

Local Search Ranking Factors

Benu Aggarwal

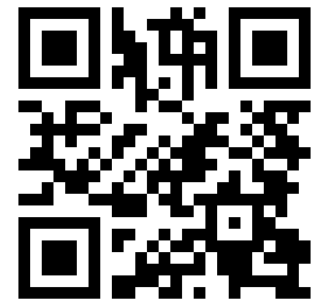
benu@milestoneinternet.com

www.milestoneinternet.com

blog.milestoneinternet.com

<http://twitter.com/milestonemktg>

<http://www.facebook.com/Milestoneinc>



<http://goo.gl/UYr4p>

Agenda

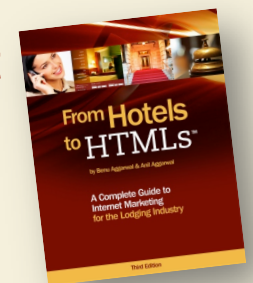
1. About Milestone
2. Factors Impacting Local Search
3. On-Page Optimization
4. Rich Snippet
5. Map Search
6. Mobile Search
7. Image Search
8. Off Page Factors
9. Google Places and Hyperlocal
10. Reviews
11. Final Takeaways



Milestone at a Glance

1

Mission	Driving Reservations for the Lodging Industry on the Internet
Founded	1998
Location	HQ - Santa Clara, CA (Silicon Valley) Sales Offices – US, Mexico, India
People	100 Employees
Products	Website Design, SEO, PPC, Social Media Optimization, Social Media Monitoring Tools, <i>Hotels to HTMLs</i> – A complete guide to internet marketing for the lodging industry
Customers	900+ Customers



Factors Impacting Local Search Today

2



Saturation all the buckets

2

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

- [Books](#)
- [Finance](#)
- [Translate](#)
- [Scholar](#)
- [Blogs](#)
- [Realtime](#)
- [YouTube](#)
- [Calendar](#)
- [Photos](#)
- [Documents](#)
- [Reader](#)
- [Sites](#)
- [Groups](#)
- [even more »](#)



[Advertising Programs](#) [Business Solutions](#) [About Google](#)

On-Page Optimization

The screenshot shows a webpage with several key elements annotated for optimization:

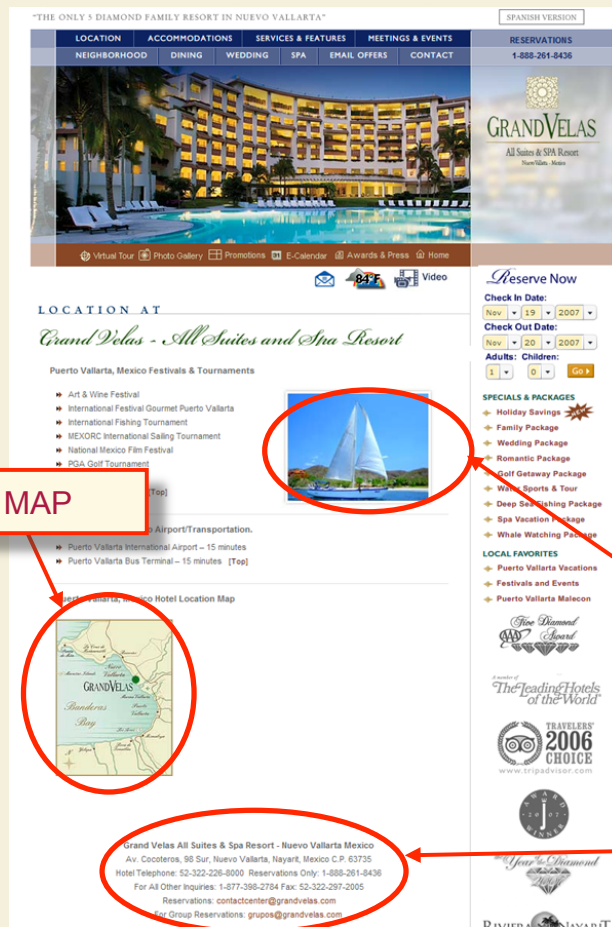
- H1 Tag:** A red arrow points to the heading "Orlando, Florida Things To Do".
- Anchor Menu:** A red arrow points to a green sidebar menu listing various Orlando attractions like SeaWorld Orlando, Universal Orlando Resort, and Walt Disney World.
- H2 Tag:** A red arrow points to the heading "Orlando, Florida Top Family Attractions".
- Alt Tag:** A red arrow points to the "Orlando Sentinel best Bets" logo.
- Image Alt Tag:** A red arrow points to an image of an orca in a pool.

