

# THINK GLOBAL MARKET LOCAL ONLINE

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Orlando, FL September 11, 2013

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# What We'll Discuss Today

- ⦿ Optimizing search terms for local markets (SEO)
- ⦿ Appearing in mobile search results
- ⦿ Getting a business on search maps
- ⦿ Taking advantage of local business directories, review sites, & calendars
- ⦿ Using other specialized local online media

# After the Break....

- ⦿ Interactive marketing exercise
- ⦿ Optimizing PPC ads for local audiences
- ⦿ Developing mobile sites for local businesses
- ⦿ Assessing results with analytics

# Suggested Process

- ◎ Decide whether client is a good fit for local social media:
  - brick & mortar presence
  - wants to reach local/regional target markets
  - may want to target tourists
- ◎ Use the Local Social Media Marketing plan to establish goals & objectives
- ◎ Use the Local Resources list as a source of ideas for possible services
- ◎ Local marketing is only part of online marketing
- ◎ Online marketing is only part of total marketing

# Be A Guerrilla Marketer

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

# SEO Points to Remember

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

# Location Targeted SEO

## lgartgallery.com

```
view-source:lgartgallery.com

Social Media and W... + clipboard socialbusiness.hoots... Sign in Webinars - HootSuit... Do free press release... Free Press Release Di... Welcome to SPC Ca...

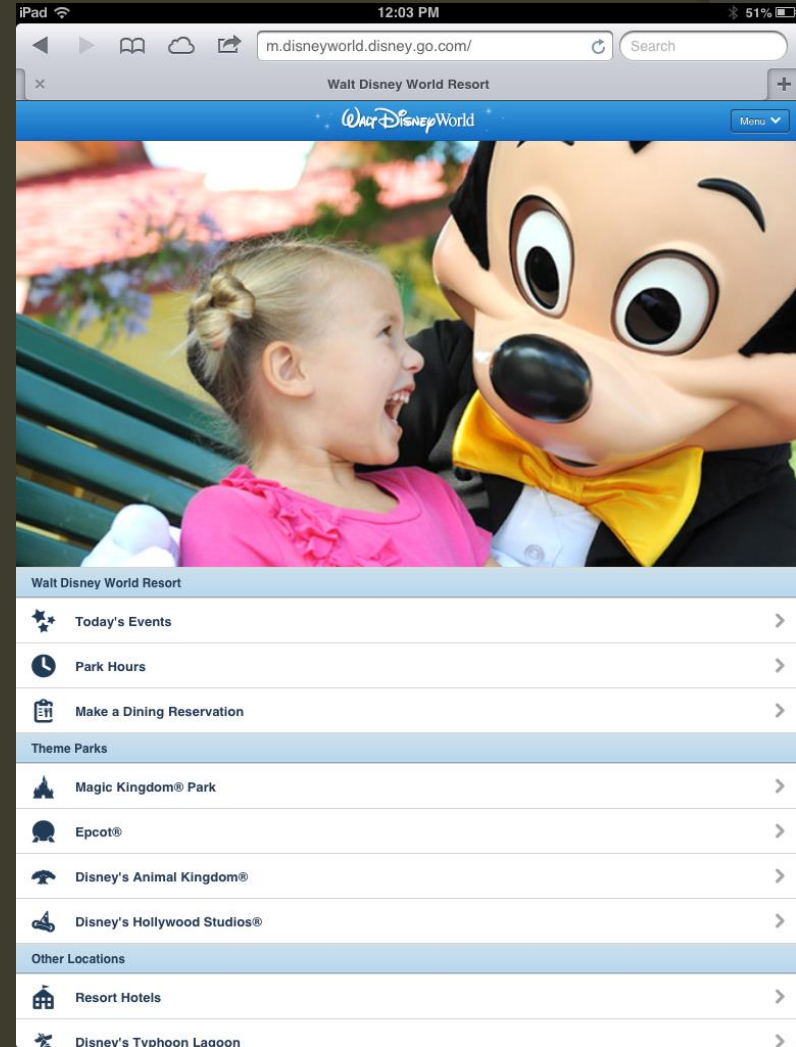
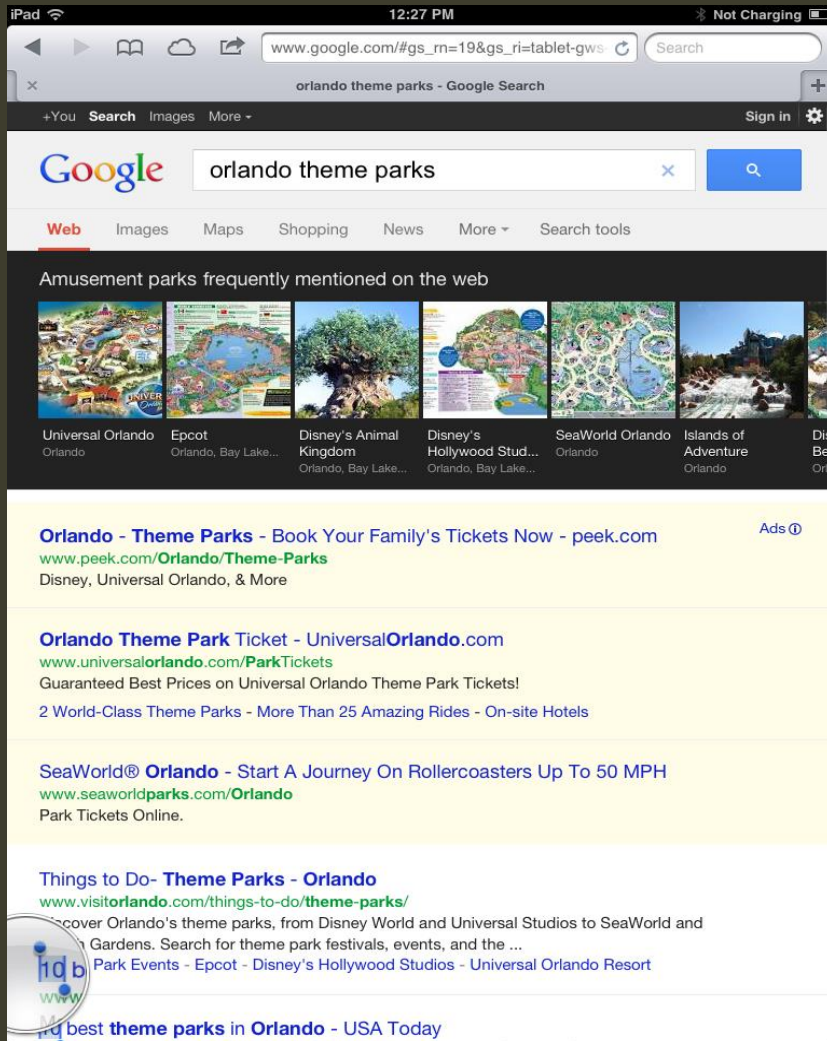
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
2 <html xmlns="http://www.w3.org/1999/xhtml">
3 <head>
4 <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
5 <meta name="description" content="As a contemporary and modern art gallery we feature pieces from paintings to sculptures. We are Central Florida's newest and most Unique art gallery located near Downtown Orlando. We have hundreds of pieces ">
6 <meta name="keywords" content="art galleries in orlando,
7 art galleries in orlando fl, art galleries in orlando florida, art galleries orlando fl, art galleries orlando florida, art gallery in orlando, art gallery orlando, Caroline Geys, Caroline Geys art, Caroline Geys artist, fine art gallery orlando, Orlando contemporary artist gallery, orlando art galleries, Orlando Modern art gallery, Orlando Op art, Orlando Optical illusion art,
8 Orlando Abstract art, Orlando Contemporary art, Orlando Impression art, Orlando art gallery, Orlando Florida art gallery,
9 Orlando Paintings for sale, Orlando Oil Paintings, Orlando Original fine art, Orlando Acrylic art, central florida contemporary artist gallery, central florida art galleries, central florida Modern art gallery, central florida Op art, central florida Optical illusion art, central florida Abstract art, central florida Contemporary art, central florida Impression art, central florida art gallery, central florida Paintings for sale, central florida Oil Paintings, central florida Original fine art, central florida">
10
11 <link href="main.css" type="text/css" rel="stylesheet" />
12 <!--[if IE 7]>
13 <link rel="stylesheet" type="text/css" href="ie7.css">
14 <![endif]-->
15 <script src="scripts/common.js" type="text/javascript"></script>
16 <title>LG Art Gallery - Orlando Florida Contemporary and Modern Art Gallery</title>
17 <script language="javascript">AC_FL_RunContent - 0;</script>
18 <script src="AC_RunActiveContent.js" language="javascript"></script>
19 </head>
```

# What Search Engines Look For

- Relevance
- Title & page description tags
- Inbound link quality & traffic
- Social media & press release presence
- Recency & frequency
- Site traffic



# Mobile Search is Challenging



# Why Maps Matter

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

# Yahoo! Local listings.local.yahoo.com

← → ↻ local.yahoo.com/info-14111484-lake-fairview-marina-orlando

5 Reasons to be a Yo... Union Jack License... Google Bookmark recipes Google - Bookmarks Bookmarks

Home Mail News Sports Finance Weather Games Groups Answers Flickr More ▾

**YAHOO!** boat rental Orlando, FL Search Sign In Mail

CITYGUIDE DIRECTORY MY LOCAL


## Lake Fairview Marina

✔ Merchant Verified  
★★★★☆ 11 Reviews  
Opens today at 9 am | Hours  
(407) 219-9588 | lakefairviewmarina.com

Coupon  
4503 N Orange Blossom Trl, Orlando, FL 32804  
Cross Streets: Between Nowak Dr and Lake Breeze Rd  
Neighborhoods: Lake Shore Village

Write a review

Email Print Save Send to phone

 Let Your Spirits Catch The Wind! Go Boating!

