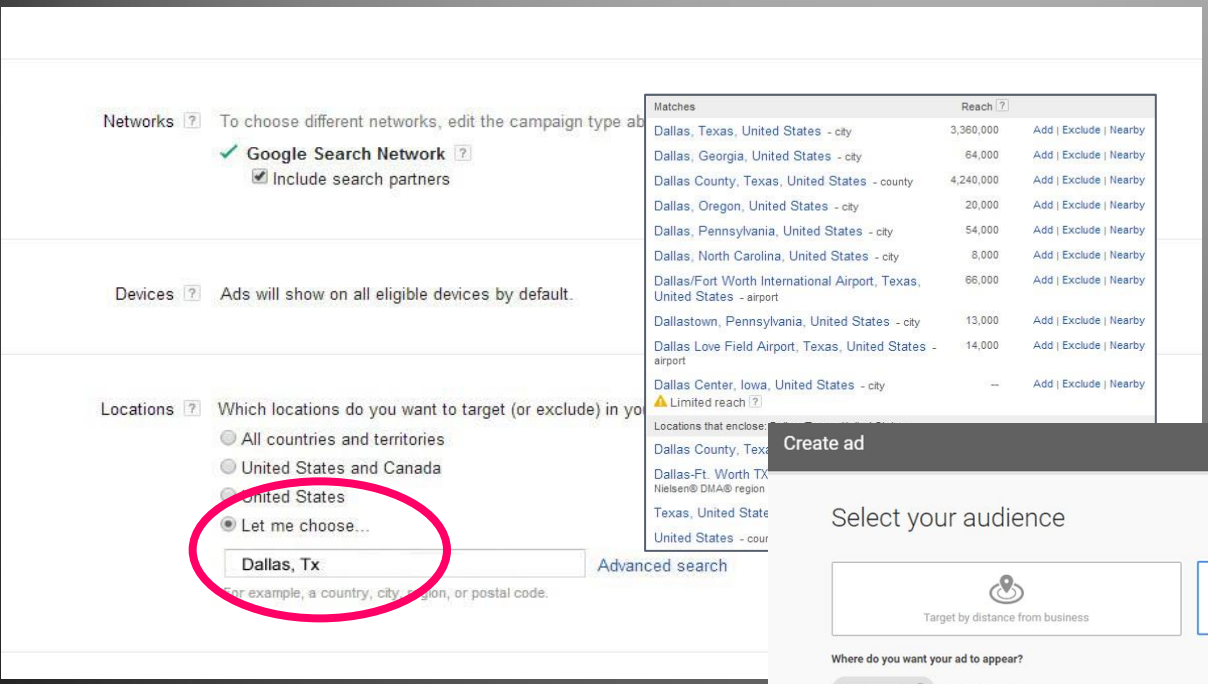
Additional Choices in AdWords

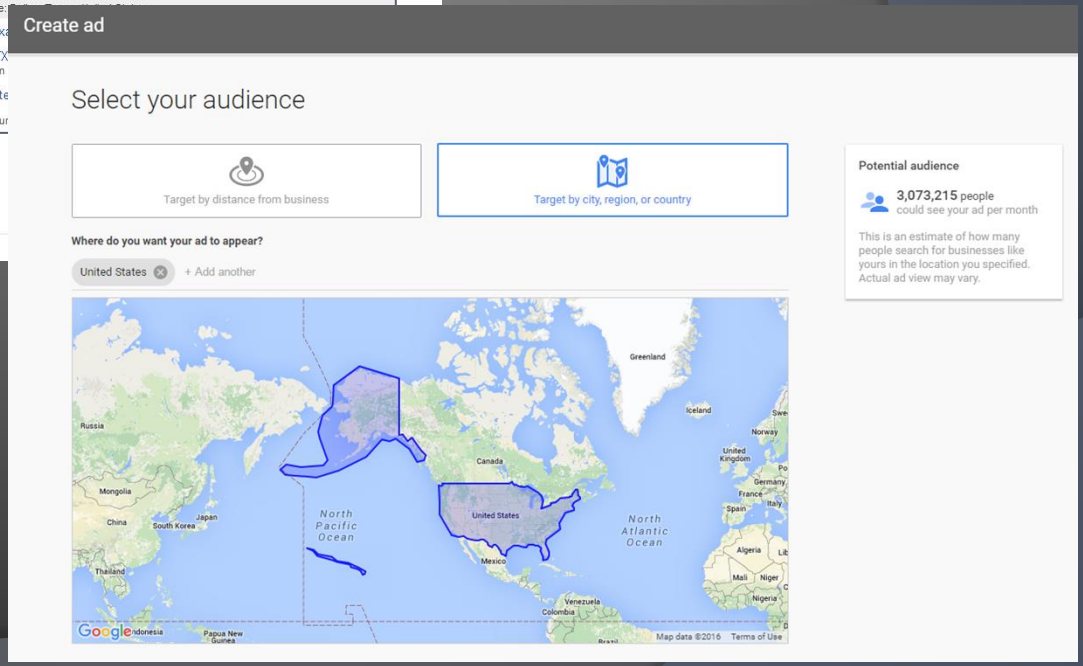
google.com/adwords



© 2016 Watermelon Mountain Web Marketing

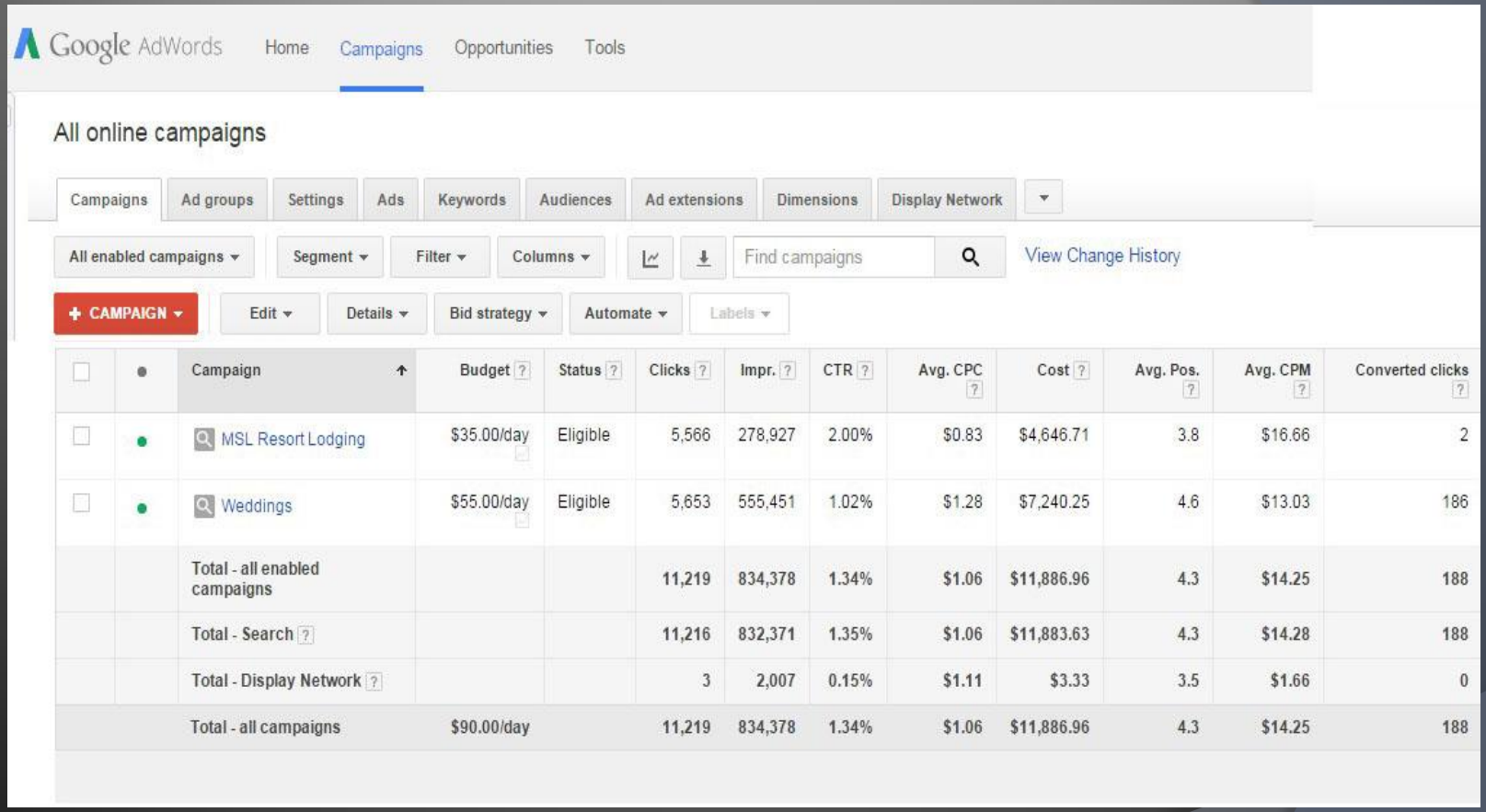
Geo-Targeting PPC Ads
Google AdWords vs. Express





© 2016 Watermelon Mountain Web Marketing

Viewing Your Results in Adwords



Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Avg. CPM	Converted clicks
MSL Resort Lodging	$35.00/day	Eligible	5,566	278,927	2.00%	$0.83	$4,646.71	3.8	$16.66	2
Weddings	$55.00/day	Eligible	5,653	555,451	1.02%	$1.28	$7,240.25	4.6	$13.03	186
Total - all enabled campaigns			11,219	834,378	1.34%	$1.06	$11,886.96	4.3	$14.25	188
Total - Search			11,216	832,371	1.35%	$1.06	$11,883.63	4.3	$14.28	188
Total - Display Network			3	2,007	0.15%	$1.11	$3.33	3.5	$1.66	0
Total - all campaigns	$90.00/day		11,219	834,378	1.34%	$1.06	$11,886.96	4.3	$14.25	188

