

GET YOUR PLACE ON GOOGLE & MORE

Albuquerque SCORE

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Web Marketing for Dummies
Social Media Marketing All-in-One for Dummies
Facebook Marketing All-in-One for Dummies

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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

Why Get Found on Google?

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



Connect with Customers When They Search on Google

The image shows a Google search result for "dandelion chocolate". The search bar contains "dandelion chocolate" and the URL is "https://www.google.com/?gws_rd=ssl#q=dandelion+chocolate". The search results show "About 1,110,000 results (0.48 seconds)".

The main result is for "Dandelion Chocolate" with the URL "https://www.dandelionchocolate.com/". The description reads: "At Dandelion, customers often ask me about the amount of caffeine in our chocolate. It's a good question, but a complicated one; especially if you're asking ...".

The address is "740 Valencia Street, San Francisco, CA 94110" with the phone number "(415) 349-0942".

There are several sections for more information:

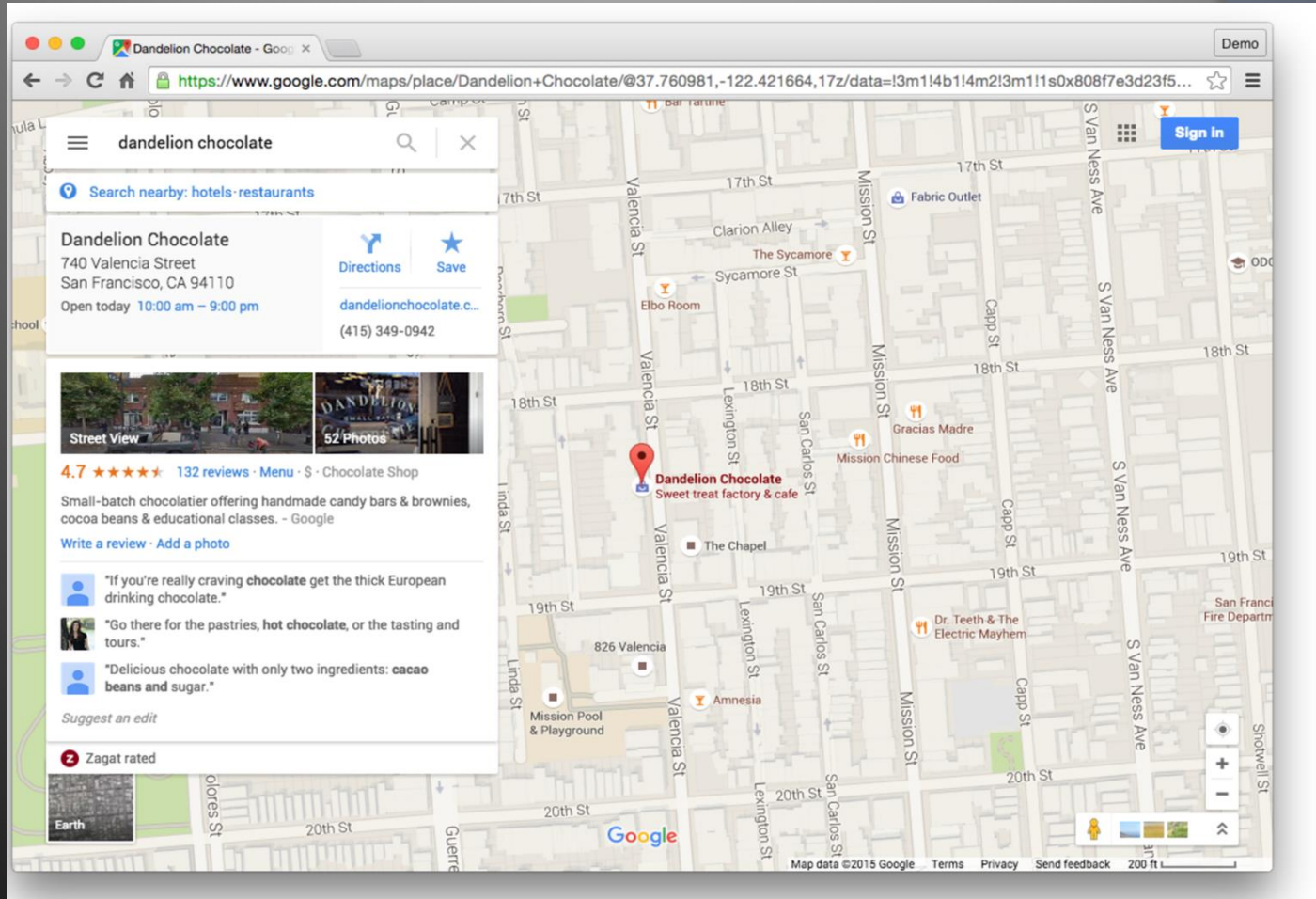
- Store:** Wrapped Gift Set - Break Bar - Tasting Set - 3 bars - ...
- Visit Us:** Factory and Cafe. Our chocolate factory is open to the public ...
- Tours & Classes:** Tours & Classes ... We host our Factory Tours Wednesdays ...
- Retailers:** We also encourage you to find our bars at the following retailers ...
- About Us:** Dandelion Chocolate is a bean-to-bar chocolate factory in the ...
- Contact Us:** IN PERSON. 740 Valencia Street San Francisco, CA 94110 (415) ...

A circular callout highlights the business details on the right side of the search results, including:

- Dandelion Chocolate** (with a map snippet showing "SMALL-BATCH CHOCOLATE" and "See photos")
- 217 followers on Google+
- Buttons for **Directions**, **Write a review**, and **Follow**
- Address:** 740 Valencia St, San Francisco, CA 94110
- Phone:** (415) 349-0942
- Prices:** \$\$\$\$
- Hours:** 10:00 am - 9:00 pm
- Menu:** dandelionchocolate.com
- Reviews:** 7 ★★★★★ 41 Google review

At the bottom, there is a link to "Dandelion Chocolate - 840 Photos - Chocolatiers & Shops ..." from Yelp, with a rating of 4.5 stars and 502 reviews.

Connect When Customers Search on Maps

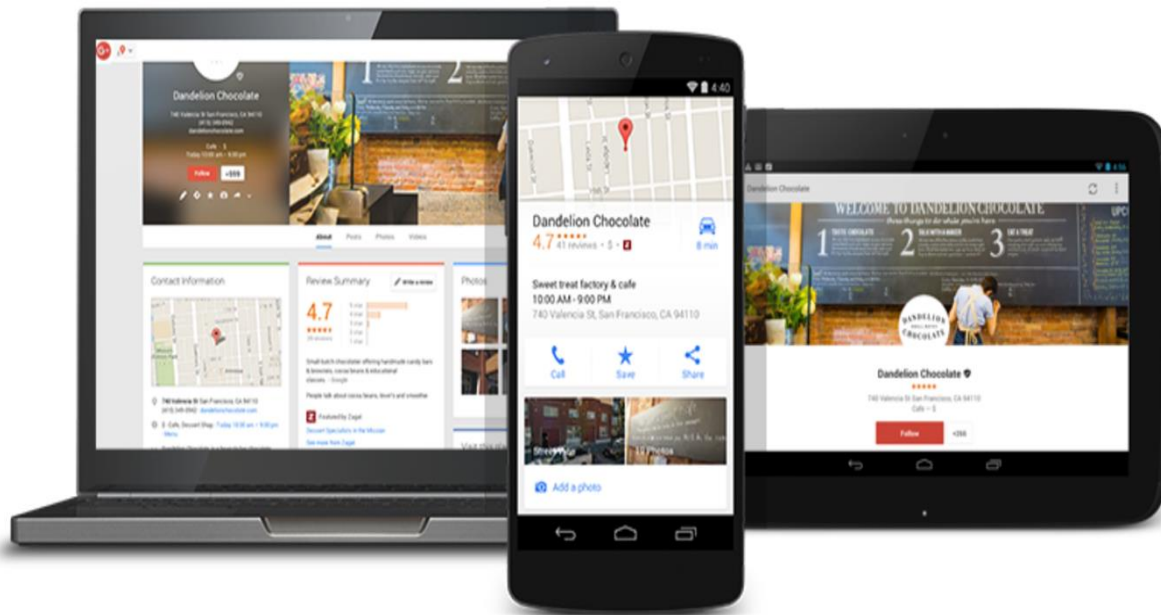


What Kind of Businesses Get on Maps?

- 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.

Google My Business Works Across Devices

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



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

Google My Business Dashboard

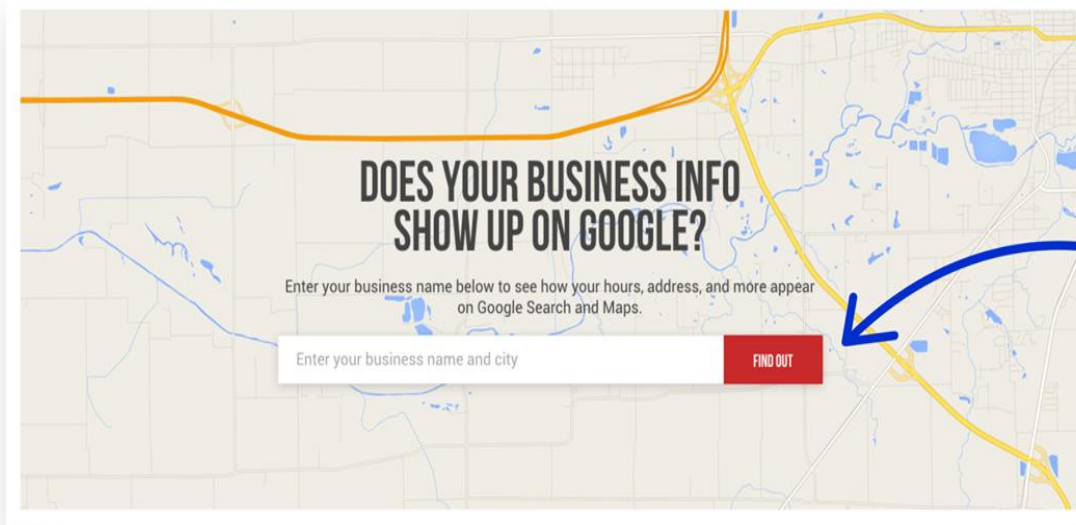
The screenshot shows the Google My Business dashboard for 'Dandelion Chocolate'. The header includes the business logo, name, and a brief description: 'Dandelion Chocolate is a bean-to-bar chocolate factory in Mission District'. It also features an 'Edit' button and a settings gear icon. Below this, contact information is displayed: 238 followers, phone number (415) 349-0942, website dandelionchocolate.com, business type 'Chocolate shop, Café', hours '10:00 AM - 9:00 PM', and address '740 Valencia Street, San Francisco, CA 94110'. There are buttons for 'Add photos' and 'Add virtual tour'.