**About:** Lake Fairview Marina is a family owned full service marina in Orlando. We offer a variety of services to fit everyone's boat needs!


**Categories:** Boat Storage, Boat Rental & Charter, Marinas, Boat Repair, Boat Sales & Service

**Payment:** Visa, MasterCard, American Express, Debit Cards

**Specialties:** Boat Show April 14th & 15, 2007

**Brands:** Hunter/Vanguard/Used Power and Sail Boats

**Products and Services:** Wet & Dry Boat Storage Boat Service & Repairs New & Used Boat Sales Sailing



Get directions | Find nearby



# MapQuest Local Business Center

listings.mapquest.com/apps/listing

www.mapquest.com/places/in-bloom-florist-orlando-fl-4227903/

5 Reasons to be a Yo... Union Jack License... Google Bookmark recipes Google - Bookmarks Bookmarks

Maps & Directions Travel Blogs **New** Discover Gas Prices Mobile More - Sign In Follow Like 24k

**mapquest local** BETA Find Locations & Businesses

USA > Florida > Orlando

## In Bloom Florist

Been Like Add Go

SHARE f t p e

★★★★★ 1 Citysearch review

325 West Gore Street  
Orlando, FL 32806  
(407) 649-7771  
[Website](#) | [Email](#)

**Get Directions**

Locally Owned..Call Today

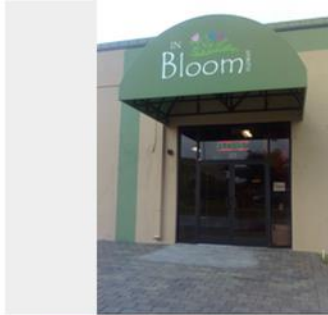
**Hours**

Mon:	9am-5pm
Tue:	9am-5pm
Wed:	9am-5pm
Thu:	9am-5pm
Fri:	9am-5pm
Sat:	9am-5pm
Sun:	9am-2pm

OWNER VERIFIED


Overview

Full service Florist, Weddings and Events



ADD

**Current Weather** Hourly | 7-day

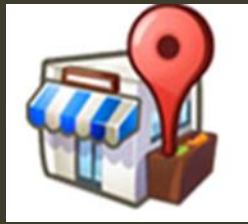
 **74°** 87° °F · °C  
73°

**GET UP TO A \$250 PREPAID CARD BY MAIL**

cougar town the

Verizon Wireless Xfinity

GET THE OFFER >



# Google Places

google.com/places

www.google.com/#q=cricketers+arms+pub+orlando&rlz=1C1ASUT\_enUS491US491&biw=1366&bih=643&fp=647011cb7c8f1806&bav=on.2,or\_rf.&cad=b

5 Reasons to be a Yo... Union Jack License ... Google Bookmark recipes Google - Bookmarks Bookmarks

+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google cricketers arms pub orlando SIGN IN

Web Images Maps Shopping Videos More Search tools

About 2,130,000 results (0.31 seconds)

[Cricketers Arms Pub & Eatery | Orlando Pub | Orlando Bar | English ...](#)  
[cricketersorlando.com/](#)  
One of the oldest and most popular British Pubs in Orlando, Florida. Come and experience our wide selection of beers and liquor. Check out our menu. We have ...  
Zagat: 24 / 30 - 30 Google reviews - Write a review - Google+ page

7563 W Sand Lake Rd Orlando, FL 32819  
(407) 730-2111  
[Menu](#) - [Photo Gallery](#) - [Contact Us](#) - [Beer List](#)

[Cricketers Pub & Eatery - Dr. Phillips - Orlando, FL - Yelp](#)  
[www.yelp.com](#) > [Nightlife](#) > [Bars](#)  
★★★★★ Rating: 3.5 - 12 reviews - Price range: \$\$\$  
12 Reviews of Cricketers Pub & Eatery "I've only recently discovered Dr Phillips. ... I was pleased to see Cricketer's Arms relocate from Festival Bay to Restaurant ..."

[Cricketers Pub & Eatery - Orlando, FL - Restaurant, Bar | Facebook](#)  
<https://www.facebook.com/CricketersPubEatery>  
Cricketers Pub & Eatery, Orlando, FL. 2398 likes - 43 talking about this - 502 were here.

[Cricketers Arms Pub & Eatery-Orlando | VIP Dine 4Less Card](#)  
[www.dine4lesscard.com/restaurant/cricketers-arms-pub-eatery-orlando](#)  
Cricketers Arms Pub has long been Orlando, Florida's premier Authentic English Pub and one of the oldest and most popular British Pub's in Orlando, Florida for ...

[See photos](#) [See inside](#)

**Cricketers Pub and Eatery**  
24 followers on Google+

[Directions](#) [Write a review](#)

**Address:** 7563 W Sand Lake Rd, Orlando, FL 32819  
**Phone:** (407) 730-2111  
**Prices:** \$\$\$\$  
**Hours:** Wednesday hours 11:00 am–2:00 am - [See all](#)  
**Menu:** [urbanspoon.com](#)

Reviews

# Google Plus

google.com/+business

The image displays two overlapping web browser screenshots. The top screenshot shows the ModCloth website (www.modcloth.com) with a navigation menu including 'NEW ARRIVALS', 'CLOTHING', 'SHOES', 'ACCESSORIES', 'APARTMENT', 'BE THE BUYER', 'VINTAGE', 'STYLE GALLERY', 'SALE', and 'blog'. A search bar and a shopping bag icon are also visible. The bottom screenshot shows the ModCloth Google Plus business page (https://plus.google.com/+modcloth/posts). The page features a profile picture of a woman in a purple polka-dot top, a 'Follow' button, and a post from ModCloth shared publicly yesterday at 11:57 AM. The post includes a link to a ModCloth article and an image of a t-shirt with a landscape print, a yellow bag, and a globe. To the right of the post, there is a section titled 'In their circles' listing 35 people, including YE ASAKA, Danielle Breltich, and Alyson Jacobs. Below that, a section titled 'Have them in circles' lists 1,630 people.

# Local Online Marketing Tools

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



# Local Business Directories: Merchant Circle

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

The screenshot shows the Merchant Circle website interface. At the top, there is a navigation bar with categories like Autos, Home & Garden, Real Estate, Health & Beauty, Legal & Financial, Food & Dining, and All. Below this is a search bar with the text 'lawn care' and 'Orlando, FL'. A prominent yellow button says 'Check Now' next to 'yext powerlistings'. The main content area features a business profile for 'GREEN MACHINE LAWN MAINTENANCE L.L.C.' in Kissimmee, FL. The profile includes a 100 Merchant Score, a 5-star rating, and contact details: 4499. s orange blossom trail, Kissimmee, FL 34746, 407-344-2660, and greenmachinelawnmaintenance.com. The business is a member since May 2008. Hours are listed as 8:00 AM to 7:00 PM with 24-hour storm clean-up. Payment methods include cash, check, Visa, Mastercard, Discover, and American Express. The neighborhood is Central Florida, and they also service the Orlando area. Social media links for Twitter and Facebook are visible at the bottom of the profile. On the left side, there is a 'Browse By Category' section with options like All Terrain Vehicles, Antique Autos, Auto Appraisers, Auto Detailing, Auto Painting, and Auto Wreckers. A 'ModCloth' advertisement is also present, offering free shipping on \$50+ orders and free returns.

# Local Business Directories: CitySearch

citysearch.com/members/start?refers=engage

The screenshot shows a web browser window displaying a CitySearch profile for "Lil' Anthony's NY Pizzeria". The browser's address bar shows the URL: orlando.citysearch.com/profile/43395408/winter\_springs\_fl/lil\_anthony\_s\_ny\_pizzeria.html. The page features a navigation bar with categories like "Best Of Citysearch", "Restaurants", "Bars & Clubs", "Spa & Beauty", "Hotels", "Shopping", and "Guides". The main content area includes a map of the restaurant's location at 5229 Red Bug Lake Rd, Winter Springs, FL, with a phone number (407) 869-7499. A "Best of Citysearch" badge indicates an 89% recommendation rate based on 9 votes. Below the main profile, there are sections for "Write a Tip for Lil' Anthony's NY Pizzeria...", "Cuisine: Pizza", "Print Restaurant Coupons", and "Truly Nolen Pest Control". A "People also viewed" section lists other nearby businesses like Flippers Pizzeria and Domino's Pizza. The bottom of the page features a Facebook logo and a long URL.