Other visible text on the page includes:

- "Girl Scout 'Thanks-A-Lot' Event"
- "Orlando Family Travel" (multiple instances)
- "follow us online" with social media icons
- "email offers" button
- "Highly Recommended on Real Travel by Real Travelers"
- "Nickelodeon Suites Resort based on 765 reviews"

Website Optimized for Local Search

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Grand Velas All Suites & Spa Resort - Nuevo Vallarta Mexico
Av. Cocoteros, 98 Sur, Nuevo Vallarta, Nayarit, Mexico C.P. 63735
Hotel Telephone: 52-322-226-8000 Reservations Only: 1-888-261-8436
For All Other Inquiries: 1-877-398-2784 Fax: 52-322-297-2005
Reservations: contactcenter@grandvelas.com
For Group Reservations: grupos@grandvelas.com

Location MAP

Display Address in text
Phone numbers

Image names and ALT tags
Should have city-state
keywords

Add physical address text
to bottom of every page. Add hCard
Microformat to enable rich snippet.

Rich Snippet

4

■ What/Why - Rich snippet?

- Rich Snippet is Google's way of indexing most critical and time sensitive information on a website faster.
- User can achieve rich SERPs by providing certain information on the site such as address, phone numbers, reviews, events etc in the rich snippet format .
- Helps user get relevant / realtime information quickly.
- Site is indexed faster by Google.

Address

[Key West Florida Hotel - The Inn at Key West](#) ☆ 🔍
3420 N. Roosevelt Blvd (US 1), Key West, Florida 33040. Reservations: 800-330-5541
Contact: 305-294-5541 Fax: 305-294-7932. Email: info@theinnatkeywest.com ...
[www.theinnatkeywest.com/](#) - Similar

Reviews

[Hyatt Regency, Houston Texas - Review of the Hyatt Regency...](#) ☆
★★★★☆ Review by David Kelly, About.com Guide
Guide Review - Review of Hyatt Regency, Houston, Texas. The Hyatt Regency in Houston Texas a prototypical business hotel (in a good way). ...
[businesstravel.about.com/od/hotels/.../Hotels-Texas-Houston-Hyatt.htm](#) - Cached

Events

About event information

When event information is marked up in the body of a web page, Google can identify it and may make that information available in search results pages. Information such as an event's title, date, and venue can help users decide which pages to click on in search results.

[The Fillmore New York at Irving Plaza Concert Tickets, Schedule ...](#)




Buy The Fillmore New York at Irving Plaza tickets and find concert schedules, venue information, and seating charts for The Fillmore New York at Irving ...

[Led Zeppelin 2](#) Sat, Jan 23

[Cheap Trick with Jason Falkner ...](#) Mon, Jan 25


[Hip Hop Karaoke Championship](#) Fri, Jan 29


[www.livenation.com/.../the-fillmore-new-york-at-irving-plaza-new-york-ny-tickets](#) -


[Cached](#) - [Similar](#) -   

Google Recipes using rich snippet data

4

 Shopping

 Recipes

 More

Ingredients

	Yes	No
avocado	<input type="checkbox"/>	<input type="checkbox"/>
zucchini	<input type="checkbox"/>	<input type="checkbox"/>
cayenne pepper	<input type="checkbox"/>	<input type="checkbox"/>
canola oil	<input type="checkbox"/>	<input type="checkbox"/>
chili powder	<input type="checkbox"/>	<input type="checkbox"/>
paprika	<input type="checkbox"/>	<input type="checkbox"/>
sour cream	<input type="checkbox"/>	<input type="checkbox"/>
oregano	<input type="checkbox"/>	<input type="checkbox"/>

Any cook time

[Less than 15 min](#)

[Less than 30 min](#)


[Less than 60 min](#)


Any calories


[Less than 100 cal](#)


[Less than 300 cal](#)


[Less than 500 cal](#)