© 2016 Watermelon Mountain Web Marketing

Things to Remember

- CTR Rates
  - Studies show much higher click through rates across all ad venues when ads are localized
  - Average 1-2% for search; 0.5% for display
- Conversion codes
  - Place on thank you page to assess how well ads or other marketing efforts are doing, e.g. sales, lead forms
  - Adwords supplies the conversion code or you can create your own. No conversion codes on Express

© 2016 Watermelon Mountain Web Marketing

Tips for Promoting Your Site

- Use email for efficient, inexpensive communication
- Use social media to develop a relationship with fans
- Promote your site offline
- Give an incentive to visit your site
- Invite happy customers to recommend your business

© 2016 Watermelon Mountain Web Marketing

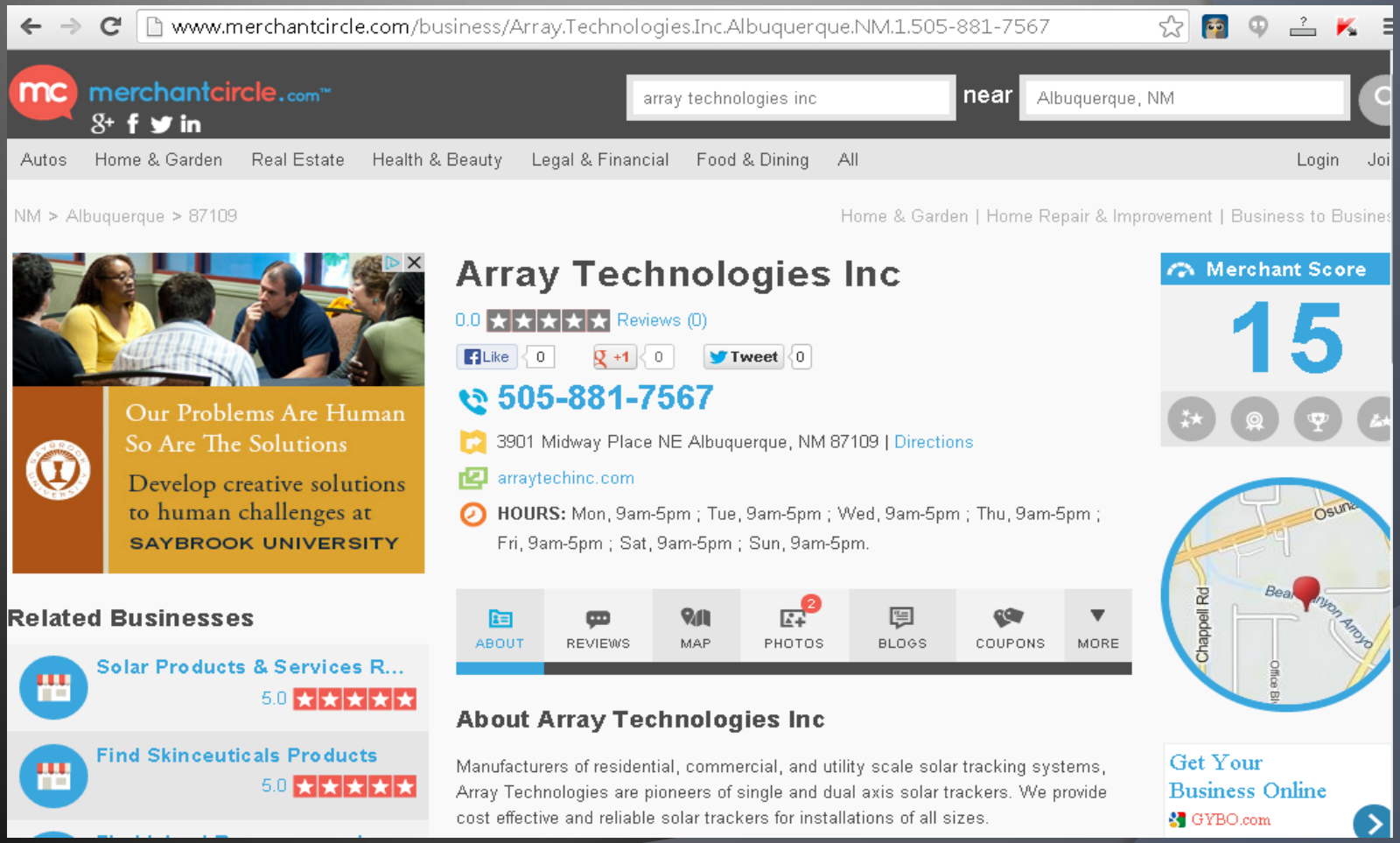
Other Local Online Marketing Tools

- Business Directory Sites
- Review Sites
- Local Event Calendars
- Location-Based Social Network Sites

© 2016 Watermelon Mountain Web Marketing

Local Business Directory Merchant Circle

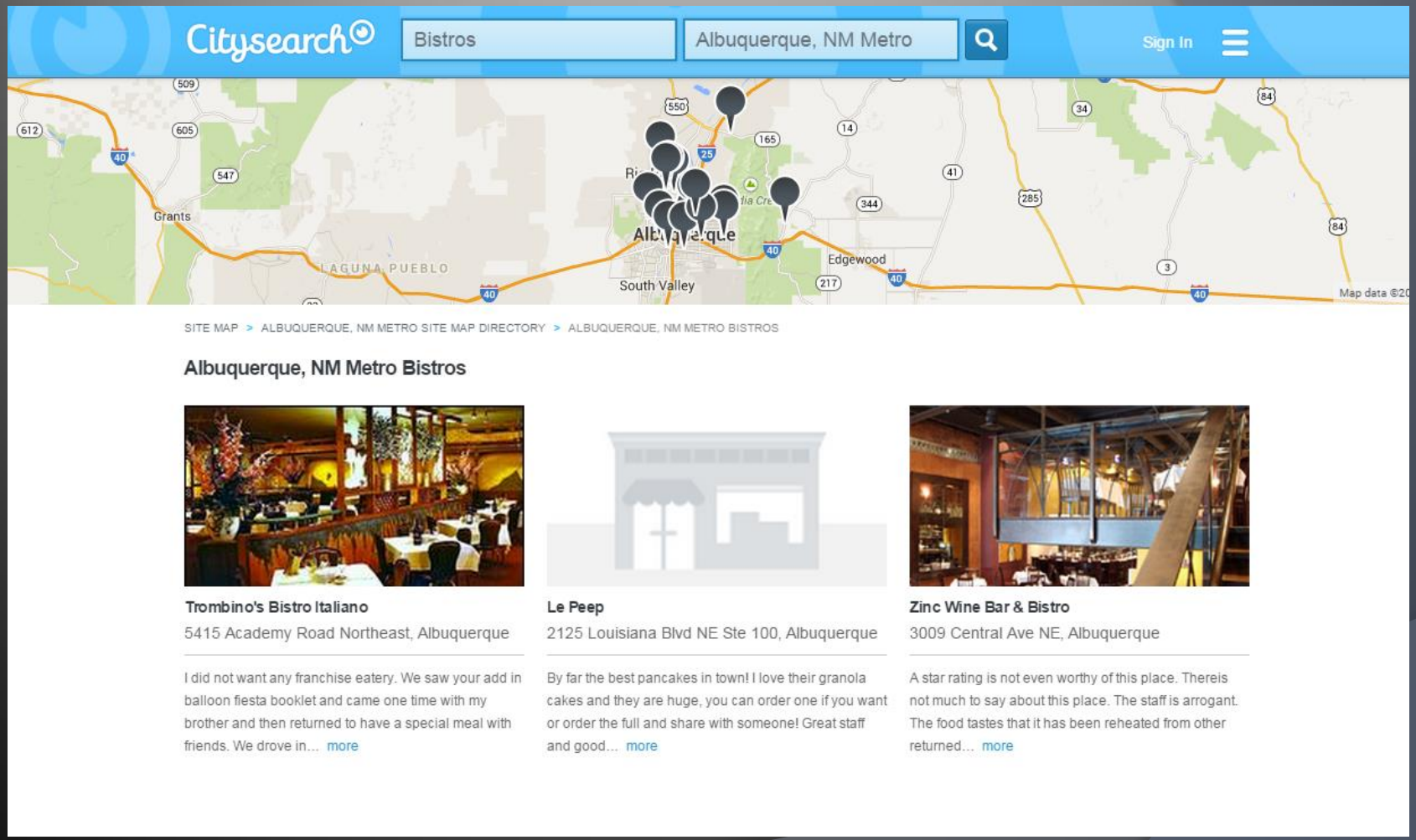
merchantcircle.com/corporate/landing/signup.html