# Social Review & Recommendation: Yelp biz.yelp.com

The screenshot shows the Yelp business page for Park Ave CDs. The browser address bar displays [www.yelp.com/biz/park-ave-cds-orlando](http://www.yelp.com/biz/park-ave-cds-orlando). The search bar contains the text "Find tacos, cheap dinner, Max's" and the location is set to "Near Orlando, FL".

**Park Ave CDs**  
61 reviews | Rating Details  
Categories: Music & DVDs, Vinyl Records [Edit]  
2916 Corrine Dr  
Orlando, FL 32803  
(407) 447-7275  
<http://www.parkavecds.com>

Hours: Mon-Thu 10 am - 10 pm, Fri-Sat 10 am - 11 pm, Sun 11 am - 8 pm  
Price Range: \$\$ | Accepts Credit Cards: Yes  
Parking: Private Lot | Wheelchair Accessible: Yes

Map shows the location at the intersection of Park Ave and Corrine Dr, near Audubon Park.

61 reviews for Park Ave CDs

**Review Highlights**

- "If you're into indie music, this place is a little slice of Heaven." (13 reviews)
- "The vinyl selection is good, but the CD selection is outstanding." (14 reviews)
- "Also, they sell concert tickets for local venues, they also don't add..."

Rating Distribution | Trend: 5 stars (highest), 4 stars, 3 stars, 2 stars.

# Social Review & Recommendation: Local.com local.com/business/details/orlando-fl

The screenshot shows the Local.com website interface. At the top, there's a navigation bar with "ADVERTISER SIGN IN", "ADVERTISE WITH US", "JOIN", and "SIGN IN". Below this is a banner for "ROLL OVER TO PLAY" with a play button icon. To the right of the banner are logos for "FLORIDA HOTELS & RESORTS" (including JW MARRIOTT, AUTOGRAPH COLLECTION, and RENAISSANCE) and "GATLORD PALMS". There are also buttons for "PLAY VIDEO", "FEATURED DEALS", and "LOCATIONS".

The main content area features the "local.com" logo and weather information for Orlando, FL: "Partly Cloudy 75.9°F". Below the logo is a search bar for "Orlando, FL" and a "Business" filter. A "SEARCH BY KEYWORD" section includes a search input field and a "SEARCH BY CATEGORY" button. A "FIND LOCAL:" section has tabs for "Businesses", "Deals", "Events", and "Activities". Below these are links for "Articles: Food, Wellness, Fun, Household, Shopping, Finance, Videos".

The main business listing is for "Boston Lobster Feast Florida Mall". It includes a star rating of 4.5 stars, a "Review It" button, and "Share", "Save", and "Print" options. The address is "8204 Crystal Clear Ln, Orlando, FL 32809" with phone number "(407) 438-0607". There's a "View Website" button and a "RECOMMEND ON FACEBOOK" button. A "Categories" section lists "Food And Dining, Seafood Restaurants". A "Green COFFEE Diet Exposed?" article snippet is visible on the left. A "Woman is 53 But Looks 27" article snippet is also visible. A "ModCloth" advertisement for "FREE SHIPPING ON \$50+ & FREE RETURNS" is at the bottom right.

# Social Review & Recommendation: TripAdvisor tripadvisor.com/Owners-t2 tripadvisor.com/BusinessListings

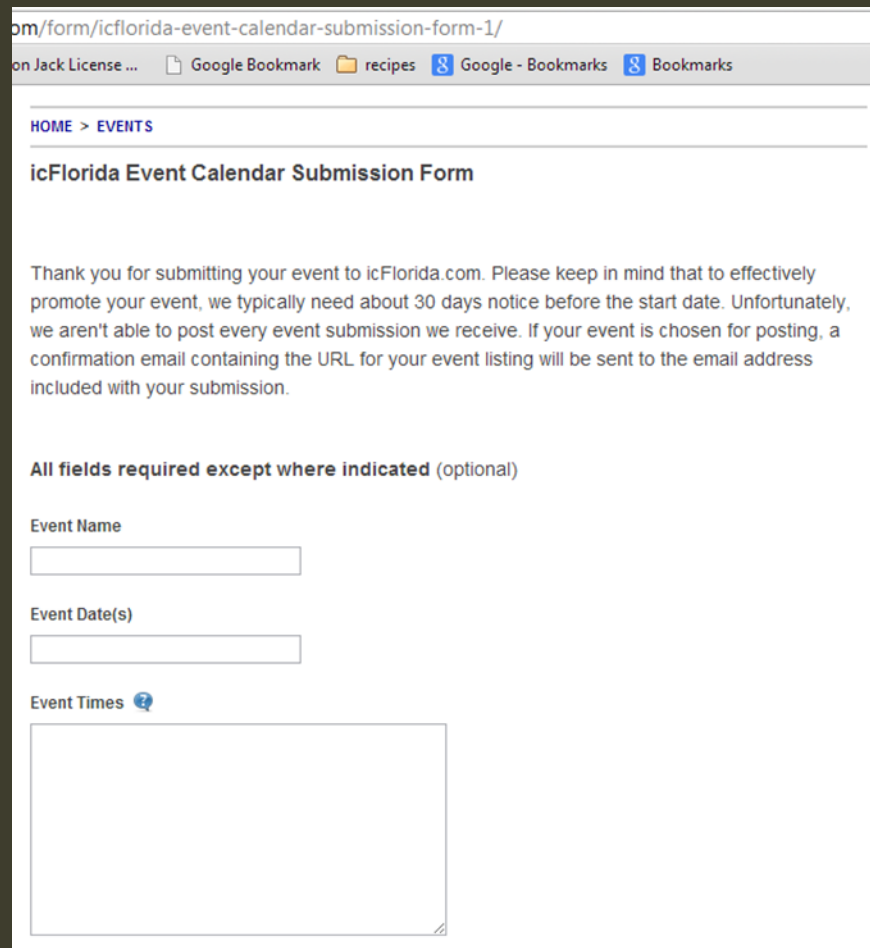
The screenshot shows a browser window with the TripAdvisor website. The address bar displays the URL: www.tripadvisor.com/Hotel\_Review-g34515-d112104-Reviews-The\_Courtyard\_at\_Lake\_Lucerne-Orlando\_Florida.html. The page header includes the TripAdvisor logo, a search bar, and navigation links like 'Sign in with Facebook', 'Sign in', 'Register Now!', and 'FREE Mobile App'. A green navigation bar contains links for Home, Orlando, Hotels, Flights, Vacation Rentals, Restaurants, Things to Do, Best of 2013, Your Friends, More, and Write a Review. The breadcrumb trail reads: Home > United States > Florida (FL) > Central Florida > Orlando > Orlando Bed and Breakfast > The Courtyard at Lake Lucerne.

The main content area features the hotel name 'The Courtyard at Lake Lucerne' with a 4-star rating and an 'Add to trip' button. Below the name is the address: 211 N. Lucerne Circle E., Orlando, FL 32801. A 'Hotel amenities' link is also present. A large photo of a hotel room is shown on the left, with a '2 Likes' and 'Like' button next to it. To the right of the photo is a booking section with 'Check-in' (Thu, Sep 12) and 'Check-out' (Fri, Sep 13) dates. The Expedia logo is visible, along with a price of '\$115\*' for 'taxes & fees' and a 'Featured' badge. Below this, a table lists prices from other travel sites: Hotels.com, Venere.com, CheapTickets.com, Priceline.com, Tingo.com, and Agoda.com, all showing '\$115\*'. A note states: '\*Prices above are provided by partners for one room, double occupancy and do not include all taxes and fees. Please see our partners for full details.'

On the right side of the listing, there is a '74%' badge with a '€' symbol, indicating it is 'Ranked #1 of 3 Orlando B&B and Inns'. It also shows '97 Reviews' with a 5-star rating and a 'Certificate of Excellence 2013' badge. The 'Most recent review' section features a photo of a person and the text: 'Interesting Place' with a 5-star rating, reviewed on June 18, 2013, by user 'clkc86' from Tulsa, Oklahoma.

# Local Events Calendars: ICFlorida Calendar

wftv.com/form/icflorida-event-calendar-submission-form-1



om/form/icflorida-event-calendar-submission-form-1/

on Jack License ... Google Bookmark recipes Google - Bookmarks Bookmarks

[HOME](#) > [EVENTS](#)


## icFlorida Event Calendar Submission Form

Thank you for submitting your event to icFlorida.com. Please keep in mind that to effectively promote your event, we typically need about 30 days notice before the start date. Unfortunately, we aren't able to post every event submission we receive. If your event is chosen for posting, a confirmation email containing the URL for your event listing will be sent to the email address included with your submission.