★★★★☆ 626 reviews - 1 hr 15 mins
Break out your soup pot and fix up a batch of this delicious, spicy **vegetarian** chili today! It's ready in no time, and packed with vegetables, ...
[allrecipes.com/recipe/the-best-vegetarian-chili-in-the-world/](#) - [Cached](#)

[Homemade Black Bean Veggie Burgers](#) ☆ 🔍

★★★★☆ 1188 reviews - 35 mins
Spiced up with chili sauce, cumin, garlic and chili powder, these quick and easy black bean burgers will make you forget all about frozen, packaged veggie ...
[allrecipes.com/recipe/homemade-black-bean-veggie-burgers/](#) - [Cached](#)

[Vegetarian Gravy](#) ☆ 🔍

★★★★☆ 158 reviews - 30 mins
Cornstarch or flour can be used to thicken this **vegan** sauce, which incorporates onion, garlic, sage, soy sauce, and nutritional yeast.
[allrecipes.com/recipe/vegetarian-gravy/](#) - [Cached](#)

[Insanely Easy Vegetarian Chili](#) ☆ 🔍

★★★★☆ 261 reviews - 55 mins
This **recipe** is a great alternative to traditional chili. It combines onions, carrots, celery, red and green bell pepper, mushrooms, tomatoes and corn.
[allrecipes.com/recipe/insanely-easy-vegetarian-chili/](#) - [Cached](#)

[Vegetarian Thanksgiving Recipes](#) ☆ 🔍
 A collection of past favorite **vegetarian** Thanksgiving **recipes** - plenty of

MILESTONE CONFIDENTIAL

Optimizing Map Search with location based data - Customizable and personable

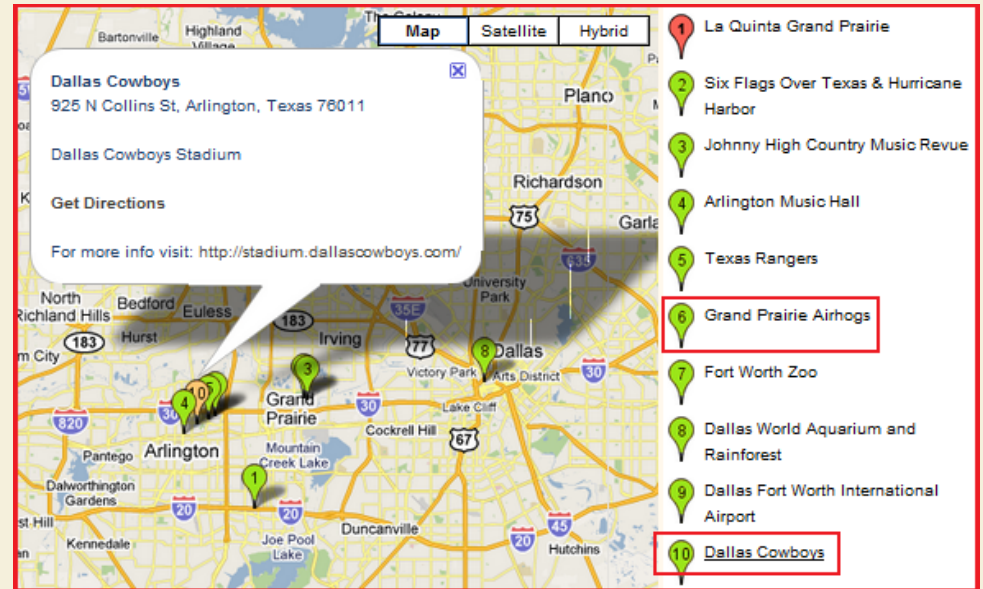
5

What is a Custom Map (E-maps)?

- A dynamic map posted on the website, which contains information about the property and nearby attractions
- The custom map is created on a spreadsheet and shared publicly on Google Doc.

Why should we do Custom Maps?

- Easy to manage local attractions.
- Custom maps are easily crawl able by search engine.
- Add attractions on Google Doc's and it reflects the map real time.
- Places account gets more credibility
- Helps drive more traffic
- Map with attraction gets high visibility in mobile/local search



Maps and Coupons – Customizable and personable

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Results?

- Hotels places listing started to show search queries that custom map is optimized for.
- This means that custom map is driving traffic to listing/site for local attractions.