© 2016 Watermelon Mountain Web Marketing

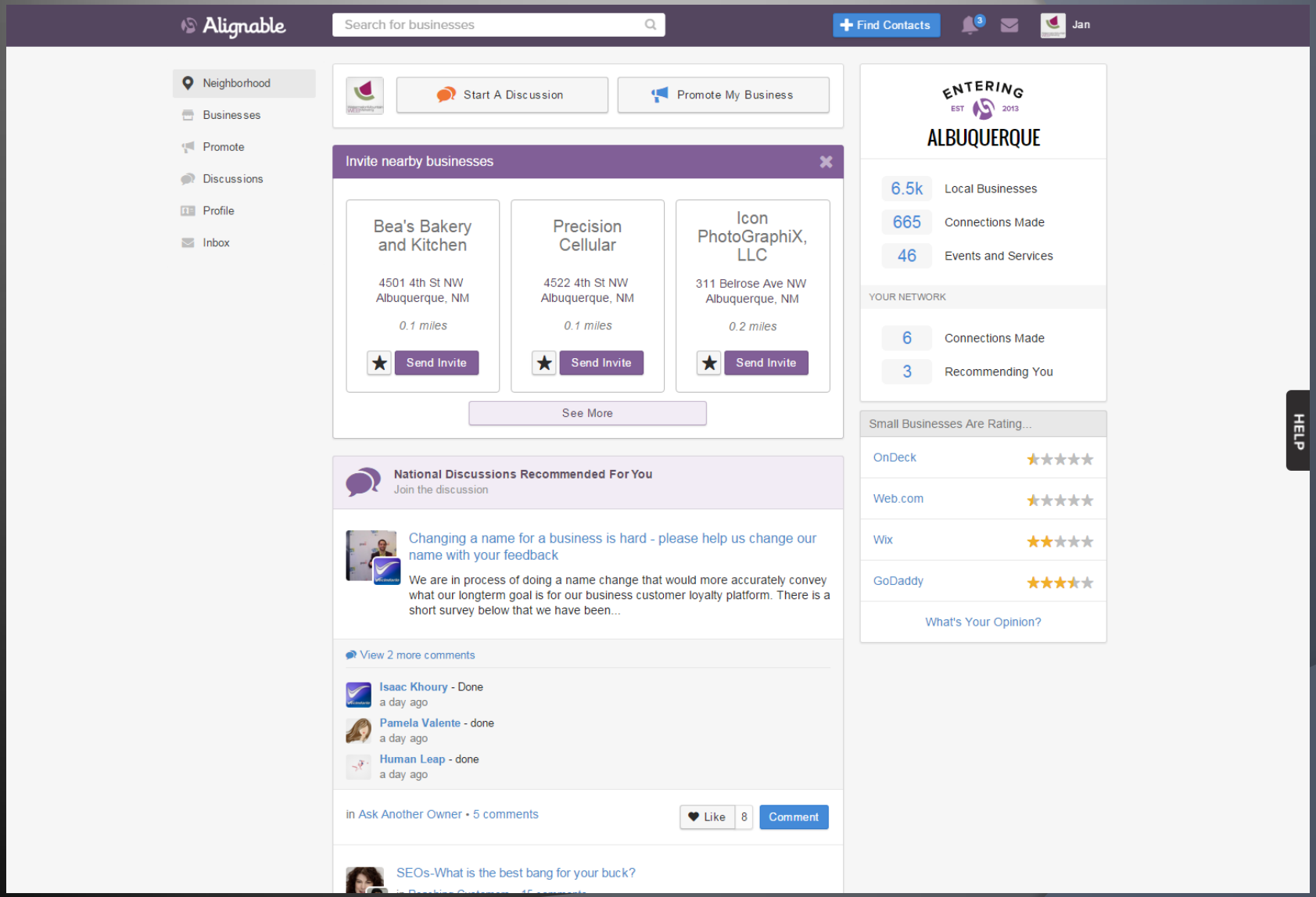
Local Business Directory

CitySearch citysearch.com



© 2016 Watermelon Mountain Web Marketing

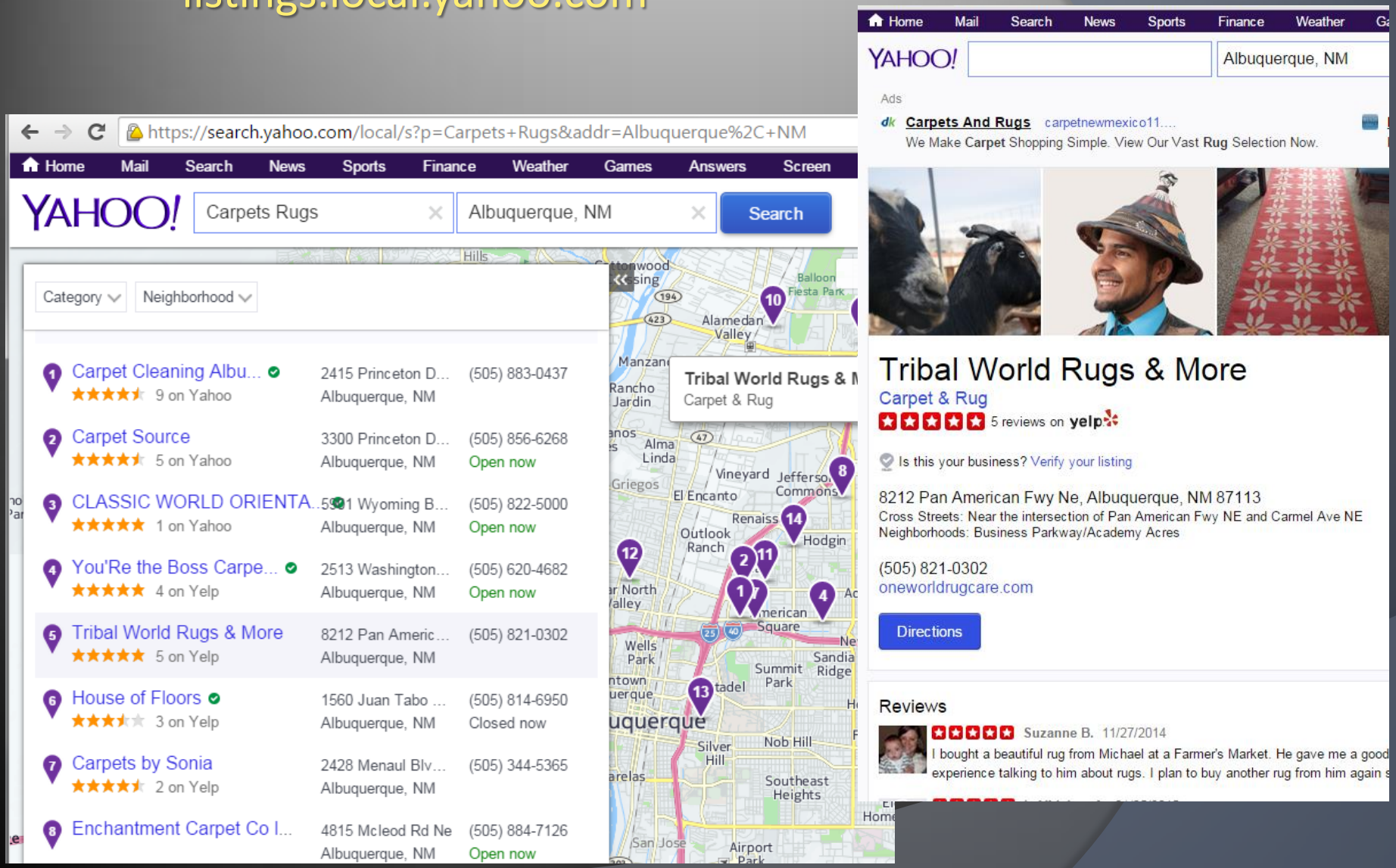
Alignable https://www.alignable.com/biz



© 2016 Watermelon Mountain Web Marketing

Yahoo! Local