The main content area is divided into several sections:

- Share what's new...:** A section for sharing updates, featuring a 'Share' button with the Google+ icon and a 'Share update' button. Below the input field are icons for Text, Photos, Link, Video, Event, and Post.
- Insights for your business, last 30 days:** A section showing key performance indicators: 13.9k Views (12% increase), 138 Clicks (7% increase), and 22 New followers (21% increase). A 'View insights' button is present.
- Reviews for your business:** A section displaying a 4.7 Google rating (represented by five stars), 57 Reviews on Google, and 16 Reviews from around the web. A 'Manage reviews' button is included.
- AdWords Express:** A section with the AdWords logo and the text 'Reach more customers with online ads. Claim your free ad credit now.' and a 'Get started' button.
- Google Analytics:** A section with the Analytics logo and the text 'Know who your website visitors are. Learn more.' and a 'Get started' button.

At the bottom of the dashboard, there is a footer with copyright information: © 2014 Google - Terms - Privacy Policy - Content Policy - Help - Get Android app - Get iPhone app.

Step 1: Search GYBO.com for Your Business

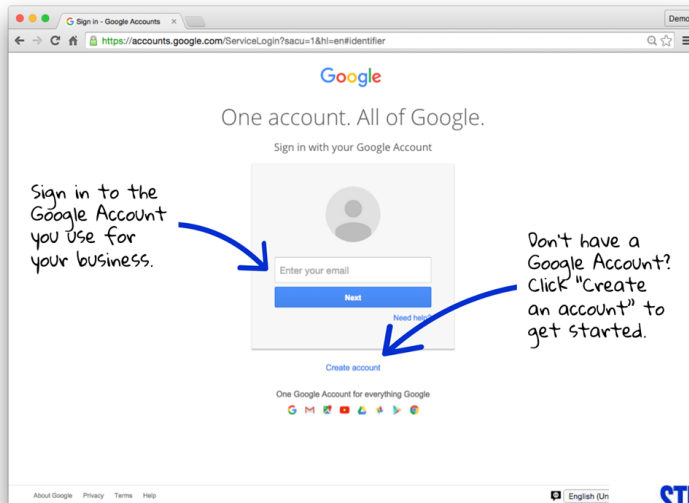


Click "Find Out" to see if your business appears on Google Search and Maps.

www.gybo.com/business

Step 2: Sign In & Select Business

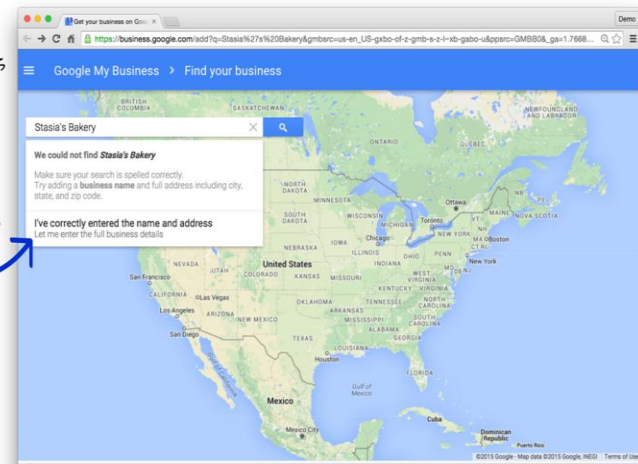
SIGN IN TO YOUR GOOGLE ACCOUNT



STEP 2: SELECT YOUR BUSINESS OR ADD IT

See your business in the list? Click to continue.

Don't see your business? Click "Let me enter the full business details."



Step 3: Look at the Results

LET'S PUT YOUR BUSINESS ON THE MAP

NICE JOB. YOU'RE ON THE MAP.

Thanks for making it easy for people to find you.

[GET YOUR INFO](#)

Here's what you can do to improve your information on Google

- ADD MORE PHOTOS**
Add or update photos to give customers an inside look at what your business is about.
- DOUBLE-CHECK YOUR PHONE NUMBER**
Make sure your phone number is correct. No one likes dialing a wrong number.
- CONFIRM HOURS OF OPERATION**
Hours are the #1 thing people look for online. Make sure yours are up to date.

Dandelion Chocolate

Address: 740 Valencia St, San Francisco, CA 94710, United States
Phone: (415) 249-0942
Hours: 10:00 am - 5:00 pm

Reviews: 4.5 (14 Google Reviews)

View all Google reviews

Access your business info.

LET'S PUT YOUR BUSINESS ON THE MAP

YOUR BUSINESS INFO IS INCOMPLETE.

Not to worry. Getting your info on the map is free and easy to do. Need help? Call us for free at 1-844-442-3030.

[COMPLETE YOUR INFORMATION](#)

Here's what you can do to improve your information on Google

- ADD A PHOTO**
Photos are a simple way to show people what your business is about.
- DOUBLE-CHECK YOUR PHONE NUMBER**
Make sure your phone number is correct. No one likes dialing a wrong number.
- CONFIRM HOURS OF OPERATION**
Hours are the #1 thing people look for online. Make sure yours are up to date.

OMG! Nails & Spa

Address: 2022 M O Canyon Road Mountain View, CA 94040, United States
Phone: (408) 948-9882
Hours: 10:00 am - 7:00 pm

Reviews: 4.5 (14 Google Reviews)

View all Google reviews

Complete your business info.

LET'S PUT YOUR BUSINESS ON THE MAP

YOUR BUSINESS ISN'T ON THE MAP.

Not to worry. Getting your business on the map is free and easy to do. Need help? Call us for free at 1-844-442-3030.

[LET'S GET STARTED](#)

Businesses with complete listings are 2x as likely to be considered reputable.

When people search for businesses on Google they see listings like the one below. Make sure your business listing is complete with your hours, phone number, and other info so people are able to reach you. It's free and easy to do.

Source: BrightStreak, The Benefits of Complete Business Listings, December 2014

- ADD PHOTOS TO YOUR LISTING**
Photos are an easy way to show customers what your business is all about.
- KEEP YOUR HOURS UPDATED**
- INCLUDE A PHONE NUMBER**
Make it easy for customers to

Dandelion Chocolate

Address: 740 Valencia St, San Francisco, CA 94710, United States
Phone: (415) 249-0942
Hours: 10:00 am - 5:00 pm

Reviews: 4.5 (14 Google Reviews)

View all Google reviews

Add your business info.

Step 4: New to Google? Enter Business Details

Google My Business > Add your business

Business name
Stasia's Bakery

Country / Region
United States

Street address
1600 Amphitheatre Parkway

City
Mountain View

State ZIP code
California 94043

Main business phone
650-253-0000

Category
Bakery

- Bakery
- Baking Supply Store
- Wedding Bakery
- Wholesale Bakery

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

The screenshot shows the Google My Business 'Add your business' form. The form fields are filled with: Business name: Stasia's Bakery; Country / Region: United States; Street address: 1600 Amphitheatre Parkway; City: Mountain View; State: California; ZIP code: 94043; Main business phone: 650-253-0000. The Category dropdown is open, showing 'Bakery' as the selected option, with other options including 'Baking Supply Store', 'Wedding Bakery', and 'Wholesale Bakery'. A handwritten note in blue ink says 'Can't find the perfect category? Pick something close.' with a blue arrow pointing to the 'Bakery' option in the dropdown menu. The background is a map of Mountain View, California, with a red pin at the business location.

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.

Business name
Stasia's Bakery

Country / Region
United States

Street address
1600 Amphitheatre Parkway

City
Mountain View

State
California

ZIP code
94043

Main business phone
650-253-0000

Category
Bakery

I deliver goods and services to my customers at their location - important information

My business delivers goods & services to customers within this area:

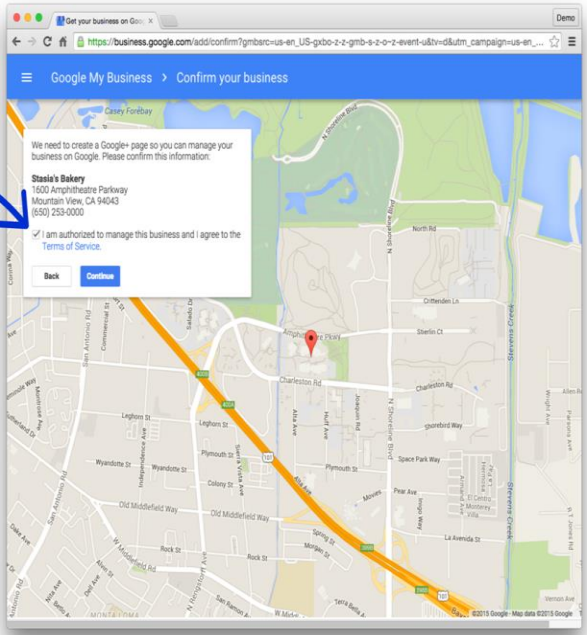
City or ZIP code

Within 50 mi of my business

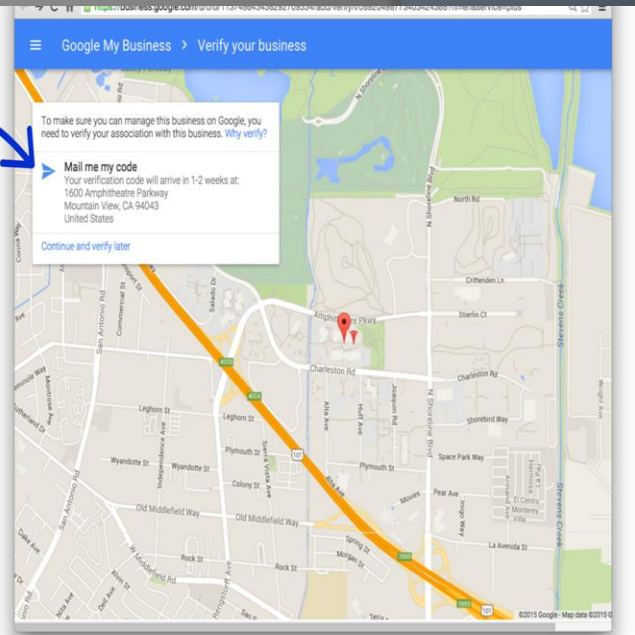
I also serve customers at my business address