11574 impressions

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

71 actions

How many times users showed interest in your business listing

- 12 Clicks for more info on Maps
- 0 Clicks for driving directions
- 59 Clicks to your website

Our places listing show for search queries which are local attractions on the E maps.

Top search queries ?

Query	Impressions	
1. cowboys stadium	2384	
2. ripleys grand prarie, tx	2286	
3. cowboy stadium	2000	
4. cowboys	839	
5. la quinta	797	
6. hotels	477	
7. luxury hotels	246	
8. laquinta	181	
9. dallas cowboys stadium	168	
10. extended stay hotels	161	

Mobile Search

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Google Webmaster Provides data coming to the website through Mobile, Image and Video Search. Use the filter to see data coming from any type of search, location.

Search queries

Top queries [Top pages](#)

Filters... Not "hilton"

Queries: not containing

Search:

- Mobile
- All
- Image
- Mobile
- Mobile (smartphone)
- Video
- Web

Mobile (smartphone Image)

- [san francisco hotels](#)
- [hotels in san francisco](#)
- [hotel san francisco](#)
- [hotels san francisco](#)
- [san francisco hotel](#)
- [hotels](#)

Search queries

Top queries [Top pages](#)

Filters... Not "world" Mobile

2/7/11

Queries not containing "world"

75

Query
resort in orlando florida
florida resident discount orlando hotels
hotel quest
floridays resort orlando deals

Reservations
877-987-8378

Orlando, Florida



Discover More

WORLD QUEST ORLANDO RESORT



- Overview
- Services
- Location
- Dining
- Packages
- Photos
- Contact
- Reviews
- Book Now

Overview



WorldQuest Orlando Resort is the perfect all-suite hotel for family vacation to Walt Disney World and Universal Studios.

Google Search Queries - Images

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Image Search Queries

Search queries

Top queries [Top pages](#)

Filters... Not "world" Image

Queries not containing "world" **1,431**

Query
orlando florida
universal studios orlando
tower of terror
orlando_florida
orlando florida hotels
disney orlando
kennedy space center
discovery cove

Google

Everything

Images

Videos

News

Shopping

More

orlando florida hotels

Search

About 3,070,000 results (0.34 seconds)

[Advanced search](#)

Page 4



[orlando-florida-hotel-contact-us-top.jpg](#)
 894 × 378 - Orlando Florida Hotel Reservations - WorldQuest Orlando Resort
[worldquestorlando.com](#)



700	<10	↑ --	-	220	↓
500	↓ -17%	<10	↑ --	-	140

Off Page Factors – Accurate & Consistent Information

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■ IYP' & Local

- YellowPages.com
- SuperPages.com
- MagicYellow.com
- Info USA
- Localeze
- City Search
- Acxicom
- Insider Pages
- ShopCity.Com
- Dexknows.com
- Zidster.com
- Kudzu
- Local.com
- Cityvoter

■ Business Directories / Verticals

- Business.com
- Best of the Web (botw.org)
- Yelp & Trip Advisors
- Reviews sites
- Several other relevant city and state directories



Best Practices – Google Places

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- ✓ **Validate and Enhance Google place listing.** Claim and delete duplicate listings.
- ✓ **Use exact business name as it is on maps & real world.** Do not add additional keywords in the title of the listings.
- ✓ **Proper Use of Categories.** Do not add random categories. See which categories are recognized by google in that location..
- ✓ **Reference Social Media Profiles.** Add as many photos / videos as possible. (Owner/ User created video on You tube)
- ✓ **Fix incorrect marker location.** Add coupons, Google Map and tags
- ✓ **Include keywords and geomodifiers** in “Additional Details”
- ✓ **Multiple businesses are at the same location and getting citation to different URL** - Claim /enhance listing separately for each business. Try to differentiate business by adding suite number or changing location on the map
- ✓ **Accurate Information** about your business on third-party sites
- ✓ **Encourage customers to review** or blog about your business. Google uses reviews and feedback to improve search results