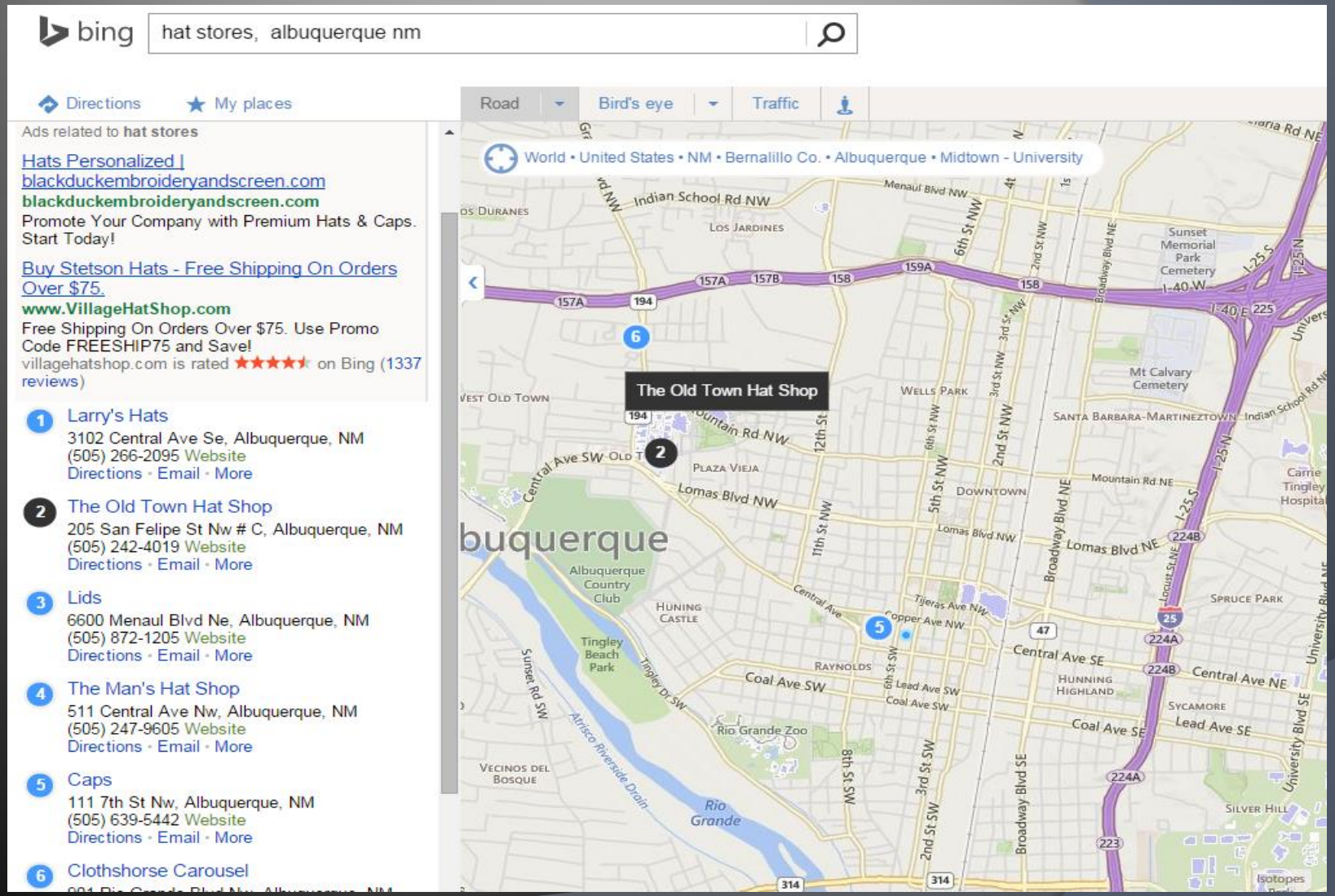
listings.local.yahoo.com



© 2016 Watermelon Mountain Web Marketing

Bing Local

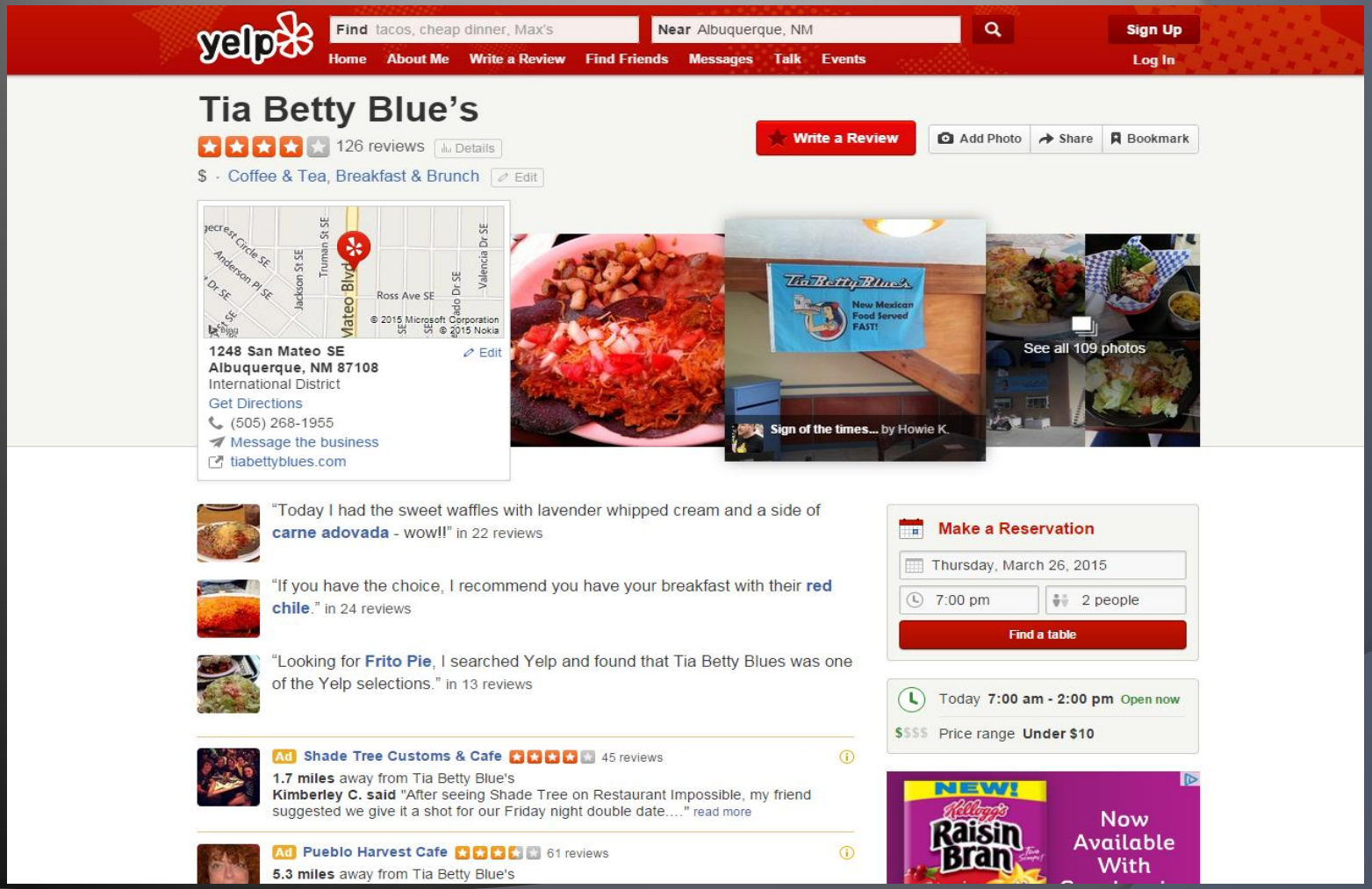
bingplaces.com



© 2016 Watermelon Mountain Web Marketing

Review/Recommendation

Yelp biz.yelp.com

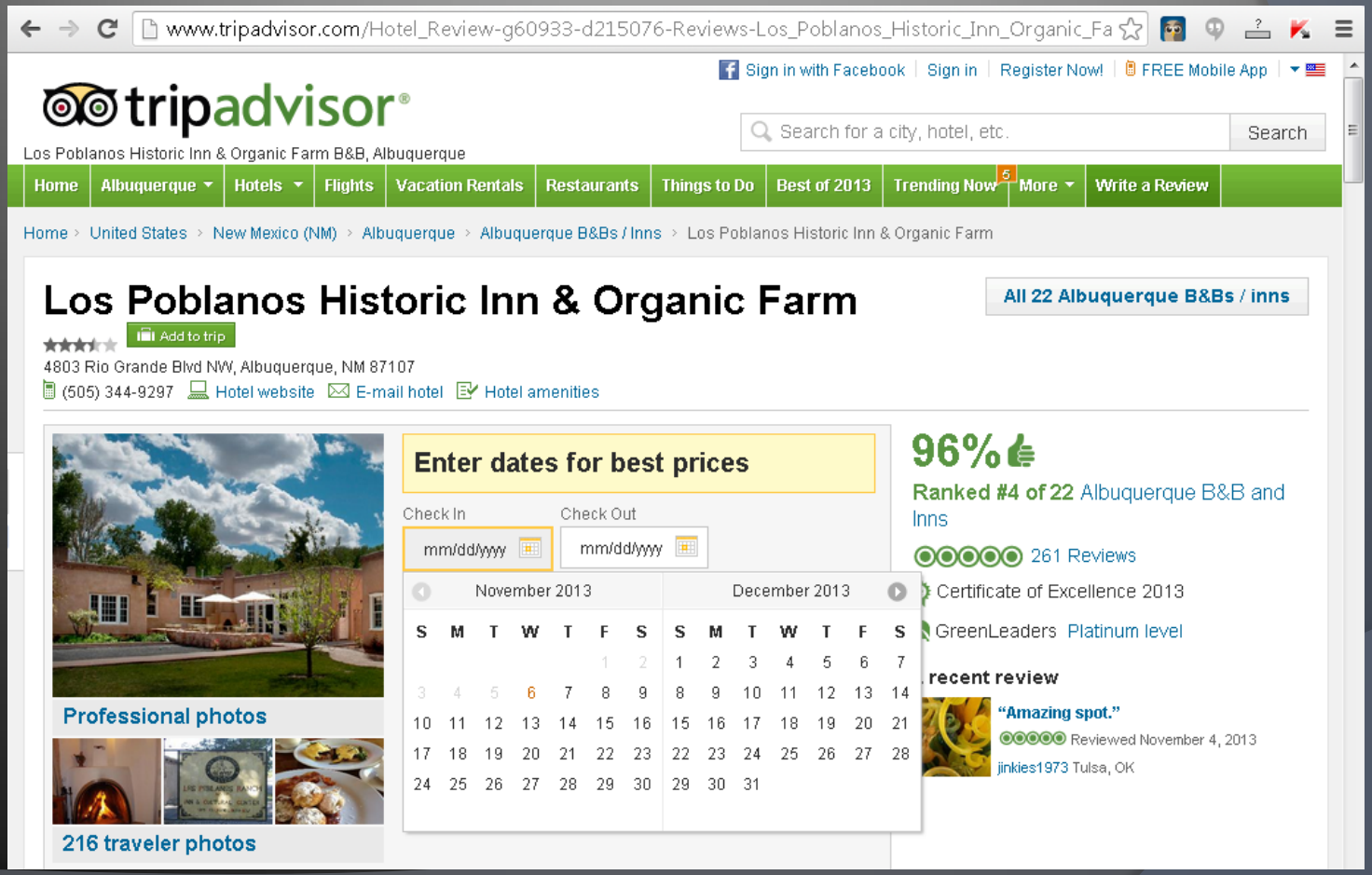


© 2016 Watermelon Mountain Web Marketing