**All fields required except where indicated (optional)**

Event Name

Event Date(s)

Event Times 

# Social Group Buying Sites: Groupon

grouponworks.com/get-featured

The screenshot shows the Groupon website interface. At the top, the Groupon logo is on the left, and navigation links for 'Featured Deal', 'All Deals', 'Getaways', 'Goods', 'Deal Mega Mix', and 'Gifts' are in the center. On the right, there are 'Sign In' and 'Sign Up' links. Below the navigation, a secondary menu lists categories: 'All Deals', 'New Deals', 'Food & Drink', 'Events & Activities', 'Beauty & Spa', 'Fitness', 'Health', 'Home & Auto', and 'Shopping'. A promotional banner at the top left says 'Refer Friends. Get \$10\*'. A search bar contains 'Pizza, massage, etc.' and a location filter is set to 'Orlando, FL'. The main featured deal is for 'Dolphin Paradise Tours – Cocoa Beach', described as a 'Swim With Dolphins & Manatees Boat Tour for Two or Four (Up to 51% Off)'. The price is shown as 'from \$34' with a 'Buy!' button. A table below the price shows 'Value \$70', 'Discount 51%', and 'You Save \$36'. There are buttons for 'Give as a Gift' and 'Learn more'. A 'Limited time remaining!' badge is present. Text indicates 'Over 1,000 bought' and 'Limited quantity available'. A green checkmark says 'The deal is on!'. A pop-up message reads 'Groupon's getting personal. Click the hearts below to tell us the types of deals you love.' with options for 'Good for Kids' and 'Once in a Lifetime'. To the right, there are other deal cards: 'Deal Potpourri' with a 'SEE DEALS' button, and 'Grow Your Business with Groupon' with a 'GET STARTED' button. At the bottom, there are sections for 'More Great Deals' and 'See All', and a specific deal for 'EcoPark Admission for One or Two from Florida EcoSafaris at'.

www.groupon.com/deals/dolphin-paradise-tours

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**GROUPON** Featured Deal All Deals Getaways Goods Deal Mega Mix Gifts Sign In Sign Up

All Deals New Deals Food & Drink Events & Activities Beauty & Spa Fitness Health Home & Auto Shopping

Refer Friends. Get \$10\*

Pizza, massage, etc. Location: Orlando, FL GO

### Dolphin Paradise Tours – Cocoa Beach

Swim With Dolphins & Manatees Boat Tour for Two or Four (Up to 51% Off)

from **\$34** **Buy!**

Value	Discount	You Save
\$70	51%	\$36

Give as a Gift Learn more

Limited time remaining!

Over 1,000 bought Limited quantity available

The deal is on!

Groupon's getting personal. Click the hearts below to tell us the types of deals you love.

Good for Kids Once in a Lifetime

In a Nutshell The Fine Print

After a short cruise to a remote island. Expires 300 days after purchase.

Deal Potpourri Get a whiff of every type of savings SEE DEALS

Grow Your Business with Groupon GET STARTED

More Great Deals See All

EcoPark Admission for One or Two from Florida EcoSafaris at

# Daily Deal Sites

## odealsdaily.com

The screenshot shows the ODealsDaily website interface. At the top, there's a navigation bar with "All Orlando", "DEALS", and "CONTACT US" on the left, and "SIGN UP", "LOGIN", a shopping cart icon, and "Checkout" on the right. The main content area features a deal for "Danny's Broasted Chicken" at a price of \$6.00, down from a regular price of \$10.00. The deal includes an image of the chicken and a "BUY" button. To the right, there's a section for "More deals you'll love" featuring a 50% off deal on flowers at Bloom's of Winter Park. Below that is a Facebook social plugin for ODealsDaily, showing 2,117 likes and a grid of user avatars.


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**O DEALS DAILY** Sign Up to Receive Our Offers

All Orlando DEALS CONTACT US SIGN UP LOGIN 0 Checkout

### Get \$10 Worth of Pressure Fried Chicken at Danny's Broasted Chicken for only \$6 in Lake Mary

Danny's Broasted Chicken




**\$6.00**

Regular Price ~~\$10.00~~  
Savings **\$4.00** | Discount **40%**

BUY ADD TO CART

Time Left | Deals: **1 sold**

#### More deals you'll love:

 **50% off Flowers at Bloom's of Winter Park!**  
~~\$50.00~~ **\$25.00** View

**ODealsDaily** Like

2,117 people like ODealsDaily.

Facebook social plugin



# Warning: Group Deal Sites

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



# Orlando on the Cheap

orlandoonthecheap.com/submit-your-deals

The screenshot shows a web browser window with the URL [orlandoonthecheap.com/daily-deals-headquarters/](http://orlandoonthecheap.com/daily-deals-headquarters/). The browser's address bar and tabs are visible at the top. The website's navigation menu includes links for Home, About Us, Advertise, Calendar, Daily Deals, Travel Deals, More Cheap Cities, Submit Your Deals, and Coupons. A search bar is located on the right side of the navigation menu. The main header features the Orlando on the Cheap logo, which consists of a green and blue circular graphic with a city skyline, and the text "Orlando on the Cheap" in green and blue, with the tagline "Your local resource for freebies, discounts and deals" in a smaller font. Below the header is a secondary navigation menu with categories like This Weekend, Attractions & Museums, Entertainment, Food & Drink, Free Events, Kids' Stuff, Shopping, Theme Parks, and Travel & Hotels. The "Daily Deals" category is currently selected. The main content area is titled "Daily Deals" and includes a post by Teresa at 7:15 pm. The post text reads: "Welcome to our new and improved Daily Deals Headquarters. Here you'll always find the latest listings from most of the deal-of-the-day programs that serve the Orlando area. We have an affiliate relationship with most of these deal operators, which means that if you purchase a deal from one of these links, Orlando on the Cheap will earn a small commission. If you'd like to help keep this website going, this is a great way to do it. Thanks!" Below the text is the TRAVELZOO logo and a deal listing: "Z \$35 -- Dolphin-Watching Boat Cruise w/Private Island Swim". On the right side of the page, there is a sidebar titled "How Daily Deal Sites Work" with a text box explaining the affiliate model. At the bottom of the sidebar, there is a partially visible blue box with the text "Enjoy a".

# Location Based Social Network: Foursquare foursquare.com/business

The screenshot shows the Foursquare website interface. At the top, there's a navigation bar with the Foursquare logo, a search bar containing "I'm looking for...", and buttons for "LOG IN" and "SIGN UP". Below this is a banner with several images, including a colorful light fixture, a "\$5" sign, and a collage of photos. The main content area features the profile for "Dandelion Communithea Café", which is marked as a "SPECIAL" location. The profile includes a coffee pot icon, the name "Dandelion Communithea Café", and a description: "Café, Vegetarian / Vegan Restaurant, and Gluten-free Restaurant in Orlando".

**Dandelion Communithea Café**  
Café, Vegetarian / Vegan Restaurant, and Gluten-free Restaurant in Orlando

Address	618 N Thornton Ave (btw Concord & Colonial) Orlando, FL 32803 →	Hours	Closed until 11:00am (Show more)
Phone	(407) 362-1864	Menu	<a href="#">See menu</a>
Website	<a href="http://dandelioncommunithea.com">dandelioncommunithea.com</a>	Twitter	<a href="#">@dandelioncafe</a>

9.1 #10 Popular with out-of-towners

Total Visitors	1,321	Total Check-ins	4,181
----------------	-------	-----------------	-------

Buttons: Save, Share (http://4sq.com/alswuU)

**More Like Dandelion Communithea Café**

- Spooky's Black Cat Cafe And Milk District Marketplace**  
7.2 207 N Primrose Dr
- Downtown Credo**  
7.8 706 W Smith St (at Edgewater Dr)
- Drunken Monkey Coffee Bar**  
9.0 444 N Bumby Ave

[See more similar places >](#)

See which of your friends have been to Dandelion Communithea

Places people like to go after Dandelion Communithea Café

# Location Specific: MeetUp

secure.meetup.com/register

The screenshot shows a web browser window with the URL [www.meetup.com/zumbaofwinterpark/](http://www.meetup.com/zumbaofwinterpark/). The browser's address bar and tabs are visible at the top. The Meetup logo and navigation links for 'Find' and 'Start' are present. A maintenance notice banner states: 'Meetup will be down for maintenance Sunday June 30th from 6:00 - 9:30 AM EST.' The main heading is 'Winter Park Zumba'. Below this is a navigation menu with 'Home', 'Members', 'Photos', 'Discussions', and 'More', along with a 'Join us!' button. The group's profile card includes a photo of a woman dancing, the text 'Winter Park Zumba', 'Party Yourself into Shape', 'Winter Park, FL', 'Founded Oct 3, 2011', 'Zumba Fanatics', and '166 Group reviews'. The main content area lists class times: 'Monday night with Kaitlyn Pearson - 7pm', 'Wednesday night with Brittany Bate - 7pm', and 'Friday night with Brittany Bate at the Goldenrod Rec Center - 6:15pm'. It also mentions 'COMING SOON!!! Saturday morning Zumba black light parties!' and provides website and Facebook links: [www.winterparkzumba.com](http://www.winterparkzumba.com) and [www.facebook.com/winterparkzumba](http://www.facebook.com/winterparkzumba). At the bottom, a banner reads 'Top 90 Meetups this week' with a 'Show me the Meetups' button.