Step 5: Confirm & Verify Your Business

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

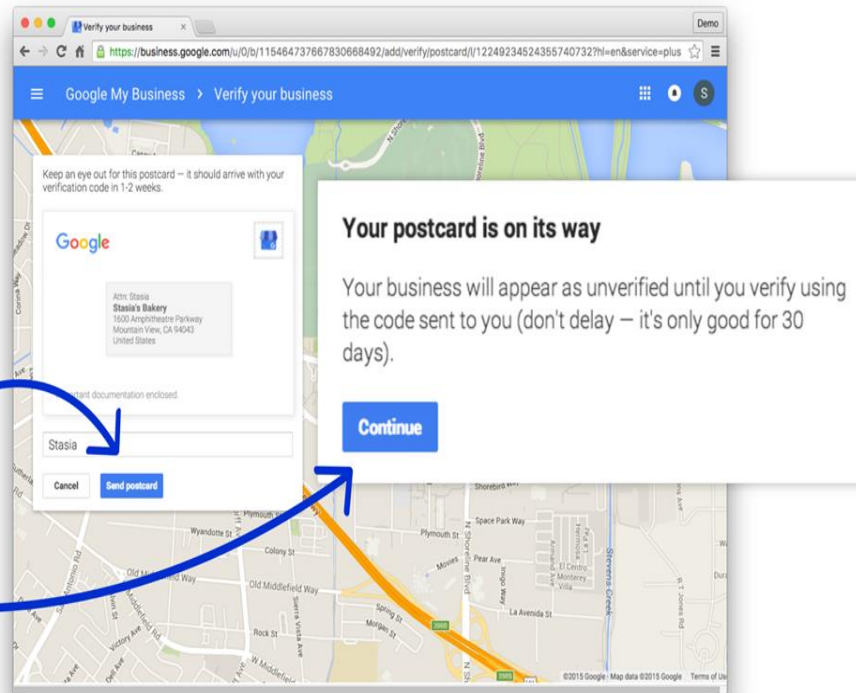


Click "Mail me my code."



Request a Pin

Your PIN should arrive in about a week.

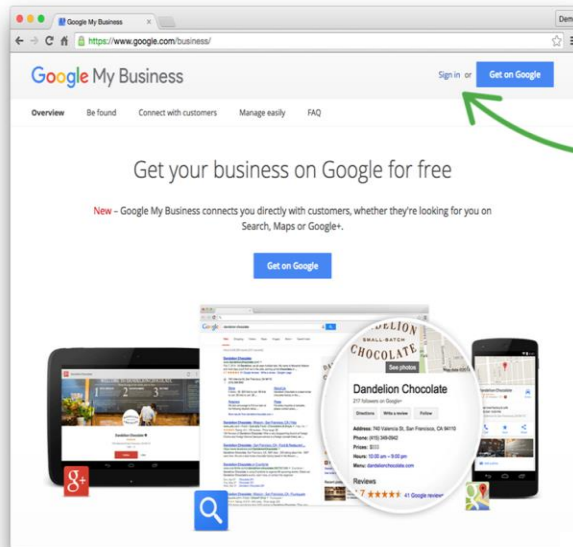


Click "Send postcard."

Click "Continue" to visit Google My Business.

Verify Your Business

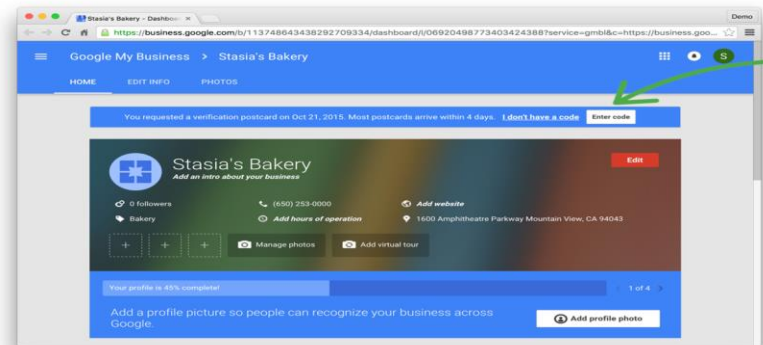
WHEN YOUR PIN ARRIVES



Sign in here.

Sign in: www.google.com/business

ENTER YOUR PIN



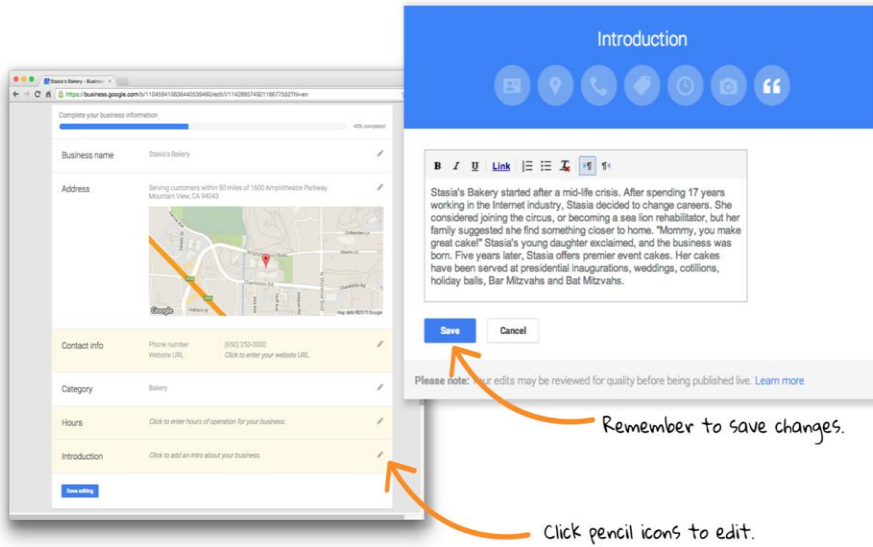
Step 6: Complete Your Business Profile

The screenshot shows the Google My Business dashboard for 'Stasia's Bakery'. At the top, there's a navigation bar with 'HOME', 'EDIT INFO', and 'PHOTOS'. Below that, a notification states: 'You requested a verification postcard on Oct 21, 2015. Most postcards arrive within 4 days. [I don't have a code](#) '. The main business card features a blue star logo, the name 'Stasia's Bakery', and the prompt 'Add an intro about your business'. To the right of the logo is a red 'Edit' button, which is highlighted by an orange arrow. Below the logo, there are fields for '0 followers', '(650) 253-0000', 'Add website', 'Bakery', 'Add hours of operation', and '1600 Amphitheatre Parkway Mountain View, CA 94043'. At the bottom of the card are buttons for 'Manage photos' and 'Add virtual tour'. A progress bar at the bottom indicates 'Your profile is 45% complete!' with a '1 of 4' indicator. Below the progress bar, there's a prompt: 'Add a profile picture so people can recognize your business across Google.' with an 'Add profile photo' button.

Click to edit your business info.

Finish Your Business Profile

EDIT BUSINESS INFORMATION



Introduction

Stasia's Bakery started after a mid-life crisis. After spending 17 years working in the Internet industry, Stasia decided to change careers. She considered joining the circus, or becoming a sea lion rehabilitator, but her family suggested she find something closer to home. "Mommy, you make great cake!" Stasia's young daughter exclaimed, and the business was born. Five years later, Stasia offers premier event cakes. Her cakes have been served at presidential inaugurations, weddings, collisions, holiday balls, Bar Mitzvahs and Bat Mitzvahs.

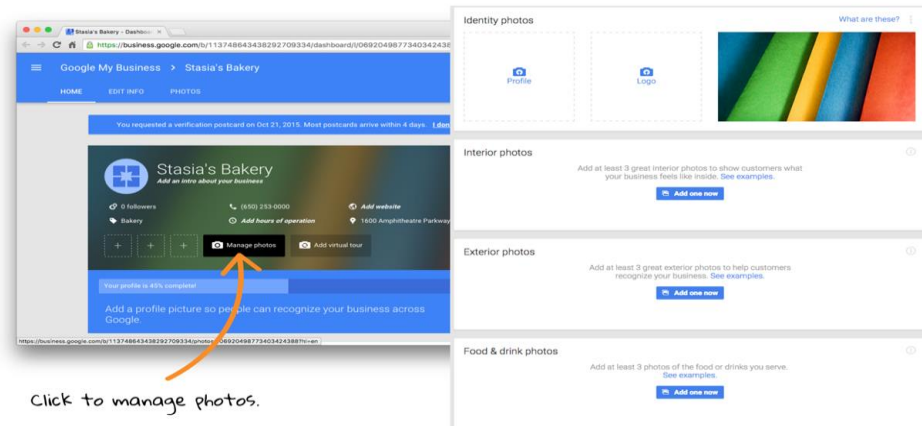
Save Cancel

Please note: Your edits may be reviewed for quality before being published live. [Learn more](#)

Remember to save changes.

Click pencil icons to edit.

MANAGE BUSINESS PHOTOS



Google My Business - Stasia's Bakery

HOME EDIT INFO PHOTOS

You requested a verification postcard on Oct 21, 2015. Most postcards arrive within 4 days. [Learn more](#)

Stasia's Bakery
Add an intro about your business

4 addresses Bakery Add website
Add hours of operation Add virtual tour

Your profile is 43% complete

Add a profile picture so people can recognize your business across Google.

Manage photos

Identity photos

Interior photos

Exterior photos

Food & drink photos

Click to manage photos.