Review/Recommendation

TripAdvisor

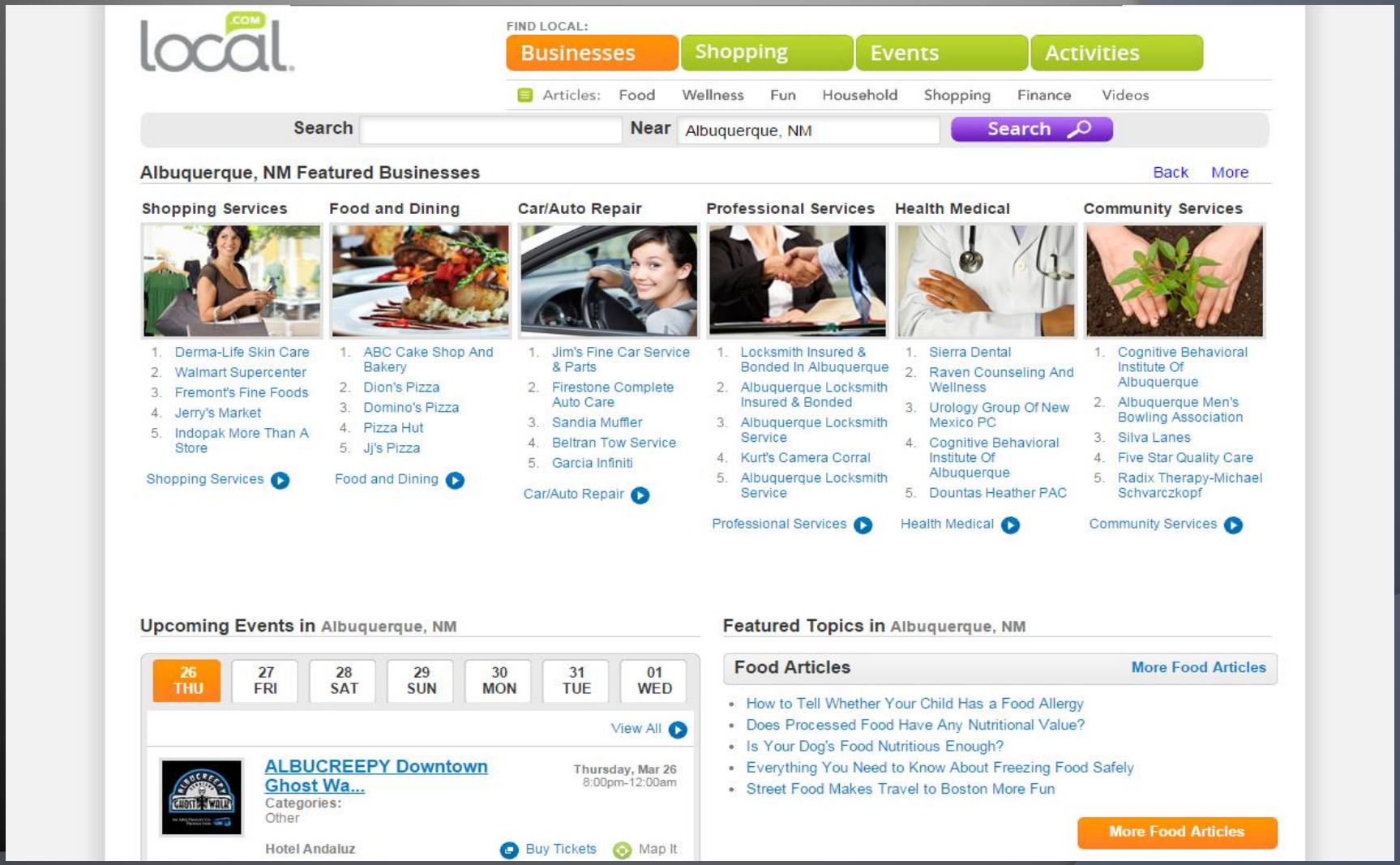
tripadvisor.com/BusinessListings



© 2016 Watermelon Mountain Web Marketing

Review/Recommendation

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

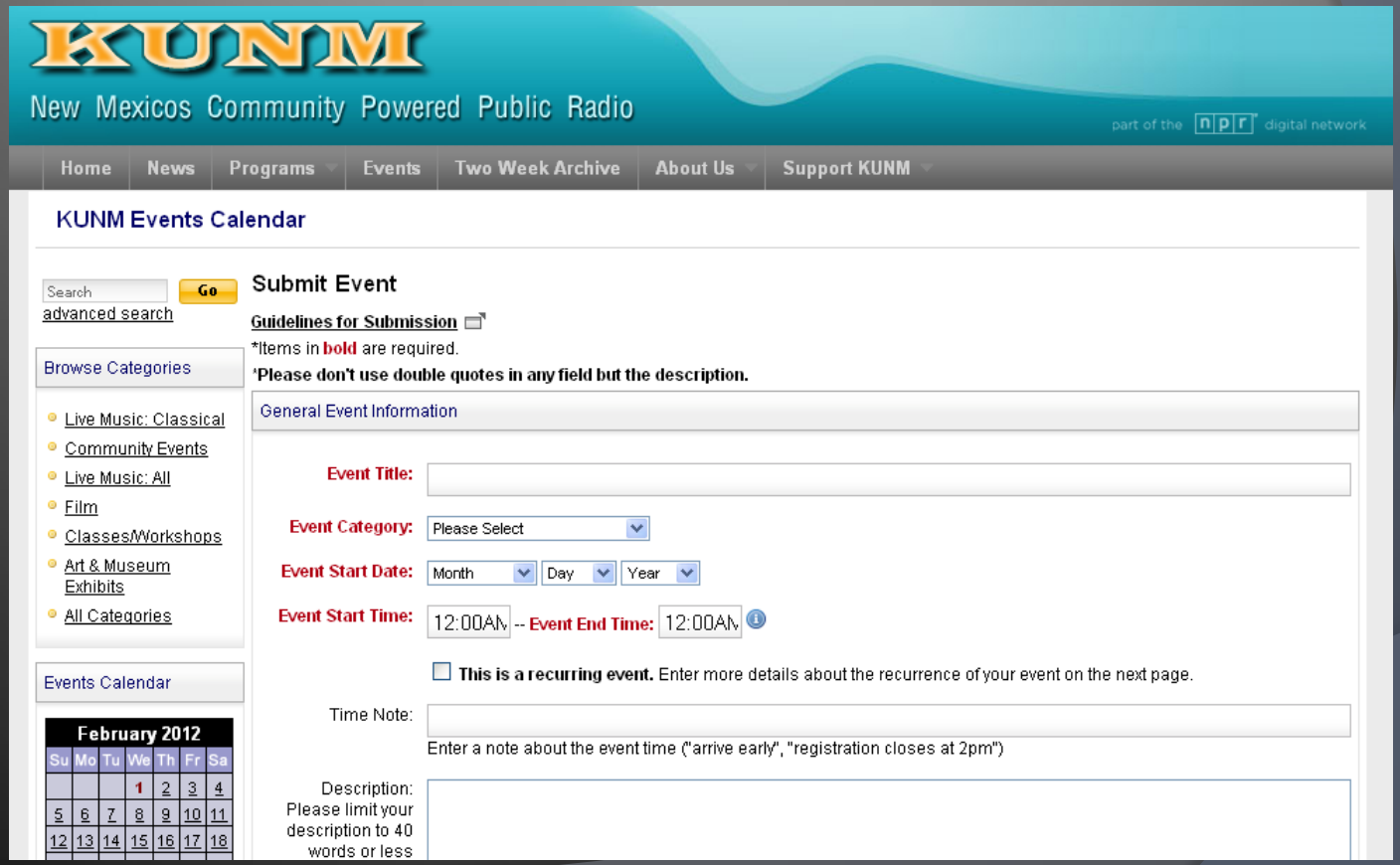


© 2016 Watermelon Mountain Web Marketing

Local Events Calendars