# Let's Take a Break



# Local Online Marketing Exercise

- ① Gather into groups
- ① Review the marketing problem in your packets
- ① Among yourselves, select the methods that you think are most likely to succeed in solving the problem (15 minutes)
- ① Several groups will be asked to report on their problem and solution afterwards

# Targeted PPC Ads

- PPC ads work by allowing advertisers to bid on certain keywords with a daily cap for how much will be spent
- Choose keywords relevant to the product or service you are promoting
- Decide how much you are willing to spend on each keyword per day
- Bring visitors to a specific landing page

# Benefits of Pay-Per-Click Ads

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



# Important Things to Remember

## ◎ CTR Rates

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

## ◎ Conversion codes

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

# Targeting Play Per Click Ads

The screenshot shows the 'Select campaign settings' page in the Google AdWords Campaign Management interface. The page is divided into several sections:

- General:** Campaign name is set to 'Campaign #1'.
- Locations and Languages:**
  - Locations:** The question is 'In what geographical locations do you want your ads to appear?'. The selected option is 'Bundle: United States; Canada'. Other options include 'Bundle: All countries and territories', 'Country: United States', 'State: New Mexico, US', 'Metro area: Albuquerque-Santa Fe NM, US', and 'City: Albuquerque, NM, US'. A link 'Select one or more other locations' is also present.
  - Languages:** The question is 'What languages do your customers speak?'. The selected option is 'English'.
- Advanced location options:** A link to expand this section.
- Networks and devices:**
  - Networks:** The selected option is 'All available sites (Recommended for new advertisers)'. Another option is 'Let me choose...'.
  - Devices:** The selected option is 'All available devices (Recommended for new advertisers)'. Another option is 'Let me choose...'.
- Bidding and budget:**
  - Bidding option:** The selected option is 'Manual bidding for clicks'. Another option is 'Basic options | Advanced options'.

A large blue arrow points to the 'Locations and Languages' section, specifically highlighting the 'Bundle: United States; Canada' option.

At the bottom of the page, a yellow box contains the text: 'You'll set your maximum CPC bids in the next step.'

# Google Adwords- Locally Targeted

The screenshot displays the 'Campaign settings' page in Google AdWords. The 'Settings' tab is selected, and the 'Locations' section is expanded. A red oval highlights the 'Targeted locations' list, which includes 'New Mexico, United States (state)' and 'Dallas, Texas, United States (city)'. Other sections visible include 'General' (Campaign name: Los Rios River Runners\_Google\_Build, Type: Search Network only - All features), 'Networks' (Google Search), 'Desktops and laptops, mobile devices, and tablets' (Devices: All), and 'Languages' (English).

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

All settings Locations Ad schedule Devices

### Campaign settings

#### General

Campaign name **Los Rios River Runners\_Google\_Build** [Edit](#)

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

#### Networks

Networks [?](#) **Google Search** [Edit](#)

#### Desktops and laptops, mobile devices, and tablets

Devices [?](#) **All**

[Change mobile bid adjustment »](#)

#### Locations

Locations [?](#) **Targeted locations:**

- **New Mexico, United States (state)**
- **Dallas, Texas, United States (city)**

[Edit](#) [View location info »](#)

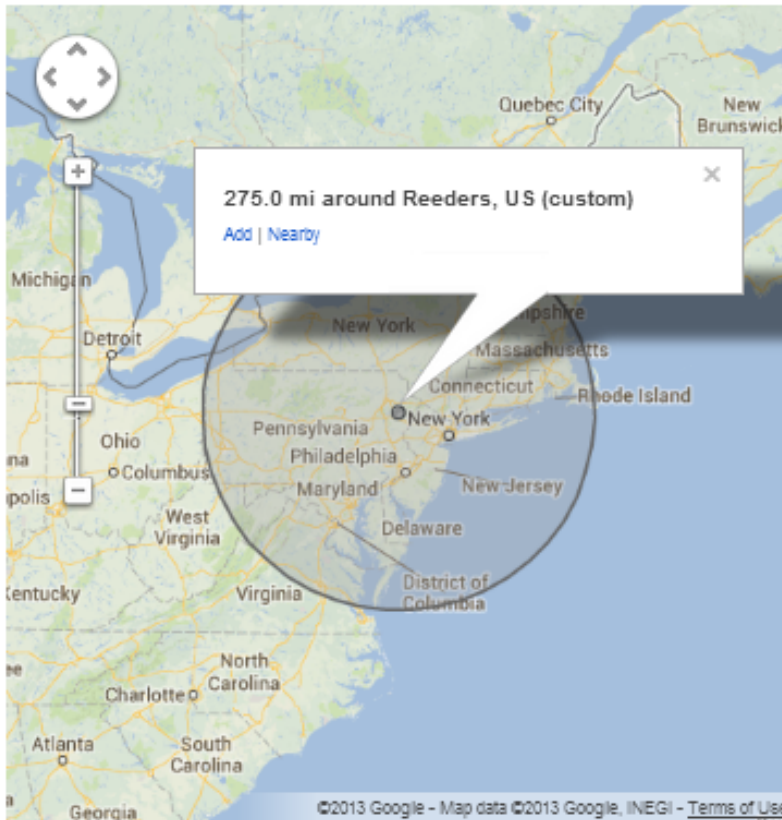
[+ Location options \(advanced\)](#)

#### Languages

Languages [?](#) **English** [Edit](#)

# Google Adwords- by Radius

Choose your locations



[Done](#) [Cancel](#)

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

[Search](#)

Click the blue map marker above and select a point on the map. [?](#)

275.0 mi around Reiders, US - custom

[Add](#) [Remove](#)

Locations within this target [?](#) [Show all](#) [Reach](#) [?](#) [Add all](#)

<a href="#">New York, United States - state</a>	28,000,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">Massachusetts, United States - state</a>	16,000,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">Pennsylvania, United States - state</a>	14,100,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">New Jersey, United States - state</a>	8,640,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">Virginia, United States - state</a>	7,880,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">Maryland, United States - state</a>	5,500,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">Connecticut, United States - state</a>	3,470,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">New Hampshire, United States - state</a>	1,210,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">West Virginia, United States - state</a>	898,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>
<a href="#">District of Columbia</a>	581,000	<a href="#">Add</a>   <a href="#">Exclude</a>   <a href="#">Nearby</a>

[Show locations on map](#) [?](#)

**Selected locations**

Targeted (0) [Show locations](#)

# Google Adwords – by Region

Ad groups Settings Ads Keywords Audiences Ad extensions Dimensions

## Campaign settings

General

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

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

Networks

Networks [?](#) **Search** [Edit](#)

Desktops and laptops, mobile devices, and tablets

Devices [?](#) **All** [Edit](#)

Locations

Locations [?](#)

Targeted locations	Reach <a href="#">?</a>	<a href="#">Remove all</a>
<a href="#">Oregon, United States - state</a>	4,640,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
<a href="#">Washington, United States - state</a>	11,500,000	<a href="#">Remove</a>   <a href="#">Nearby</a>
<a href="#">Vancouver, British Columbia, Canada - city</a>	2,810,000	<a href="#">Remove</a>   <a href="#">Nearby</a>

[Advanced search](#)

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

[Save](#) [Cancel](#)

# Twitter: Promoted Tweets

**Tweets**

1 new Tweet

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

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

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

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

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

# Localizing Promoted Tweets

The screenshot shows the Twitter Ads targeting interface. At the top, there is a navigation bar with 'Ads', 'Home', and 'Analytics' on the left, and 'Need help?', 'Account and billing', and a user profile icon on the right. Below the navigation bar, a welcome message reads 'Welcome to Twitter Advertising, Watermelon Web Mktg'. The main content area is titled '1 Tell us who you'd like to target'. It features a section for choosing the location of the audience, with a search box containing 'Orlando'. Below the search box, a dropdown menu shows 'Metro area' and 'Orlando-Daytona Beach-Melbourne FL, US'. To the right of the location selection, the audience size is displayed as '< 1.0K' and 'AUDIENCE SIZE'. Below this, the targeting criteria are listed as 'TARGETING USERS - like your followers AND in 1 location'. There is also a section for adding @usernames to target people similar to followers, with a search box and an 'Import multiple @usernames' button. A 'More targeting options' link is also present. At the bottom of the targeting section, there is a 'Save and continue' button. Below the targeting section, there are four numbered steps: '2 What do you want to promote?', '3 How much do you want to spend?', and '4 How do you want to pay?'.

Twitter Ads Home Analytics Need help? Account and billing

Welcome to Twitter Advertising, Watermelon Web Mktg

1 Tell us who you'd like to target

Choose the location of your audience. ?

Orlando

Target users located in...

Metro area Orlando-Daytona Beach-Melbourne FL, US

< 1.0K  
AUDIENCE SIZE ?

TARGETING USERS  
- like your followers  
AND in 1 location

Add @usernames to target people similar to followers of those users. ?