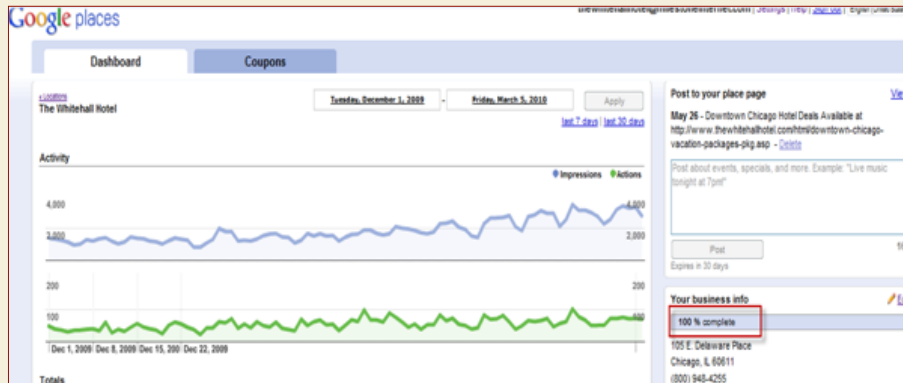
We're on the map



Google maps

Example of 100% Enhancement

9



1. Site URL
2. Categories
3. Hotel Details
4. Site powering reviews
5. Reviews
6. Photos and Video

Nickelodeon Suites Resort
14500 Continental Gateway, Orlando, FL 32821
(407) 387-5437 - (877) 642-5111 - (407) 387-1489 (Fax)
nickhotel.com
★★★★★ 582 reviews
Directions Search nearby Save to... more▼

Categories: Hotels & Motels, Hotels & Motels, Nickelodeon Suites Resort, Nick Hotel in Orlando Florida, Hotels in Orlando Florida, Orlando FL Hotel, Hotel, Hotel, Hotel, Bed & Breakfast

From the owner
Nickelodeon Suites Resort is an exciting Nicked-out family vacation resort hotel in Orlando, Florida, a mile from Walt Disney World theme park, featuring spacious Kids Suites, 2 wild water parks. - From the owner

"Everything was great with this hotel - location, service, amenities, security" - tripadvisor.com ... "We had problems with our room, and management did not respond timely" - tripadvisor.com ... "The food prices were very reasonable, and the buffet had something for everyone" - tripadvisor.com ... "So good deal right??" - tripadvisor.com

Details
Amenities: 24-Hour Front Desk, ATM/Cash Machine on site, Airconditioning, Babysitting/Child Services, Bar, ...
Hotel By Room Details: Adjoining Rooms, Cradles / Cribs Available, High Speed Internet Access, Kitchens, ...
Floors: 6
Check In Time: 4:00 pm
Check Out Time: 11:00 am
Neighborhood: Downtown Orlando
Email: contactus@nickhotel.com
Prices From: \$133/night
Room: 0
Nickelodeon Hotel Youtube, Nickelodeon Hotel Youtube

Business owner, priceline.com, hotelguide.net, zagat.com, venere.com
[More details >](#)

What people are saying about
rooms "We got a great room, great view, the staff was helpful, etc." - tripadvisor.com
service "Everything was great with this hotel - location, service, amenities, security." - tripadvisor.com
value "The cabanas are a great value and very inviting in the cool weather." - tripadvisor.com
dining "Restaurant in the mall had nice food, basic but good value." - tripadvisor.com
location "The shops are expensive and we didnt use the Nick Live shows or the 4d theatres." - tripadvisor.com

Photos & Videos

Sponsored Links
[Westgate Resorts Orlando](#)
Low Rates for Studios to 4 Bedrooms
Discounts up to 33% Off in Orlando.
www.westgatedestinations.com
[Embassy Suites Hotels®](#)
Spacious Two-Room Suites.
Comp Breakfast. Book Today!
EmbassySuites Hilton.com/Suite
[Orlando Hotel Specials](#)
\$89 Near Disney Plus Free Upgrade!
Book Your Orlando Vacation Today
www.Booking.com
[Universal Orlando Tickets](#)
Enjoy 3 Days at Universal Orlando
For Less Than \$44 per Day! Book Now
UniversalOrlando.com/USelectTickets

Related Maps
[Orlando Hotels near Disney - Downtown City Map](#)
By [Book-Today.Com](#)
Lowest Rates Guaranteed. Book Online or Call for Reservations. Hotel Deals Alphabetized and Shown Together on Map of Orlando FL. Hotel Reviews of Cheap and Luxury Hotels with Star Ratings, Photos, ...
maps.google.com
[VV Hotels](#)
By [UnitesWines](#)
Hotels Selection
maps.google.com
[VV Hotels Selection - intercontinental hotels VI](#)
By [UnitesWines](#)
Mediterranean hotel selection

Hyperlocal – On Mobile/ Social

9

What is Hyperlocal?