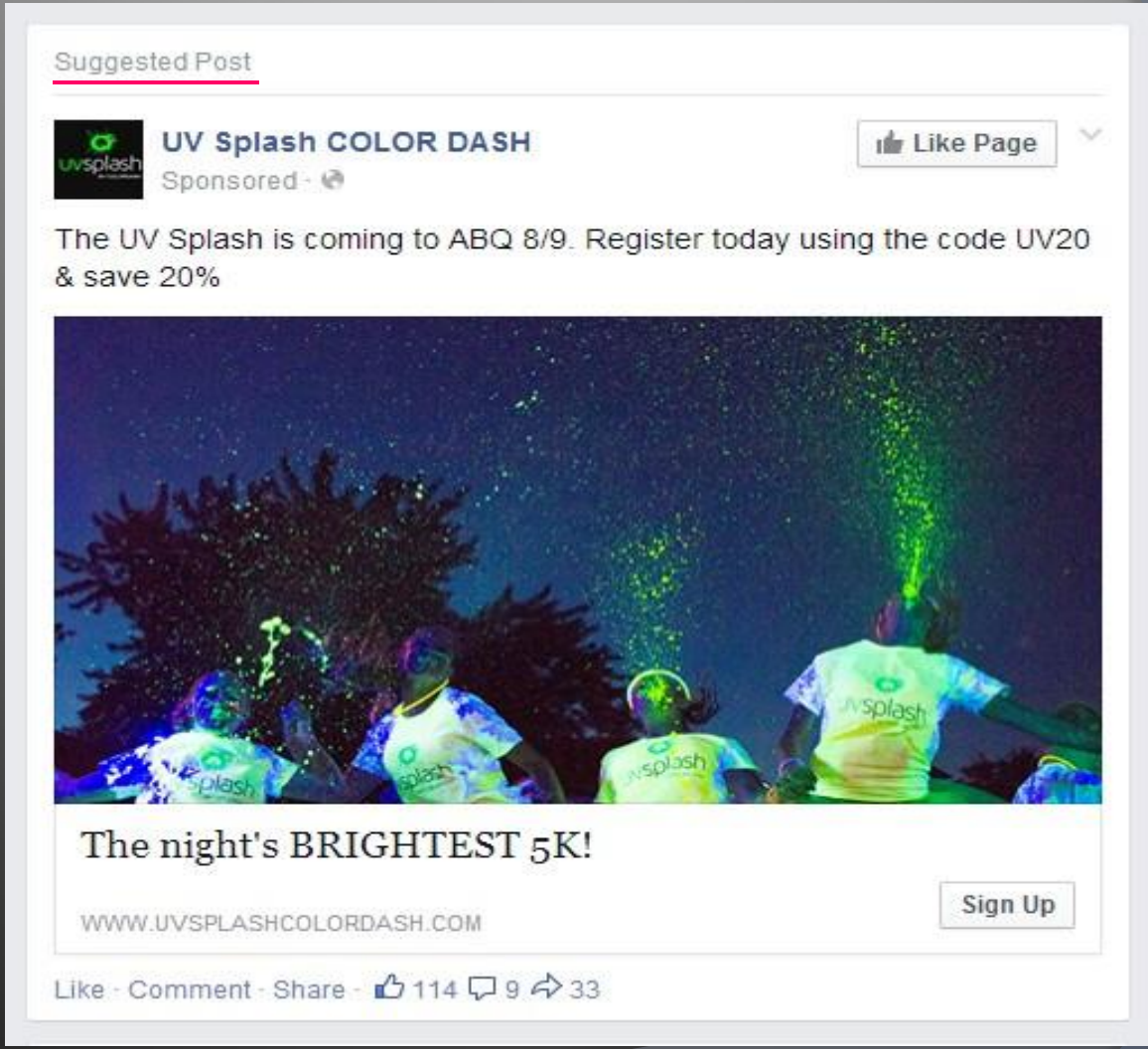
KUNM Events Calendar

www.publicbroadcasting.net/kunm/events.eventsmain?action=submitEvent



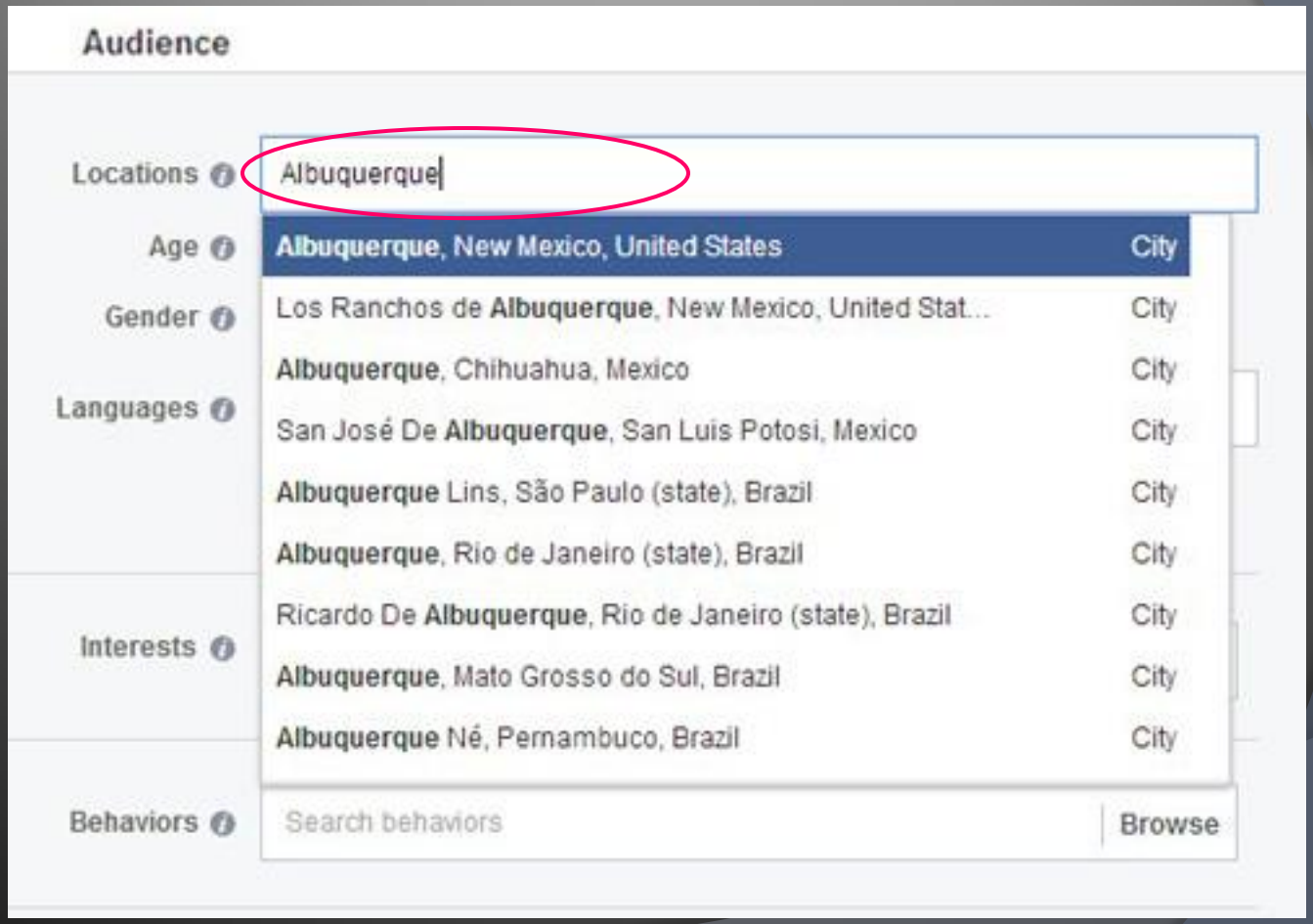
© 2016 Watermelon Mountain Web Marketing

Localize Facebook Posts



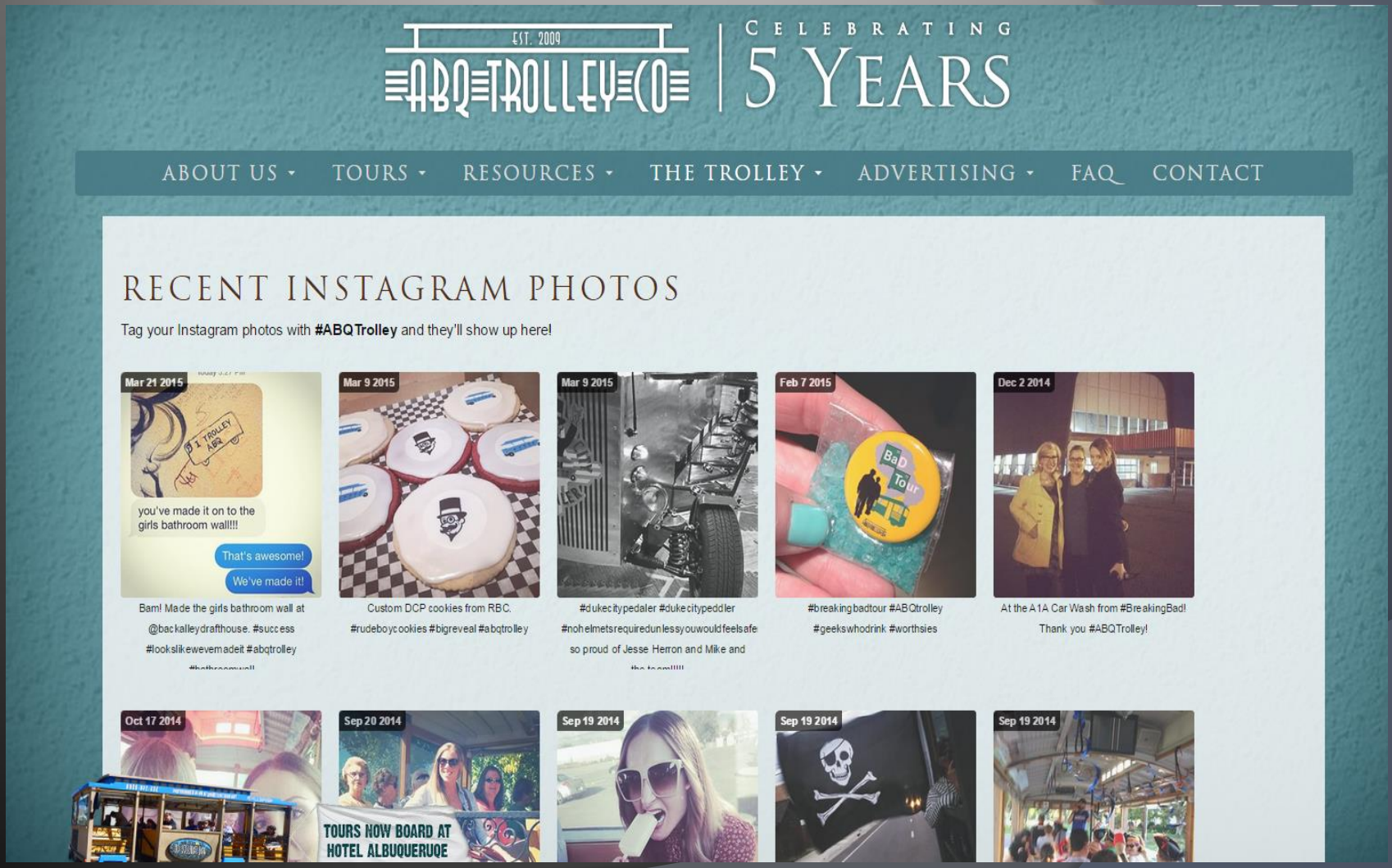
© 2016 Watermelon Mountain Web Marketing