Search for @usernames or Import multiple @usernames

► More targeting options

Save and continue

2 What do you want to promote?

3 How much do you want to spend?

4 How do you want to pay?

# Localized LinkedIn Ads

---

**General** [On](#) [Turn Off](#)

Name: OS 2013 [Edit](#)

Language: English

Media Type: Basic

Rotate Ad Variations: [Rotate Variations Evenly](#) [Edit](#)

Collect Leads: [Yes](#) [Edit](#) [Learn More](#)

**Target Audience** 3,238,817 LinkedIn Members [Change](#)

Industry: Professional Training & Coaching  
Human Resources  
Management Consulting  
Education Management  
Government Administration  
Political Organization  
Nonprofit Organization Management  
Higher Education  
Research

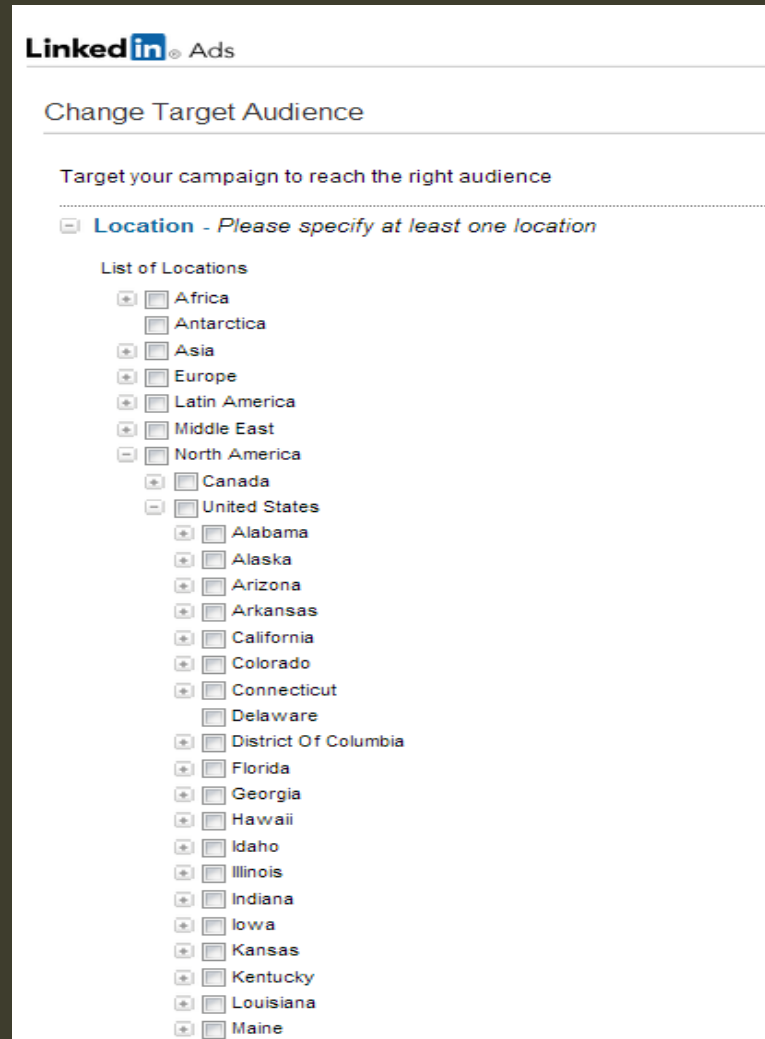
Age: 25-34  
35-54  
55+

**Geography:** Vancouver, Canada Area  
British Columbia, Canada  
United States



# Localizing LinkedIn Ads

- Country
- State
- City/Metropolitan Area
- Limited to 10 options



The screenshot shows the LinkedIn Ads interface for 'Change Target Audience'. It includes a header with the LinkedIn logo and 'Ads', a sub-header 'Change Target Audience', and a prompt to 'Target your campaign to reach the right audience'. A section titled 'Location - Please specify at least one location' contains a 'List of Locations' with expandable categories: Africa, Asia, Europe, Latin America, Middle East, and North America. The North America category is expanded to show a list of US states and the District of Columbia, each with a checkbox and a plus sign for further expansion.

LinkedIn Ads

Change Target Audience

Target your campaign to reach the right audience

Location - Please specify at least one location

List of Locations

- Africa
- Antarctica
- Asia
- Europe
- Latin America
- Middle East
- North America
  - Canada
  - United States
    - Alabama
    - Alaska
    - Arizona
    - Arkansas
    - California
    - Colorado
    - Connecticut
    - Delaware
    - District Of Columbia
    - Florida
    - Georgia
    - Hawaii
    - Idaho
    - Illinois
    - Indiana
    - Iowa
    - Kansas
    - Kentucky
    - Louisiana
    - Maine

# Why Mobile Matters

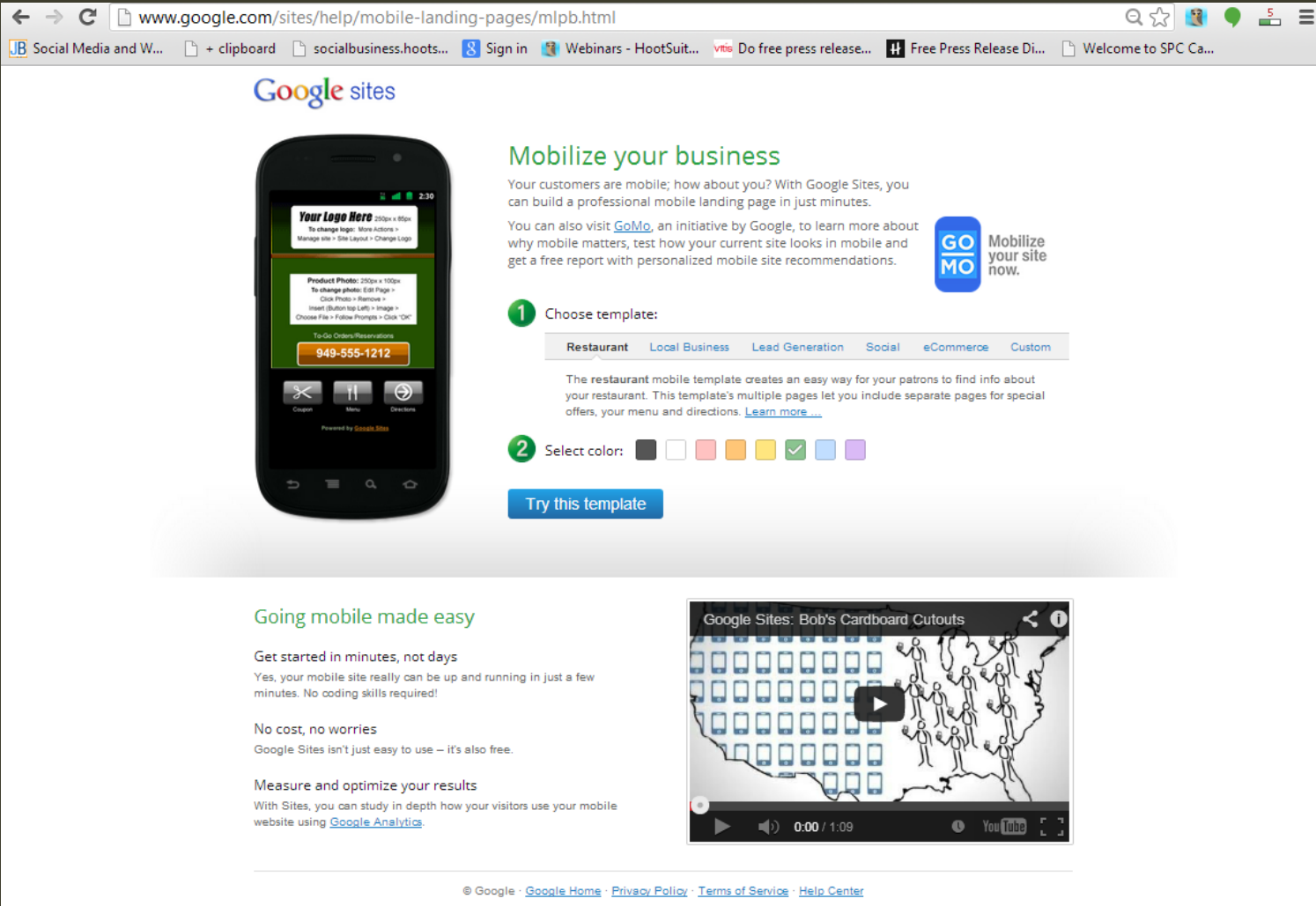
- ◎ Smartphone and tablet penetration are increasing rapidly
- ◎ Shoppers are comparing prices online
- ◎ Mobile searchers are often opportunists, looking for convenience
- ◎ May need to build a quick & easy mobile-based site

# Local Mobile Sites

- Having a mobile site puts clients higher in search rankings exactly when people are looking for them
- Many inexpensive ways to get mobile, e.g.
  - GoMo – Google Mobile Sites; free but limited templates; no need to use Google regular sites
  - GoMobi – Easy to use, offered by many hosting companies; from \$3 per month

# GoMo: Google Mobile Sites


## google.com/sites/help/mobile-landing-pages/mlpb.html



www.google.com/sites/help/mobile-landing-pages/mlpb.html

Social Media and W... + clipboard socialbusiness.hoots... Sign in Webinars - HootSuit... Do free press release... Free Press Release Di... Welcome to SPC Ca...