- Promoting Businesses in their very own local online community
- Hyperlocal content is typically intended for residents of a particular community: region, city, town, village, or neighborhood

Why Hyperlocal?

- Helps build relevance in organic SERP results and local search results
- Captures considerable long-tail local search traffic
- Connects with residents of a particular area with highly targeted and locally relevant content
- Rewards customer loyalty
- Generates new customers
- Engages users in conversations.



Hyperlocal – On Mobile/ Social

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Which Channels?

- Social Media provides an ideal platform to build a Hyperlocal presence and reward users for connecting /engaging with you



Facebook Places (mobile) 200+ million users



Foursquare 4+ million users



Gowalla 500,000+ users



SCVNGR 500,000+ users

How?

- Create account, claim and verify the hotel location
- Set up special deals to encourage user participation
- Enable guests to check-in on site
- Post a check-in message and monitor user analytics

The Whitehall Hotel
105 E Delaware Place
N Ernst Ct
Chicago, IL 60611
(800) 948-4255

Categories: Hotel
Tags: chicago il boutique hotel, downtown chicago il hotel, chicago il meeting & event room rentals, chicago il hotel with vacation packages

SPECIAL OFFER
Receive either 2 free Full American Breakfasts or A complimentary Room Upgrade to the Mayor!!

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	143	341

MAYOR (LAST 60 DAYS)
Jaynine H. 5 checkins

Results

Facebook Places – Claimed Listing

9

The screenshot shows a Facebook interface with a search bar at the top. The main content area displays a listing for "Worldquest Orlando Resort" in Orlando, FL, which is highlighted in yellow. The listing includes a "Like" button, a "Description" section, and an "Address" section. Below the address is a map from Bing showing the location on World Center Pkwy near International Dr S. The left sidebar contains navigation options like "Wall", "Info", and "Friend Activity", along with statistics for check-ins and likes.

facebook Search

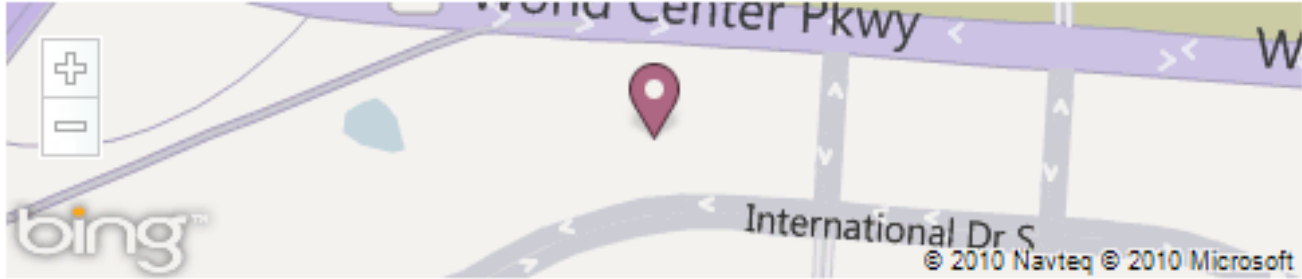
Worldquest Orlando Resort

Local Business · Orlando, FL

Information [See All](#)

Description Created to bring happiness and relaxation to families and travelers to Orlando, Florida, WorldQuest Orlando Resort offers a spectacular resort destination with unsurpassed luxury, hospitality and beauty in the Orlando area.

Address 8849 WorldQuest Blvd, Orlando, FL, 32821 · [Get Directions](#)



bing™ © 2010 Navteq © 2010 Microsoft

Wall

Info

Friend Activity

2 check-ins

2 people like this


[Create a Page](#)

[Report Page](#)

[Share](#)

Four Square – Claimed Listing

9



Peter in Palo Alto, CA | [Apps](#) | [Help](#) | [Settings](#) | [Log Out](#)



[Me](#) | [History](#) | [Badges](#) | [Stats](#) | [Friends](#) |

[Venue Info](#) | [Edit Venue](#) | [Venue Stats](#) | [Manage Specials](#) | [Venue Terms of Use](#)