Localize Promoted Posts or Ads on Facebook



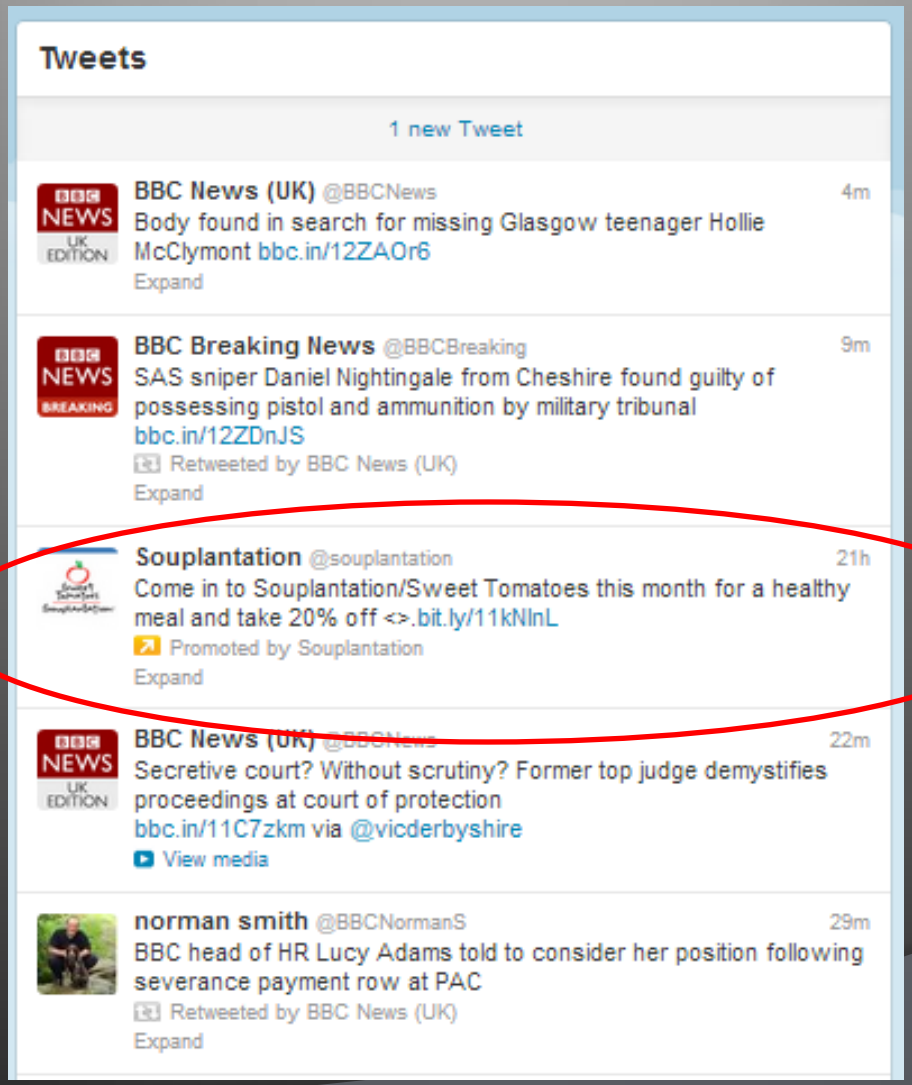
© 2016 Watermelon Mountain Web Marketing

Localize Instagram



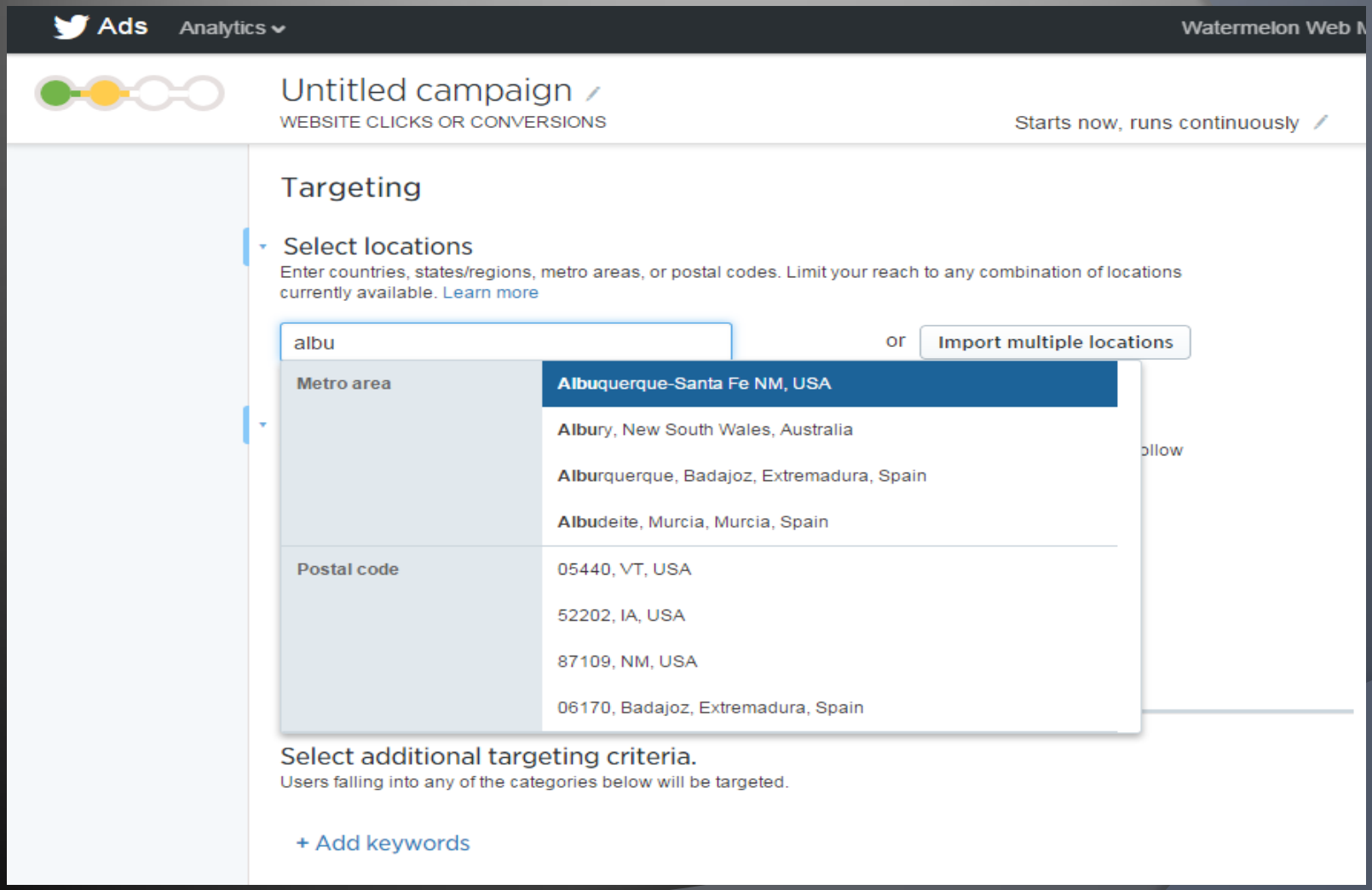
© 2016 Watermelon Mountain Web Marketing

Twitter Promoted Tweets



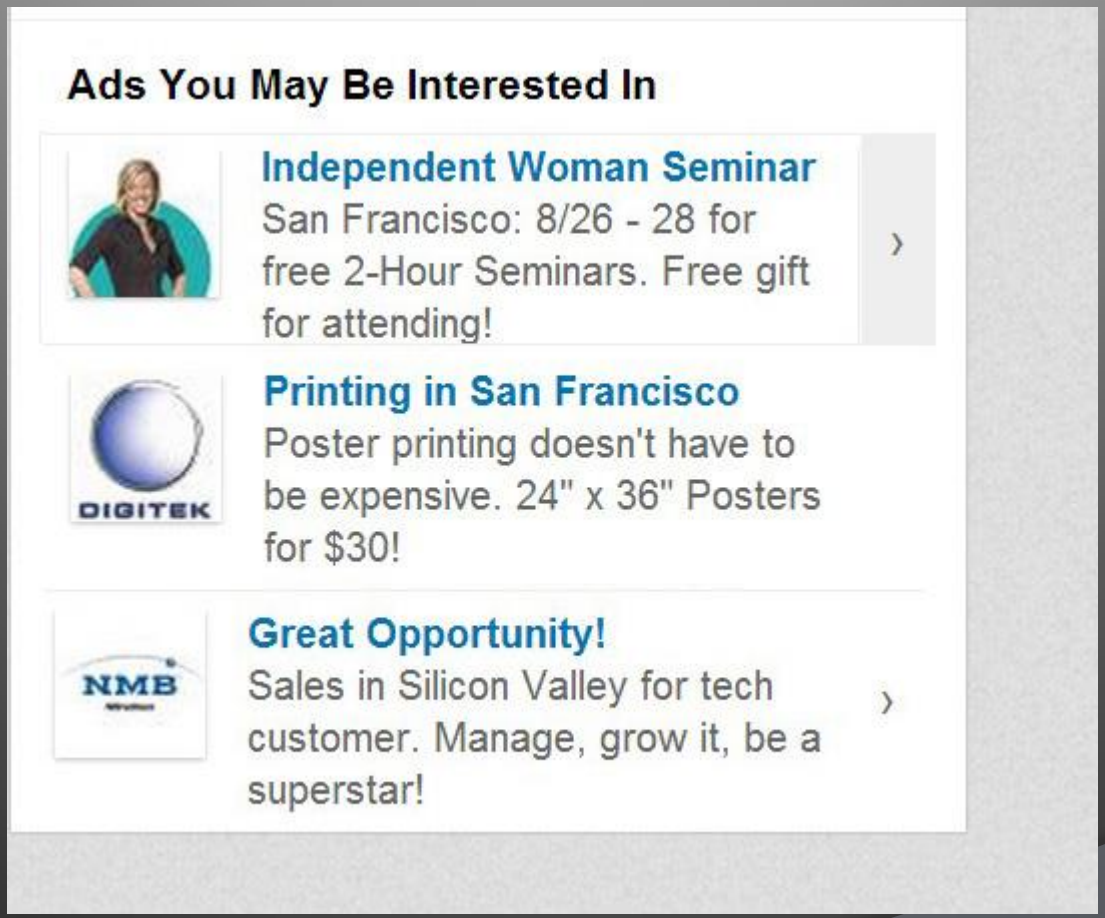
© 2016 Watermelon Mountain Web Marketing