Join the Google+ Community

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 a collection of treats to 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 •
 Weekend 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
 insidecappalgate.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 reviews
 Recent posts
 Dandelion Chocolate
 285 followers • Shared publicly
 Our friends at +Woods Beer Co. made an excellent beer with our Madagascar nibs! Get a last party tonight at +Cerveceria de Matevelez

Join posts on Google+
 + Follow

Create Google+ Page


The screenshot shows the Google My Business dashboard for 'Sandia Consulting Group'. On the left sidebar, the 'Google+ page' option is highlighted with a red circle. The main content area shows the business profile with a 'Review' button at the top, a profile picture placeholder, and a progress bar indicating 'Your profile is 70% complete!'. Below the progress bar, there is a prompt to 'Add a profile picture so people can recognize your business across Google.' with an 'Add profile photo' button.

The screenshot shows the Google+ mobile app interface. The left sidebar contains navigation options: Home, Collections, Join Google+ (circled in red), Send Feedback, and Help. The main content area displays a grid of posts, including a post titled 'Luminous New Zealand' by Jonathan Usher and a post titled '#SpaceEveryDay' by Shaun Burks. A 'FOLLOW' button is visible below each post.


Sample Google+ Page

Google+ Search Google+ Watermelon M...

Google+ Page View profile as: Public




Watermelon Mountain Web Marketing
www.watermelonweb.com
31 followers | 10,541 views



About Posts Collections Photos Videos Reviews


Watermelon Mountain Web Marketing
Shared publicly - Nov 11, 2015

See you tomorrow? Supercharge Marketing Workshop | Santa Fe SBDC 11/12 #ABQ #smallbusiness
<http://ow.ly/UxaV9>



Watermelon Mountain Web Marketing
Shared publicly - Nov 4, 2015

Hmm.. Snapchat or Instagram? Which is better for your business marketing? #socialmediamarketing #smallbiz <http://ow.ly/Ufrhx>

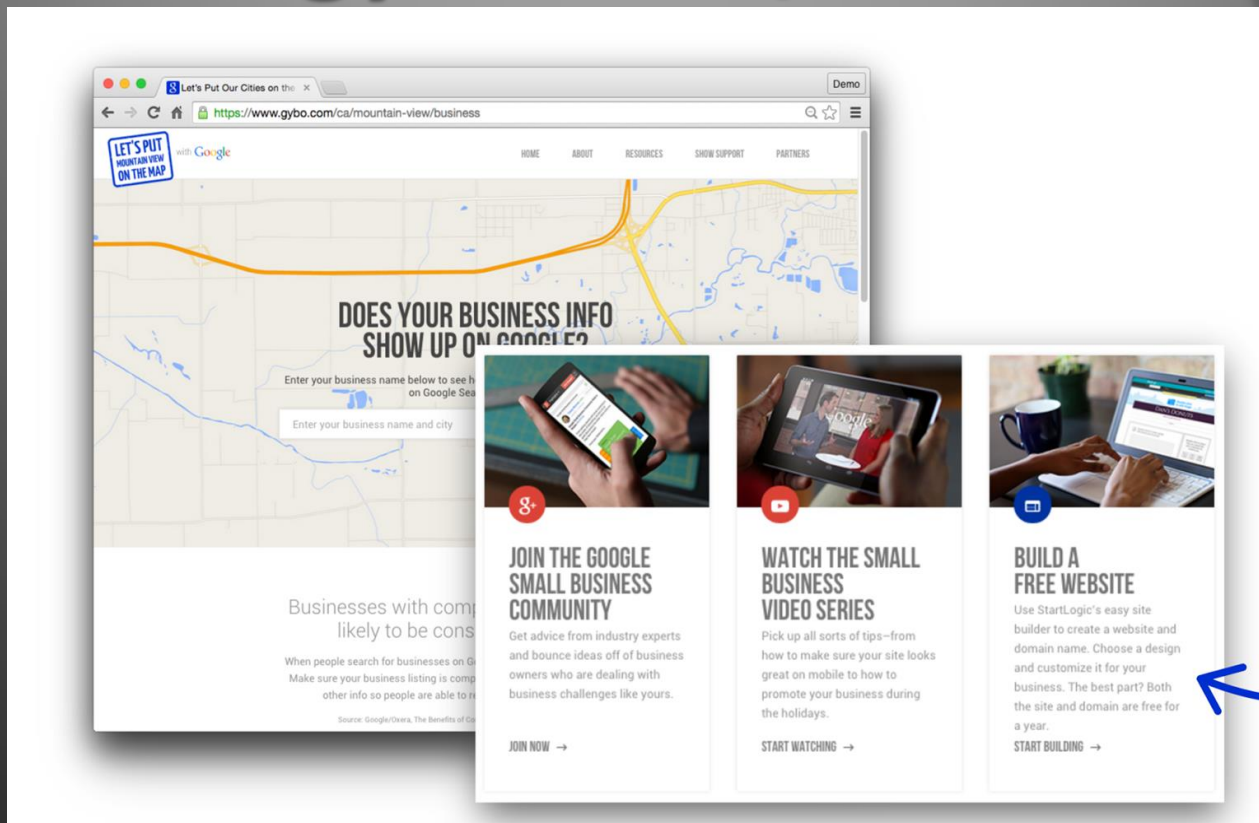


In their circles 41 people

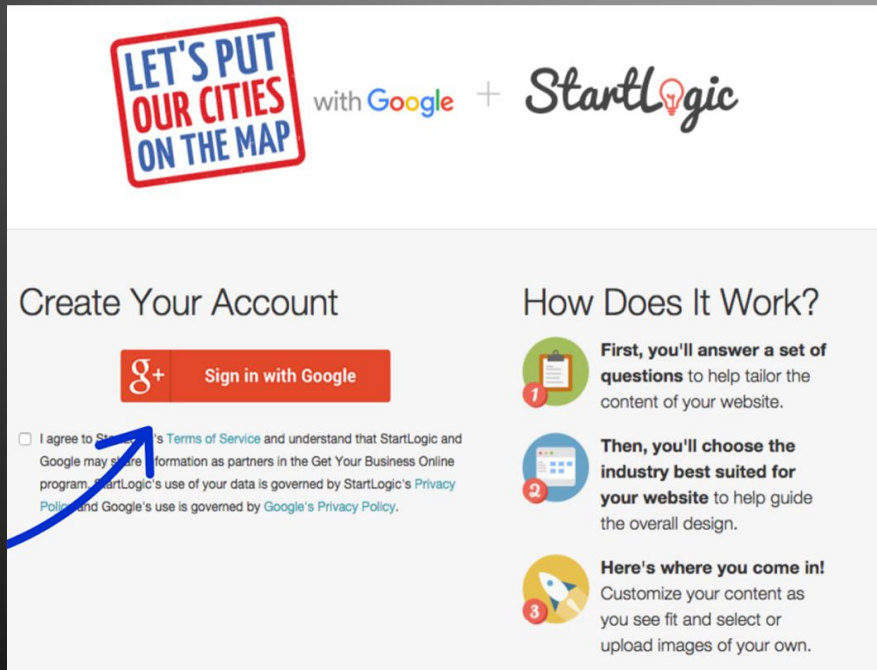
- Essie Sanchez
- Harvey Blaustein
- Harry Rosenblum

Have them in circles 31 people

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




Free Google Website



LET'S PUT OUR CITIES ON THE MAP with Google + StartLogic

Create Your Account

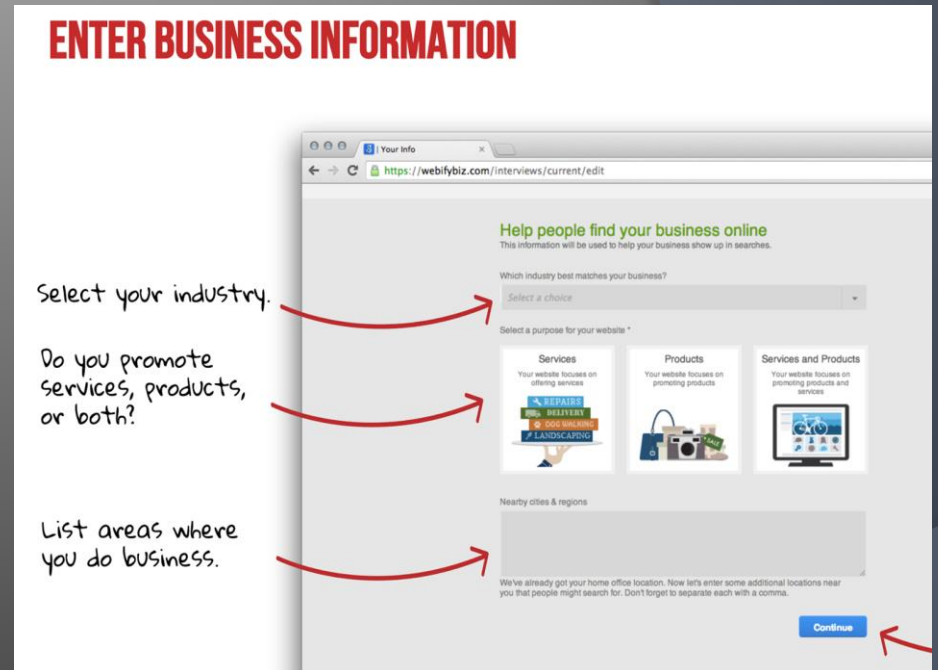
 Sign in with Google

I agree to StartLogic's [Terms of Service](#) and understand that StartLogic and Google may share information as partners in the Get Your Business Online program. StartLogic's use of your data is governed by StartLogic's [Privacy Policy](#) and Google's use is governed by Google's [Privacy Policy](#).

How Does It Work?

- 1** First, you'll answer a set of questions to help tailor the content of your website.
- 2** Then, you'll choose the industry best suited for your website to help guide the overall design.
- 3** Here's where you come in! Customize your content as you see fit and select or upload images of your own.

ENTER BUSINESS INFORMATION



Help people find your business online
This information will be used to help your business show up in searches.

Which industry best matches your business?
Select a choice

Select a purpose for your website *

Services: Your website focuses on offering services. (Includes icons for REPAIRS, DELIVERIES, HOUSE MAINTENANCE, LANDSCAPING)

Products: Your website focuses on promoting products. (Includes icons for a shopping bag and a camera)

Services and Products: Your website focuses on promoting products and services. (Includes icons for a laptop and a bicycle)

Nearby cities & regions

We've already got your home office location. Now let's enter some additional locations near you that people might search for. Don't forget to separate each with a comma.