Hotel Keen

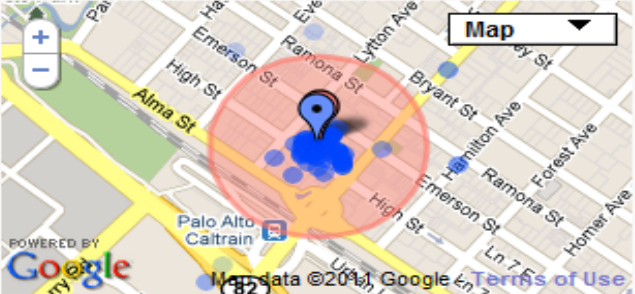
425 High Street
btwn Lytton Ave & University Ave
Palo Alto, CA
(650) 327-2775

[Twitter](#)
www.hotelkeen.com/

Categories: Hotel
Tags: specials [edit](#)

Map




ADD TO MY TO-DO LIST

You're a manager of this venue [Add a special](#)


Hotel Keen is a modern boutique hotel located in the heart of downtown Palo Alto, CA. Our hotel features stylish accommodations, free wifi and breakfast.

YOUR CHECK-INS	TOTAL PEOPLE	TOTAL CHECK-INS
0	60	107

Mayor *Last 60 Days*



Marcus L.
3 checkins
Revoke: [employee](#) | [other reason](#)




Photos
No photos here yet!

Staff

Tips [POPULAR](#) [RECENT](#)

Example: Order the burger and ask for the secret sauce! [\[Add link\]](#) [SHARE](#)



James A.
Recently opened and newly renovated rooms. Rates start at \$125 and you are in

Reviews

10

Encourage users to write reviews about the property.

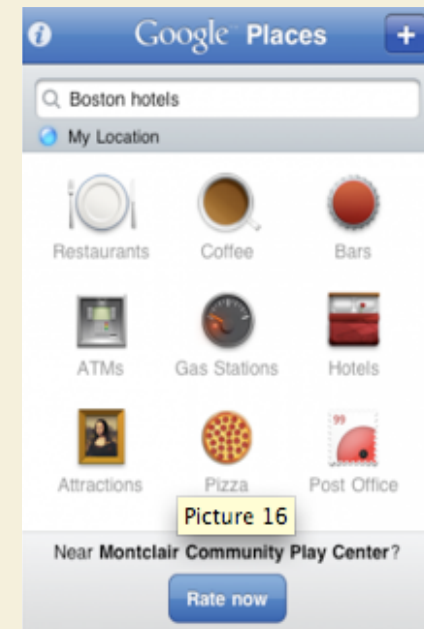
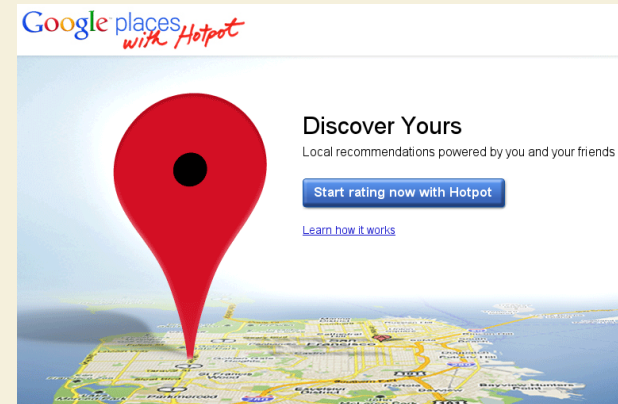
- Google Improves search results by collecting user reviews about the listing which are available on the web.
- Encourage users to write reviews or blog about the business. Connect all the reviews sites, hotpot site from your site
- Leverage your site, google hotpot and reviews site specific to your vertical and gather reviews from users.



Reviews – Problems, Solutions

10




- Fragmentation in Reviews Site – Solved by HotPot
- HotPot has high likely hood to be more successful than Facebook Places, Foursquare and other reviews sites
- Hotpot results are based on yours, your friends reviews and also based on traditional place algorithmic signals i.e. review volume, link authority, sentiment analysis etc.