### Google sites



#### Mobilize your business

Your customers are mobile; how about you? With Google Sites, you can build a professional mobile landing page in just minutes.

You can also visit [GoMo](#), an initiative by Google, to learn more about why mobile matters, test how your current site looks in mobile and get a free report with personalized mobile site recommendations.



- 1 Choose template:
  - Restaurant
  - Local Business
  - Lead Generation
  - Social
  - eCommerce
  - Custom

The restaurant mobile template creates an easy way for your patrons to find info about your restaurant. This template's multiple pages let you include separate pages for special offers, your menu and directions. [Learn more...](#)
- 2 Select color: ■ ■ ■ ■ ■ ■ ■ ■

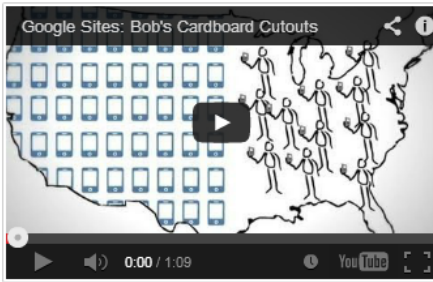
[Try this template](#)

#### Going mobile made easy

Get started in minutes, not days  
Yes, your mobile site really can be up and running in just a few minutes. No coding skills required!

No cost, no worries  
Google Sites isn't just easy to use – it's also free.

Measure and optimize your results  
With Sites, you can study in depth how your visitors use your mobile website using [Google Analytics](#).



© Google · [Google Home](#) · [Privacy Policy](#) · [Terms of Service](#) · [Help Center](#)

# GoMobi

## gomobi.info

gomobi.info

JB Social Media and W... + clipboard socialbusiness.hoots... Sign in Webinars - HootSuit... vms Do free press release... Free Press Release Di... Welcome to SPC Ca...

goMobi™  
a dotMobi product

Home Take a tour Become a reseller Get goMobi Support Blog

Every feature needed for mobile web

Take a tour

Watch our video

We make the perfect mobile website possible. You take the credit.

goMobi blog - goMobi Spotlight, Man's Best Friend!

goMobi is trusted by hundreds of resellers in over 25 territories around the world

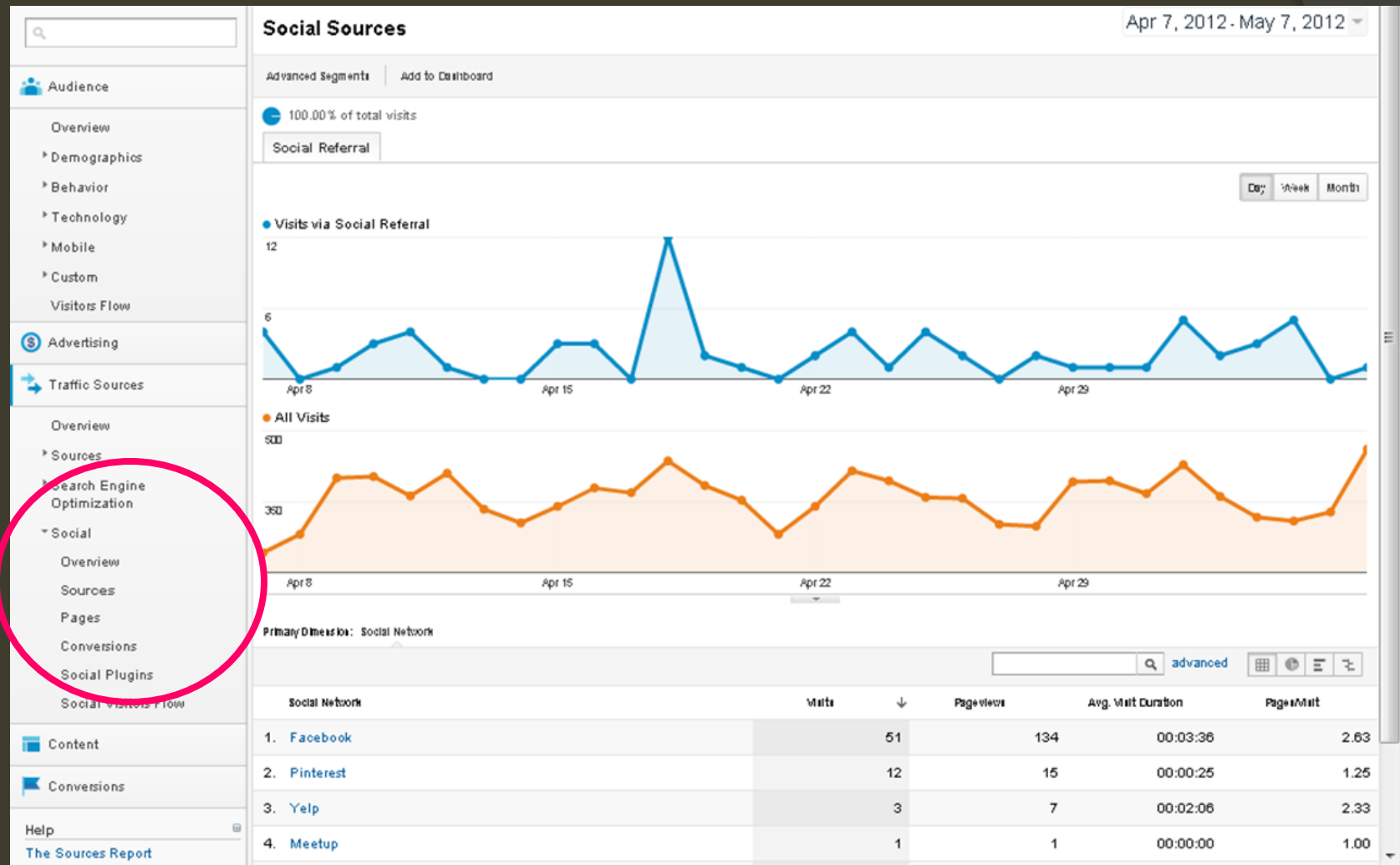
Become a reseller

# How to Assess Success

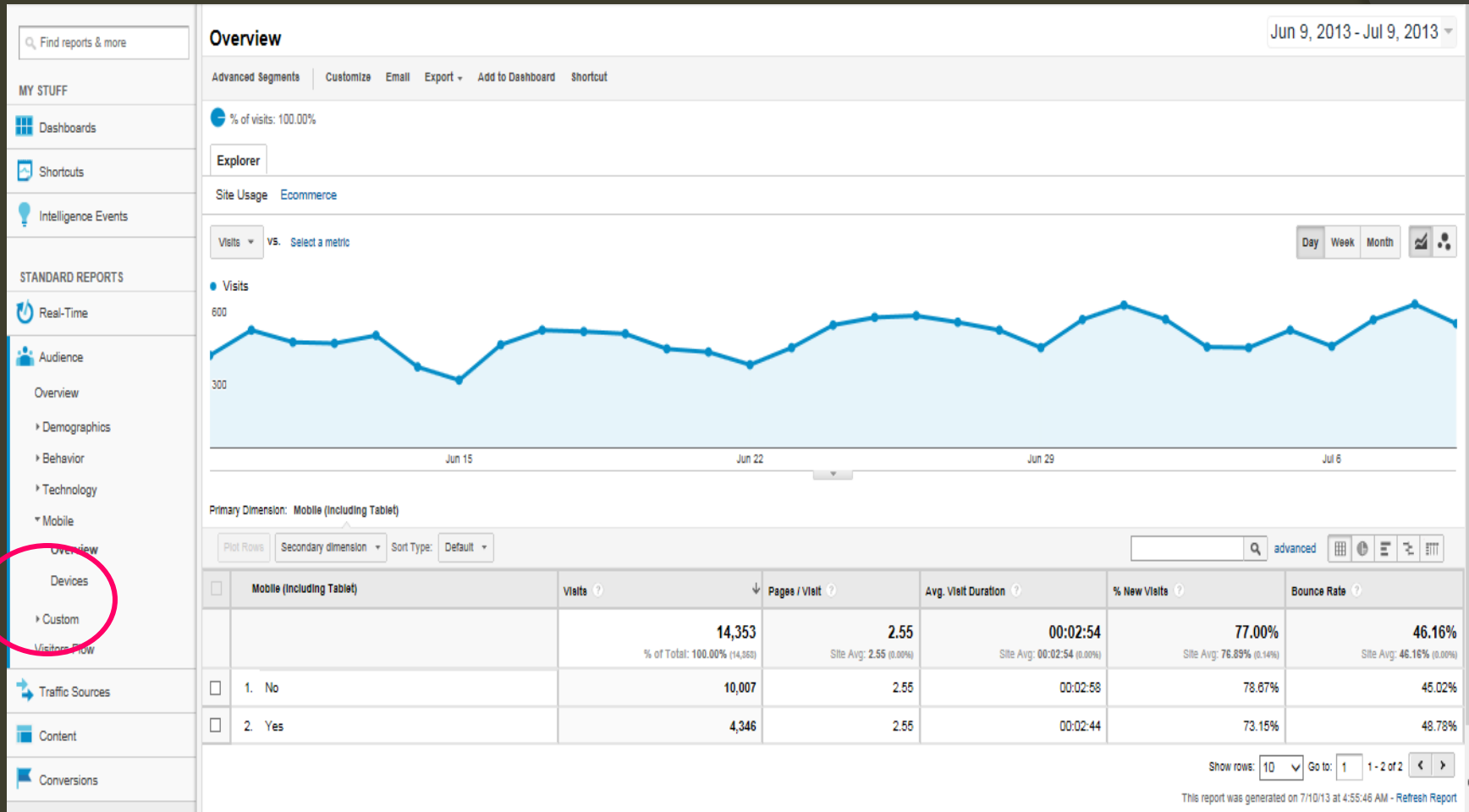
- ① Setting up Google Analytics to include local and social media
- ① Assessing mobile analytics