[Continue](#)

Handwritten annotations:

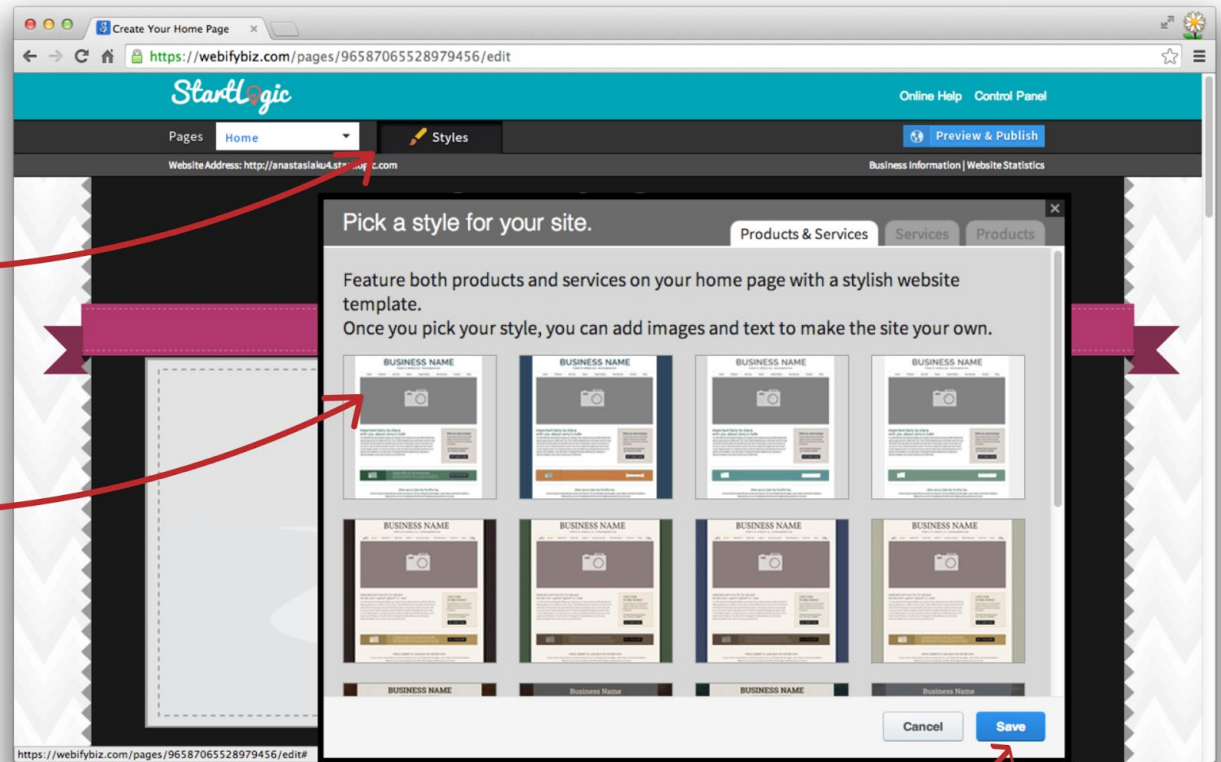
- Select your industry. (points to the industry dropdown)
- Do you promote services, products, or both? (points to the purpose selection cards)
- List areas where you do business. (points to the nearby cities & regions input field)

Choose a Site Design

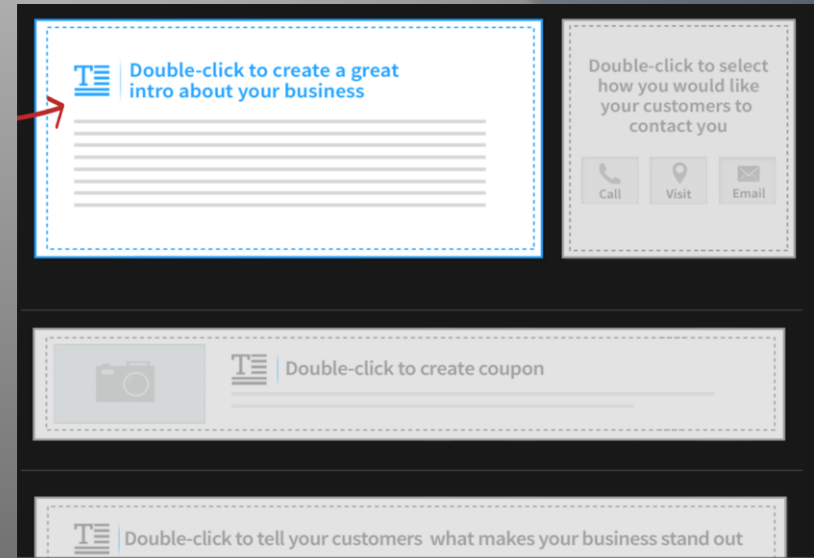
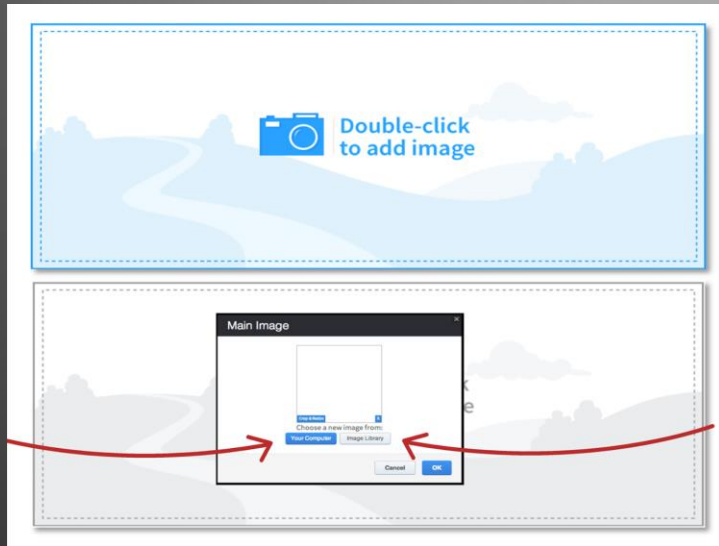
Find a style that fits your business's personality.

Click "Styles" to access the website design options.

Choose a site style.



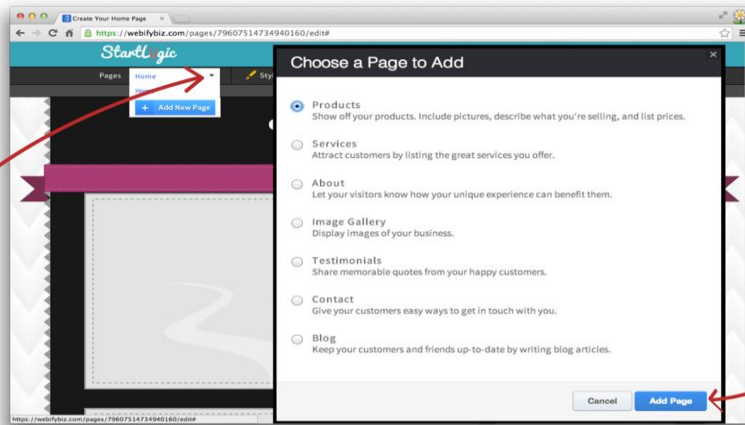
Personalize Your Site with Images, Pages & Text



ADD ANOTHER PAGE

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

Click the down arrow symbol.



Publish Your Website!

Preview as a desktop website and a mobile site.

The image displays two overlapping screenshots of a website editor interface. The top-left screenshot shows the desktop preview of a website for 'Stasia's Bakery'. The interface includes a 'Preview and Publish' header with 'Desktop' and 'Mobile' tabs. The main content area features a navigation menu with 'Home', 'About', and 'Contact' links, a large image of three cakes, and a 'Welcome to Stasia's Bakery' section. A 'Publish' button is visible at the bottom right. A red arrow points from the 'Desktop' tab to the desktop preview. A second red arrow points from the 'Publish' button to the text 'Click "Publish."' located below the screenshots. The bottom-right screenshot shows the mobile preview of the same website, which is displayed on a smartphone screen. A red arrow points from the 'Mobile' tab to the mobile preview. To the right of the mobile preview, the text 'Preview as mobile site.' is written.

Preview as desktop site.

Click "Publish."

Preview as mobile site.

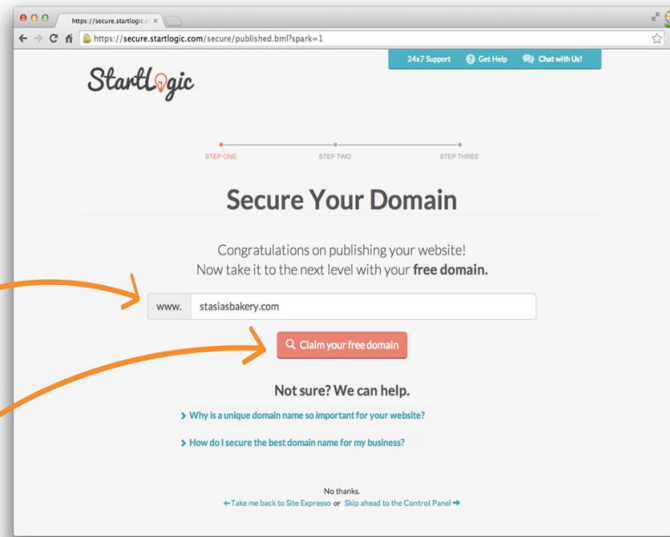
Register Your Domain Name

SEARCH FOR A DOMAIN NAME

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

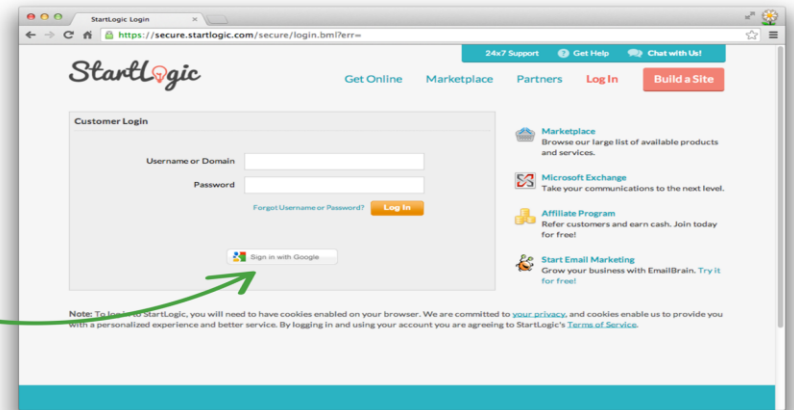
Type in a domain name.