Google Hotpot Now on Google.com Search

10


1. Hotpot recommendations are now available on your regular search results on Google.com.
2. User needs to have any google account to rate on HotPot.
3. Your search results will be personalized based on your usage history.
4. Google shows explanations on why you/your friend like that place

 [Sheraton Orlando Downtown Hotel](#)   - ★★★★★ 98 reviews - [Place page](#)
[sheraton.com](#) - 400 West Livingston Street, Orlando - (407) 843-6664

 [DoubleTree Hotel at the Entrance to Universal Orlando](#)   - ★★★★★ 524 reviews - [Place page](#)
[www.doubletreeorlando.com](#) - 5780 Major Boulevard, Orlando - (800) 824-8798

 [More results near Orlando, FL »](#) [Rate places to improve your recommendations »](#)


[Nickelodeon Suites Re...](#)



From the owner

Orlando

What do you lo... - [Edit your review](#)

★★★★★ 


Welcome to Google Hotpot


Rate places and add friends to get personalized recommendations whenever you search for places on Google.

Set your public Google Places nickname.

Your ratings of places are **public on the web** with this nickname. [Learn more](#)

Name:





 [Change photo](#)



Example

10

6. Based on My Likes .

I **21st Amendment Brewery Cafe**    563 2nd Street, San Francisco, CA (415) 369-0900
Category: **Restaurants**
★★★★★ [187 reviews](#)
"Came here to watch the Champions League final when I was visiting San ..."
 Recommended because you rated **Toronado** 4 stars.

7. Based on My Friends Likes

G **Farmerbrown Restaurant**    25 Mason Street, San Francisco, CA (415) 409-3276 0.8 mi NE
★★★★★ [312 reviews](#)
"The waitress was either having a bad night or hasn't an overwhelming ..."
 **Cecelia Stewart** rated it 4 stars. "Southern sunday brunches here are awesome! It's all you can eat, and there's a great jazz band. ..." [1 other](#) rated it.

8. Real Time Results

Places for restaurants near Barcelona, Spain

- A** **RESTAURANT BARCELONETA**   [62 reviews](#) - Place page
[www.rte-barceloneta.com](#) - C/ L'ESCAR, 22, Barcelona - 932 212 111
- B** **RESTAURANT CAL PEP**   [74 reviews](#) - Place page
[www.calpep.com](#) - PLAÇA OLLES, 8, Barcelona - 933 107 961
 **Bernardo Hernandez** rated it **best ever**. "it is probably one of the best tapas places in barcelona, go and seat on the ..."
- C** **RESTAURANTE LOS CARACOLLES**   [61 reviews](#) - Place page
[www.loscaracoles.es](#) - C/ D'ESCUDELLERS, 14, Barcelona - 933 023 185
- D** **Casa Calvet**   [27 reviews](#) - Place page
[www.casacalvet.es](#) - C/ Casp, 48, Barcelona - 934 124 012
- E** **Alkimia Restaurant**   [50 reviews](#) - Place page
[www.alkimia.cat](#) - C/ Indústria, 79, Barcelona - 932 076 115
 **Jan Svarovsky** rated it 5 stars. "One of the best restaurants in Barcelona!"
- F** **TAPA TAPA**   [71 reviews](#) - Place page
[www.projectes24.com](#) - PASSEIG GRÀCIA, 44, Barcelona - 934 883 369
- G** **RESTAURANT 7 PORTES**   [73 reviews](#) - Place page

Things to Remember - Conclusion

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- ✓ **Leverage all the factors impacting your local search**
- ✓ **Make sure your site is optimized for local search**
- ✓ **Enhance your Google place account**
- ✓ **Consistent and accurate information on IYPs, Relevant Sites, Directories**
- ✓ **Saturate Local Search Buckets - Map, Images, Video, Mobile, Social and Hyper local Platform**
- ✓ **Watch for Google HotPot and Place account**

Thank You Questions?

Benu Aggarwal

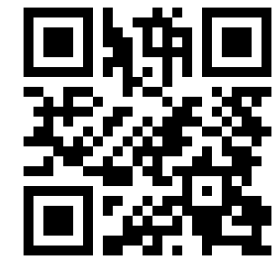
benu@milestoneinternet.com

www.milestoneinternet.com

<http://twitter.com/milestonemktg>

<http://www.facebook.com/Milestoneinc>

<http://blog.milestoneinternet.com>



<http://goo.gl/UYr4p>