# Social Analytics

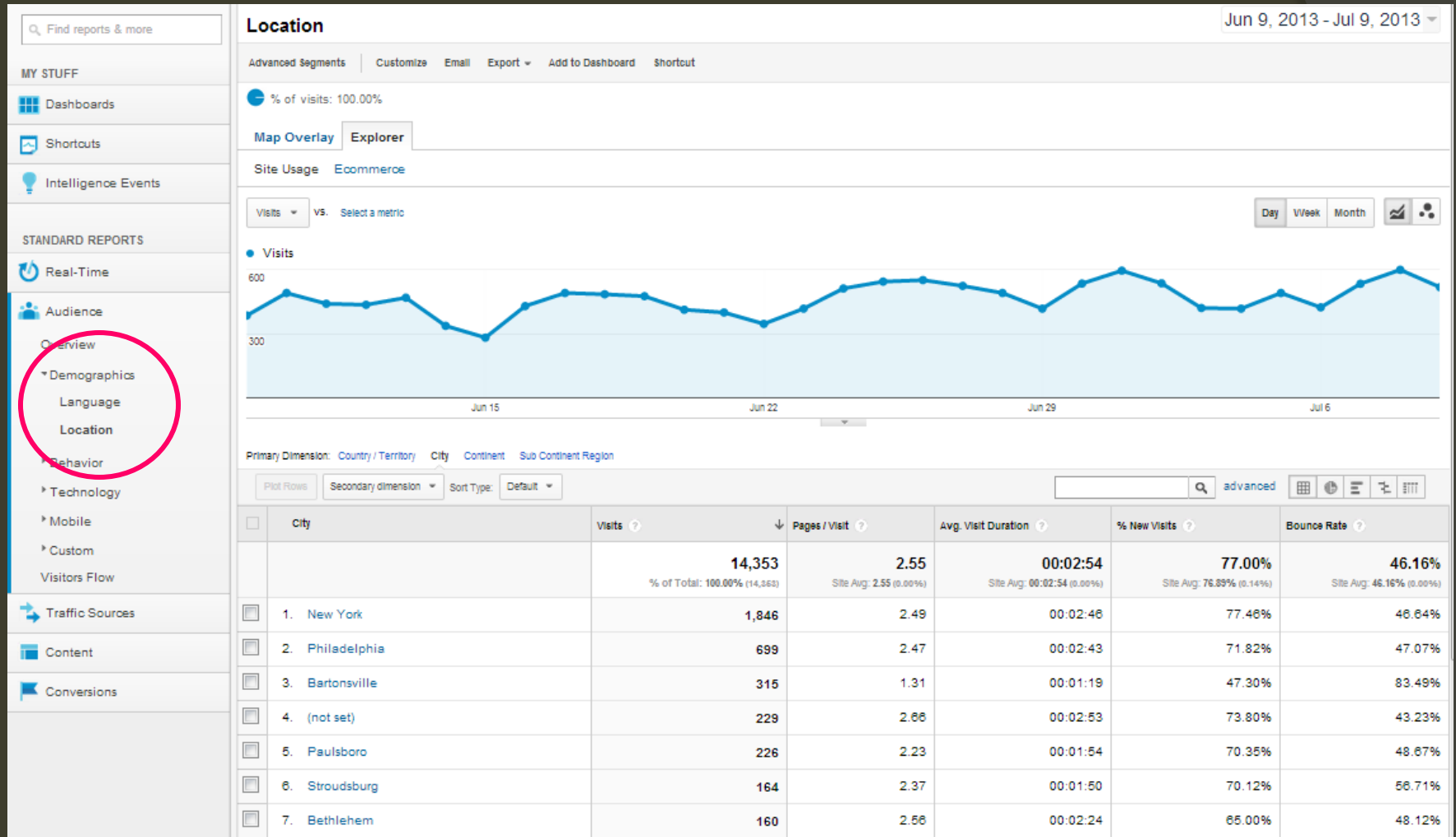


# Mobile Analytics

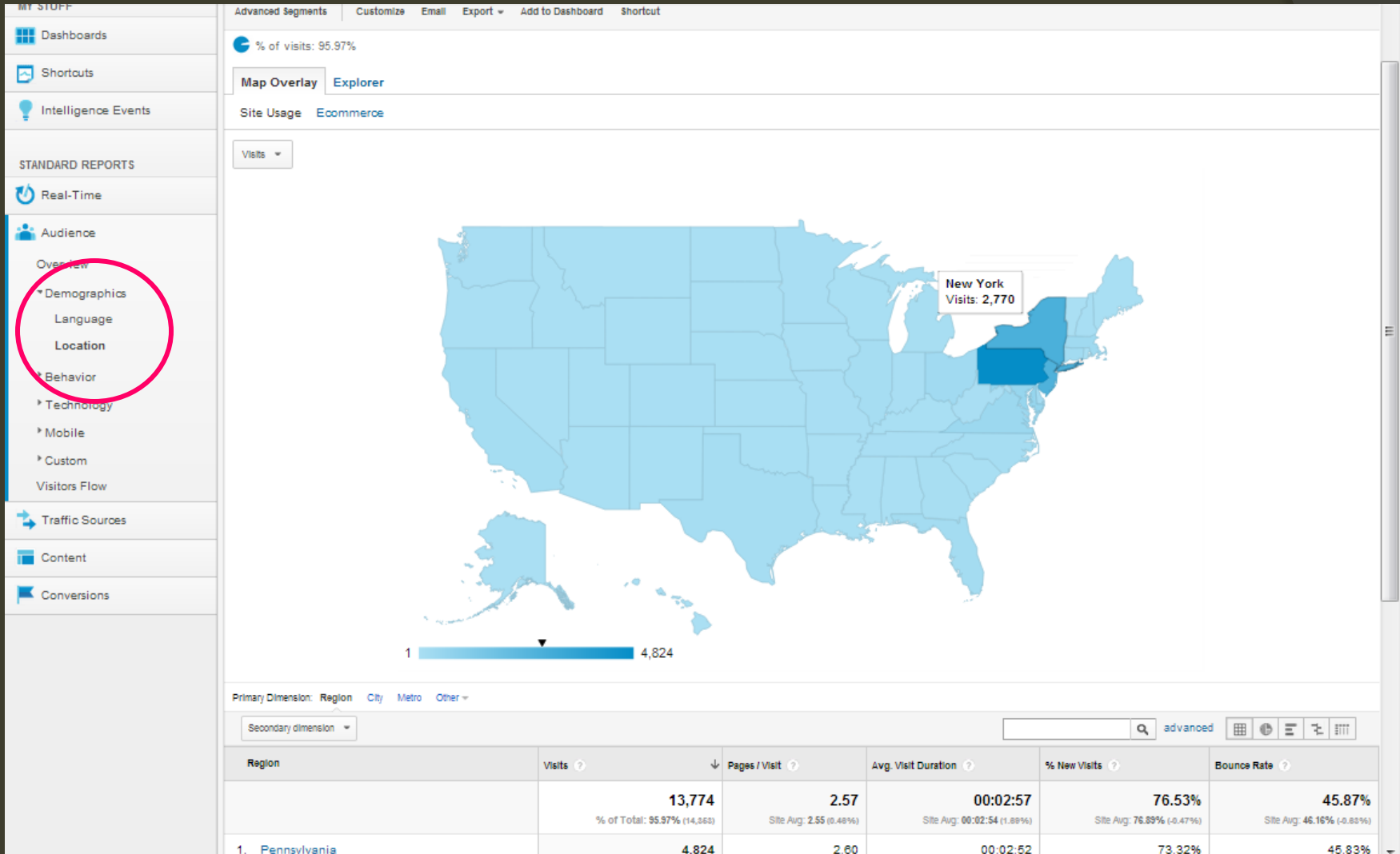




# Local Analytics



# Local Analytics





# Resources

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(505) 344-4230

[watermelonweb.com/marketingresources.htm](http://watermelonweb.com/marketingresources.htm)