Click "Claim your free domain."



USE YOUR GOOGLE ACCOUNT TO SIGN IN

Click here.



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.

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)

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">
<!--
```

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)

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

Google Analytics

[Google.com/analytics](https://www.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

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?



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

Local Analytics

Geo Demographic

Demographics

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

Users Flow

Acquisition

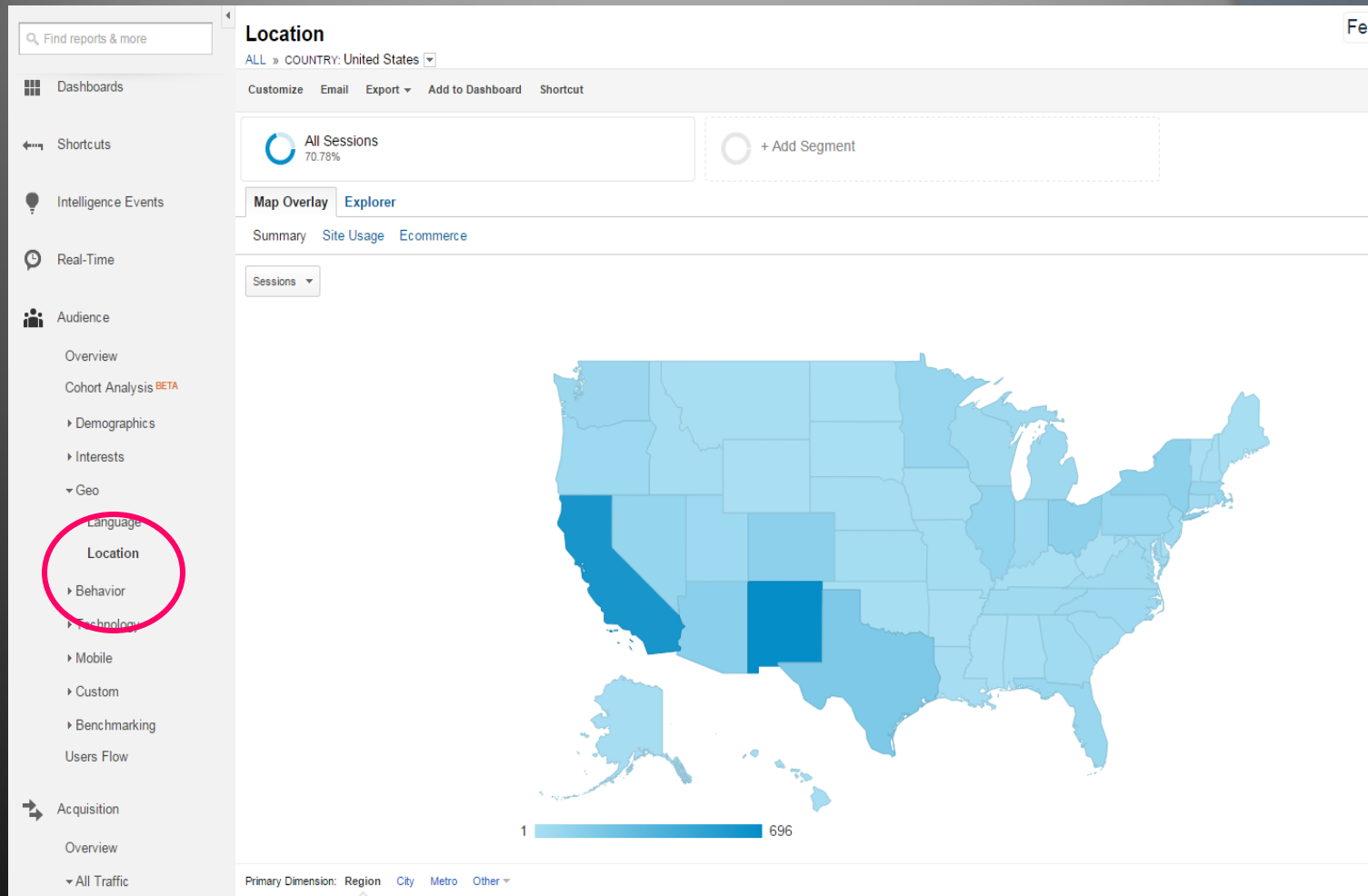
- Overview
- All Traffic
 - Channels
 - Treemaps
 - Source/Medium
 - Referrals
- AdWords
- Search Engine

Primary Dimension: **Region** City Metro Other

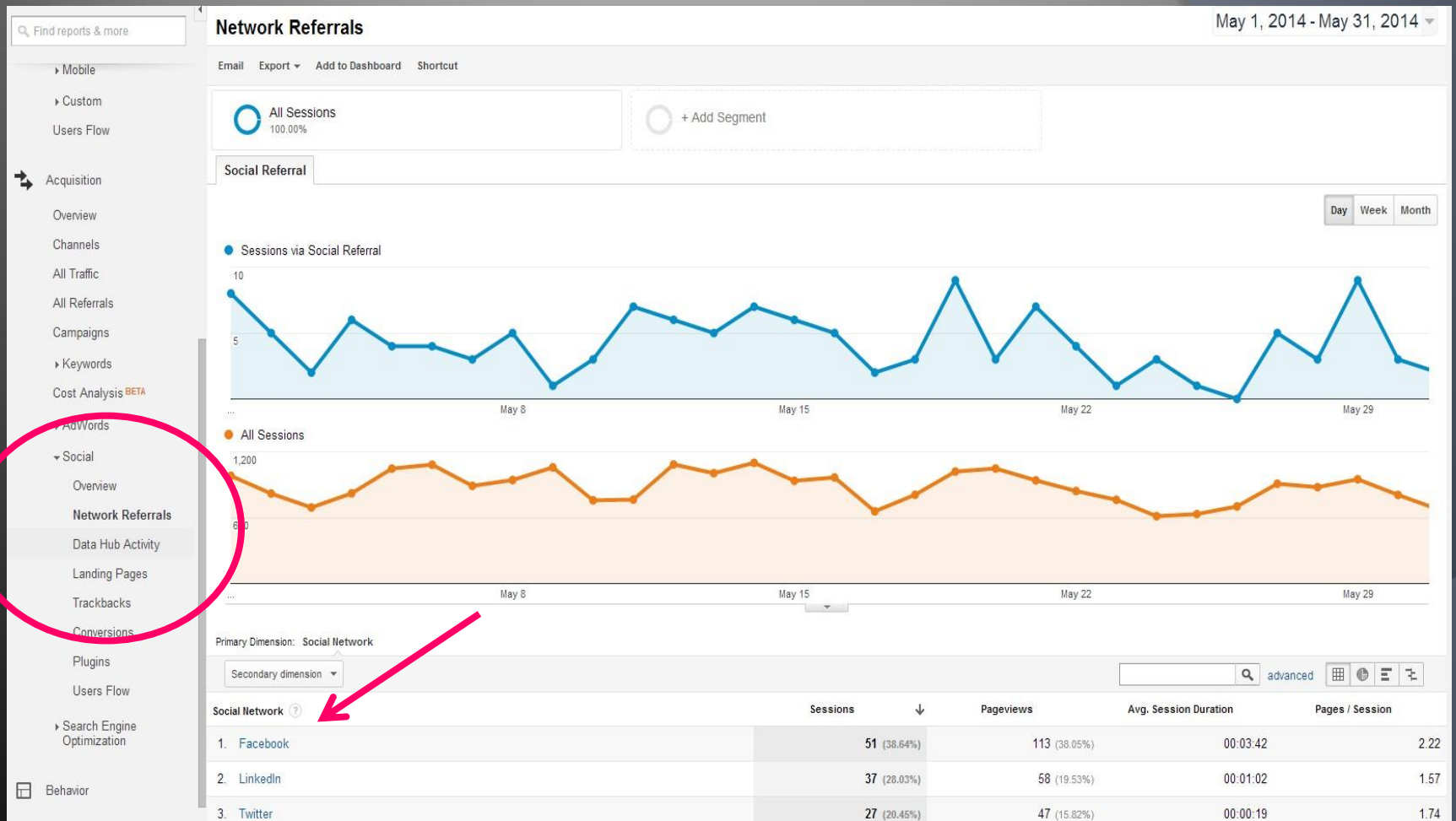
Secondary dimension

Region ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,513 <small>% of Total: 70.78% (4,963)</small>	62.77% <small>Avg for View: 66.13% (-5.08%)</small>	2,205 <small>% of Total: 67.18% (3,282)</small>	43.13% <small>Avg for View: 45.09% (-4.36%)</small>	3.17 <small>Avg for View: 3.18 (-0.33%)</small>	00:02:57 <small>Avg for View: 00:02:57 (-0.03%)</small>
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

Local Analytics Geo Map Overlay



Social Analytics



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

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



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 • 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.

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

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.

What Will AdWords Cost?

(access through Tools tab)

Keyword Planner

Add ideas to your plan

Your product or service

pocono wedding venues

Get ideas Modify search

Targeting ?

United States

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: Last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Search volume trends

Average monthly searches

Month	Average monthly searches
May 2014	~800K
Jun	~850K
Jul	~900K
Aug	~850K
Sep	~800K
Oct	~750K
Nov	~700K
Dec	~750K
Jan	~1.1M
Feb	~850K
Mar	~900K
Apr 2015	~800K

Ad group ideas Keyword ideas

Download Add all (801)

Search terms	Avg. monthly searches ?	Competition ?	Suggested... ?	Ad impr. s... ?	Add to plan
pocono wedding venues	170	High	\$3.94	-	ACCOUNT

1 - 1 of 1 keywords

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested... ?	Ad impr. s... ?	Add to plan
cheap wedding venues	4,400	High	\$2.85	-	»
wedding venues	22,200	High	\$3.10	-	»
outdoor wedding venues	2,900	High	\$3.36	-	»
wedding venue	4,400	High	\$3.36	-	»

Additional Choices in AdWords

google.com/adwords

[All online campaigns >](#)

Campaign: Weddings

|| Paused Type: **Search Network only - All features** [Edit](#) Budget: \$55.00/day Targeting: 275.0 mi around Reeders, PA, US Active bid adjustments: Device

[Ad groups](#) [Settings](#) [Ads](#) [Keywords](#) [Audiences](#) [Ad extensions](#) [Dimensions](#) ▾

[All settings](#) [Locations](#) [Ad schedule](#) [Devices](#)

Campaign settings

Campaign name **Weddings** [Edit](#)

Type [?](#) **Search Network only - All features** [Edit](#)

Networks [?](#) **Google search; Search partners** [Edit](#)

Devices [?](#) **All**
[Change mobile bid adjustment »](#)

Locations [?](#) Targeted locations:
• **275.0 mi around Reeders, PA, US (custom)**
[Edit](#) [View location info »](#)

[Location options \(advanced\)](#)

Target [?](#) **People in, searching for, or who show interest in my targeted location** [Edit](#)

Exclude [?](#) **People in my excluded location** [Edit](#)

Geo-Targeting PPC Ads

Google AdWords vs. Express

Networks ? To choose different networks, edit the campaign type ab

- Google Search Network ?
- Display Network
- Video
- Search partners

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

Locations ? Which locations do you want to target (or exclude) in yo

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

Dallas, Tx

Advanced search

Matches	Reach ?	
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 ?		

Locations that enclose:
 Dallas County, Tex
 Dallas-Ft. Worth TX
 Nielsen DMA region
 Texas, United State
 United States - cour

Create ad

Select your audience

Target by distance from business

Target by city, region, or country

Where do you want your ad to appear?

United States + Add another



Potential audience

3,073,215 people could see your ad per month

This is an estimate of how many people search for businesses like yours in the location you specified. Actual ad view may vary.

Viewing Your Results in Adwords

Google AdWords Home **Campaigns** Opportunities Tools

All online campaigns

Campaigns Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions Display Network

All enabled campaigns Segment Filter Columns Find campaigns View Change History

+ CAMPAIGN Edit Details Bid strategy Automate Labels

<input type="checkbox"/>	<input checked="" type="radio"/>	Campaign	Budget	Status	Clicks	Impr.	CTR	Avg. CPC	Cost	Avg. Pos.	Avg. CPM	Converted clicks
<input type="checkbox"/>	<input checked="" type="radio"/>	MSL Resort Lodging	\$35.00/day	Eligible	5,566	278,927	2.00%	\$0.83	\$4,646.71	3.8	\$16.66	2
<input type="checkbox"/>	<input checked="" type="radio"/>	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

Things to Remember

⦿ CTR Rates

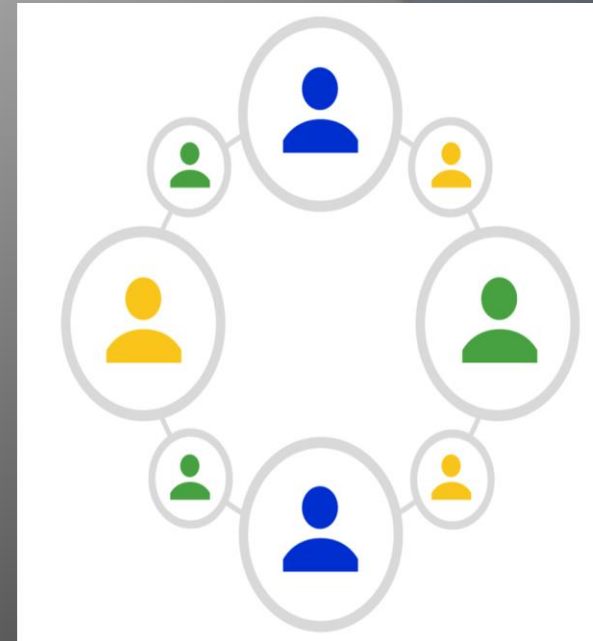
- Studies show much higher click through rates across all ad venues when ads are localized
- Average 1-2% for search; 0.5% for display

⦿ 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

Tips for Promoting Your Site

- ① Use email for efficient, inexpensive communication
- ① Use social media to develop a relationship with fans
- ① Promote your site offline
- ① Give an incentive to visit your site
- ① Invite happy customers to recommend your business



Other Local Online Marketing Tools

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

Local Business Directory Merchant Circle

merchantcircle.com/corporate/landing/signup.html