Localize Promoted Tweets



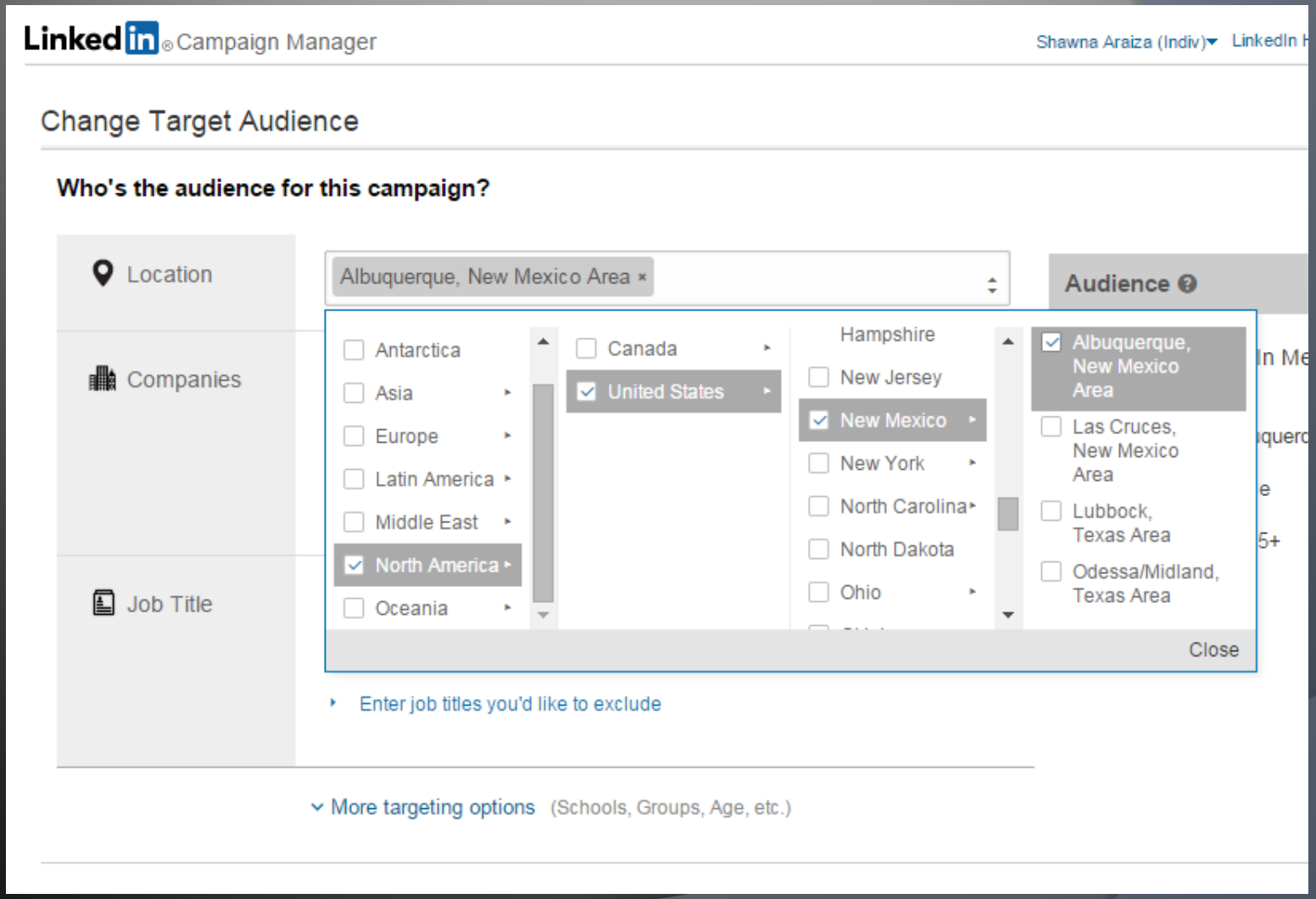
© 2016 Watermelon Mountain Web Marketing

LinkedIn Ads



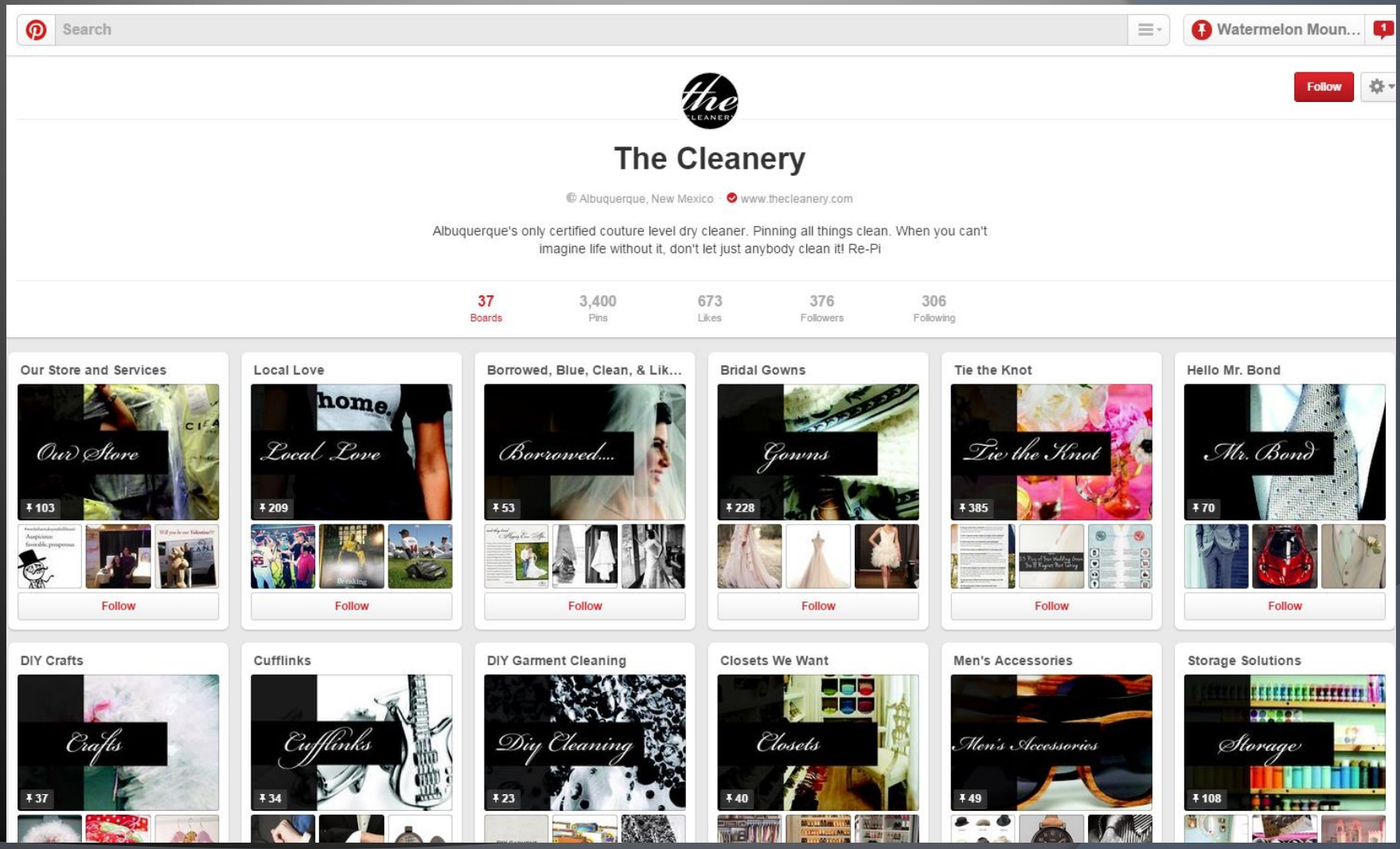
© 2016 Watermelon Mountain Web Marketing

Localize LinkedIn Ads



© 2016 Watermelon Mountain Web Marketing

Localize Pinterest



© 2016 Watermelon Mountain Web Marketing

Location Specific MeetUp

secure.meetup.com/register

© 2016 Watermelon Mountain Web Marketing

Please remember to fill out your evalution!

You can download the powerpoint and handout at

watermelonweb.com/resources

Watermelon Mountain Web Marketing

info@watermelonweb.com

(505) 344-4230

© 2016 Watermelon Mountain Web Marketing