The screenshot shows a web browser displaying the Merchant Circle profile for Array Technologies Inc. The browser's address bar shows the URL: www.merchantcircle.com/business/Array.Technologies.Inc.Albuquerque.NM.1.505-881-7567. The Merchant Circle logo is in the top left, and the search bar contains "array technologies inc" and "near Albuquerque, NM". Navigation tabs include Autos, Home & Garden, Real Estate, Health & Beauty, Legal & Financial, Food & Dining, All, Login, and Join. The breadcrumb trail is "NM > Albuquerque > 87109". The main heading is "Array Technologies Inc" with a 0.0 rating and 0 reviews. Social media buttons for Facebook Like (0), Google +1 (0), and Twitter Tweet (0) are present. The phone number "505-881-7567" is prominently displayed. The address is "3901 Midway Place NE Albuquerque, NM 87109" with a "Directions" link. The website "arraytechinc.com" is listed. The hours of operation are: Mon, 9am-5pm; Tue, 9am-5pm; Wed, 9am-5pm; Thu, 9am-5pm; Fri, 9am-5pm; Sat, 9am-5pm; Sun, 9am-5pm. A "Merchant Score" of 15 is shown in a blue box. A map shows the location at the intersection of Chappell Rd and Office St. A "Related Businesses" section lists "Solar Products & Services R..." and "Find Skinceuticals Products", both with 5.0 ratings. An "About Array Technologies Inc" section describes them as manufacturers of solar tracking systems. 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™
g+ f t in

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.

ABOUT REVIEWS MAP PHOTOS BLOGS COUPONS MORE

About Array Technologies Inc

Manufacturers of residential, commercial, and utility scale solar tracking systems, Array Technologies are pioneers of single and dual axis solar trackers. We provide cost effective and reliable solar trackers for installations of all sizes.

Merchant Score
15

Chappell Rd Office St

Get Your Business Online
GYBO.com

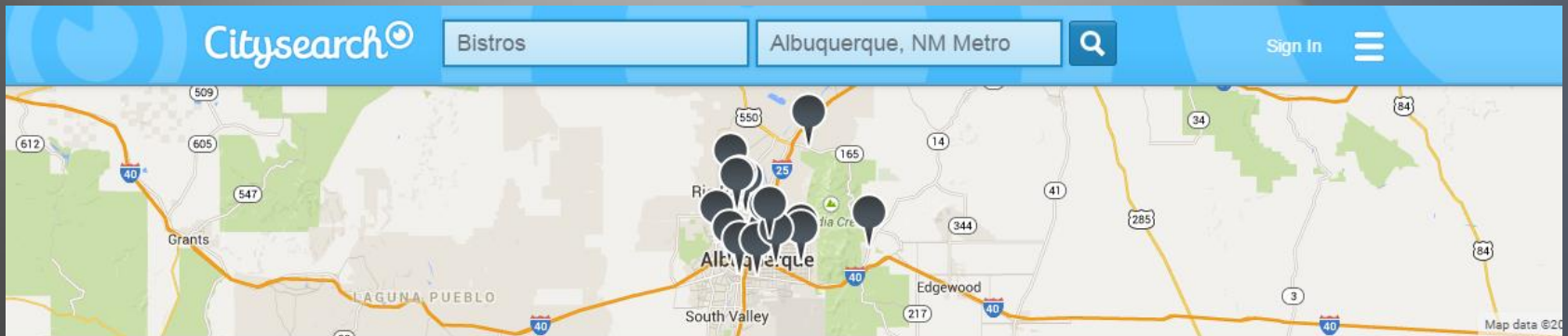
Related Businesses

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

Find Skinceuticals Products
5.0 ★★★★★

Local Business Directory

CitySearch citysearch.com



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](#)

Alignable

+ Find Contacts
3
Jan

- Neighborhood
- Businesses
- Promote
- Discussions
- Profile
- Inbox

Start A Discussion

Promote My Business

Invite nearby businesses

Bea's Bakery and Kitchen

4501 4th St NW
Albuquerque, NM

0.1 miles

★ [Send Invite](#)

Precision Cellular

4522 4th St NW
Albuquerque, NM

0.1 miles

★ [Send Invite](#)

Icon PhotoGraphiX, LLC

311 Belrose Ave NW
Albuquerque, NM

0.2 miles

★ [Send Invite](#)

[See More](#)

6.5k Local Businesses

665 Connections Made

46 Events and Services

YOUR NETWORK

6 Connections Made

3 Recommending You

Small Businesses Are Rating...

OnDeck	★★★★★
Web.com	★★★★★
Wix	★★★★★
GoDaddy	★★★★★

What's Your Opinion?

National Discussions Recommended For You
Join the discussion

Changing a name for a business is hard - please help us change our name with your feedback

We are in process of doing a name change that would more accurately convey what our longterm goal is for our business customer loyalty platform. There is a short survey below that we have been...

View 2 more comments

Isaac Khoury - Done a day ago

Pamela Valente - done a day ago

Human Leap - done a day ago

in Ask Another Owner • 5 comments

♥ Like 8
Comment

SEOs-What is the best bang for your buck?

HELP

Yahoo! Local

listings.local.yahoo.com

Home Mail Search News Sports Finance Weather Games Answers Screen

YAHOO! Carpets Rugs Albuquerque, NM Search

Category Neighborhood


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

Home Mail Search News Sports Finance Weather G

YAHOO! Albuquerque, NM

Ads

dk 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

[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 s

Bing Local

bingplaces.com

bing hat stores, albuquerque nm

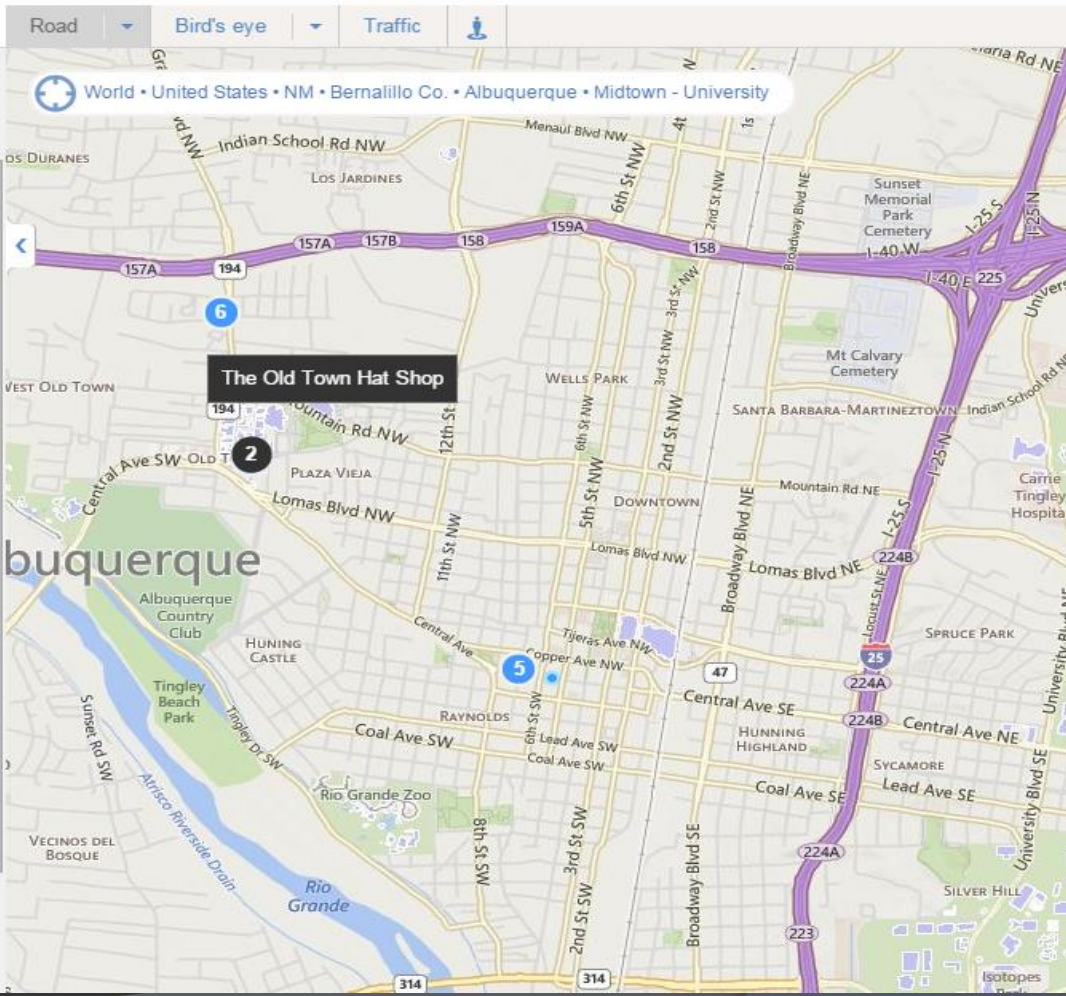
Directions My places

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)

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



Map showing hat stores in Albuquerque, NM. The Old Town Hat Shop is highlighted with a red '2' marker. Other markers 1, 3, 4, 5, and 6 are also visible on the map.

Review/Recommendation

Yelp biz.yelp.com

The screenshot shows the Yelp business page for Tia Betty Blue's. At the top, the search bar contains "Find tacos, cheap dinner, Max's" and "Near Albuquerque, NM". The navigation bar includes "Home", "About Me", "Write a Review", "Find Friends", "Messages", "Talk", "Events", "Sign Up", and "Log In".

The business name "Tia Betty Blue's" is prominently displayed, followed by a 4.5-star rating and "126 reviews". Below this, the category is listed as "\$ - Coffee & Tea, Breakfast & Brunch".

A map shows the location at 1248 San Mateo SE, Albuquerque, NM 87108. To the right of the map are several photos: a plate of food, a sign for "Tia Betty Blue's New Mexican Food Served FAST!", and a collage of dishes. A "Write a Review" button is visible above the photos.

Below the map and photos, there are three review snippets:

- "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

On the right side, there is a "Make a Reservation" section with a calendar set to Thursday, March 26, 2015, at 7:00 pm for 2 people. Below this, it shows the current hours "Today 7:00 am - 2:00 pm" and the price range "\$\$\$ Price range Under \$10".

At the bottom, there are two advertisements: "Shade Tree Customs & Cafe" and "Pueblo Harvest Cafe".

Review/Recommendation

TripAdvisor

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

Professional photos

216 traveler photos

Enter dates for best prices

Check In Check Out

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

Review/Recommendation

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



FIND LOCAL:

Businesses

Shopping

Events

Activities

Articles: Food Wellness Fun Household Shopping Finance Videos

Search

Near

Albuquerque, NM

Search

Albuquerque, NM Featured Businesses

[Back](#) [More](#)

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

Shopping Services [▶](#)

Food and Dining



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

Food and Dining [▶](#)

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

Car/Auto Repair [▶](#)

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

Professional Services [▶](#)

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

Health Medical [▶](#)

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

Community Services [▶](#)

Upcoming Events in Albuquerque, NM

26 THU

27 FRI

28 SAT

29 SUN

30 MON

31 TUE

01 WED

[View All](#) [▶](#)



ALBUQUERQUE Downtown Ghost Wa...

Categories:
Other

Thursday, Mar 26
8:00pm-12:00am

Hotel Andaluz

[Buy Tickets](#) [Map It](#)

Featured Topics in Albuquerque, NM

Food Articles

[More 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

[More Food Articles](#)

Local Events Calendars

KUNM Events Calendar

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

The screenshot shows the KUNM website's 'Submit Event' page. At the top, the KUNM logo is displayed with the tagline 'New Mexico's Community Powered Public Radio' and a note that it is part of the NPR digital network. A navigation menu includes Home, News, Programs, Events, Two Week Archive, About Us, and Support KUNM. The main heading is 'KUNM Events Calendar'. On the left, there is a search bar with a 'Go' button and a link to 'advanced search'. Below this is a 'Browse Categories' section with a list of categories: Live Music: Classical, Community Events, Live Music: All, Film, Classes/Workshops, Art & Museum Exhibits, and All Categories. Further down is an 'Events Calendar' for February 2012, showing a grid of dates with the 1st, 2nd, 3rd, and 4th highlighted. The main content area is titled 'Submit Event' and includes a link to 'Guidelines for Submission'. It contains instructions: '*Items in bold are required.' and '*Please don't use double quotes in any field but the description.' The form is titled 'General Event Information' and includes fields for 'Event Title', 'Event Category' (a dropdown menu), 'Event Start Date' (Month, Day, and Year dropdowns), and 'Event Start Time' and 'Event End Time' (both set to 12:00AM). There is a checkbox for 'This is a recurring event' with a note to enter more details. A 'Time Note' field is also present with a prompt to enter a note about the event time. Finally, there is a 'Description' field with a note to limit the description to 40 words or less.

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**

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

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

Localize Facebook Posts


Suggested Post

UV Splash COLOR DASH

Sponsored · 🌐

Like Page

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

Sign Up

Like · Comment · Share · 114 9 33

Localize Promoted Posts or Ads on Facebook

Audience

Locations ⓘ

Age ⓘ **Albuquerque, New Mexico, United States** City

Gender ⓘ Los Ranchos de Albuquerque, New Mexico, United Stat... City

Languages ⓘ Albuquerque, Chihuahua, Mexico City

San José De Albuquerque, San Luis Potosi, Mexico City

Albuquerque Lins, São Paulo (state), Brazil City

Albuquerque, Rio de Janeiro (state), Brazil City

Interests ⓘ Ricardo De Albuquerque, Rio de Janeiro (state), Brazil City

Albuquerque, Mato Grosso do Sul, Brazil City

Albuquerque Né, Pernambuco, Brazil City

Behaviors ⓘ Search behaviors [Browse](#)

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 #lookslikeweevemadedit #abqtrolley #backroom!!!



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!



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
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
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 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 active, showing 'Select locations' with a sub-instruction: 'Enter countries, states/regions, metro areas, or postal codes. Limit your reach to any combination of locations currently available. Learn more'. A search input field contains 'albu' and has an 'OR Import multiple locations' button. A dropdown menu is open, listing 'Metro area' and 'Postal code' categories. Under 'Metro area', the first option 'Albuquerque-Santa Fe NM, USA' is highlighted. Other metro areas listed are 'Albury, New South Wales, Australia', 'Alburquerque, Badajoz, Extremadura, Spain', and 'Albudeite, Murcia, Murcia, Spain'. Under 'Postal code', the options are '05440, VT, USA', '52202, IA, USA', '87109, NM, USA', and '06170, Badajoz, Extremadura, Spain'. Below the dropdown, there is a section for 'Select additional targeting criteria' with the note 'Users falling into any of the categories below will be targeted.' and a '+ Add keywords' button.

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

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.)

Localize Pinterest

The screenshot shows a Pinterest profile for 'The Cleanery'. At the top, there is a search bar and a notification for 'Watermelon Moun...'. The profile header includes the logo 'the CLEANER', the name 'The Cleanery', and location 'Albuquerque, New Mexico' with the website 'www.thecleanery.com'. 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'. Below the bio are statistics: 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, title, 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
CLEANER

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
Our Store
103
Follow

Local Love
Local Love
209
Follow

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

Bridal Gowns
Gowns
228
Follow

Tie the Knot
Tie the Knot
385
Follow

Hello Mr. Bond
Mr. Bond
70
Follow

DIY Crafts
Crafts
37
Follow

Cufflinks
Cufflinks
34
Follow

DIY Garment Cleaning
DIY Cleaning
23
Follow

Closets We Want
Closets
40
Follow

Men's Accessories
Men's Accessories
49
Follow

Storage Solutions
Storage
108
Follow

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

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- 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

Please remember to fill out your evaluation!

You can download the powerpoint and handout
at

watermelonweb.com/resources

Watermelon Mountain Web Marketing

info@watermelonweb.com

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