

Local + Social

The Future of Promotion

Benu Aggarwal

benu@milestoneinternet.com

www.milestoneinternet.com

<http://blog.milestoneinternet.com>

<http://twitter.com/milestonemktg>

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



<http://bit.ly/nZDp7M>

Agenda

- 1. Your ultimate goal**
- 2. NAP optimization and search funnel - how social and local tie together?**
- 3. Social & local Interaction potential - why, how and who?**
- 4. Integrating local and mobile - connect with local offline customers**
- 5. Which channels and how? - step by step social local marketing plan**
- 6. Leveraging hyperlocal channels to target ultralocal customers**
- 7. Cross channel optimization and integration**
- 8. Social media analytics - tracking returns across all channels**
- 9. Appendix – Local Search**

Milestone at a Glance

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
Customers	1000+ Customers

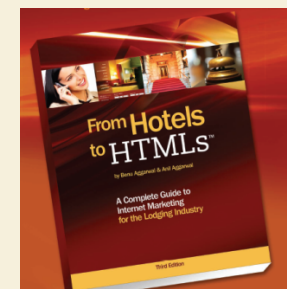
Lodging Industry Educator

- **Hospitality Industry Internet Marketing Educator**

- AHLA Pushing Your Profits Series, CLIA, AAHOA, Best Western, Wyndham, Eye for Travel, HFTP, HITEC, HSMAI, PhocusWright, State Associations, Brand Coops, Regional Meeting, Cornell University, SJSU
- Over 100 Educational Sessions Conducted in 2009 for brands, Management Companies, State Associations, College Universities

- **“From Hotels to HTMLs”**

- Hotel Internet Marketing Handbook for GMs and Managers
- Best Western International, Wyndham (Wingate Inn) franchisees. Used as a text book in San Francisco State University
- 3rd Edition Launched in Mar 2010 jointly with AHLA Education Institute

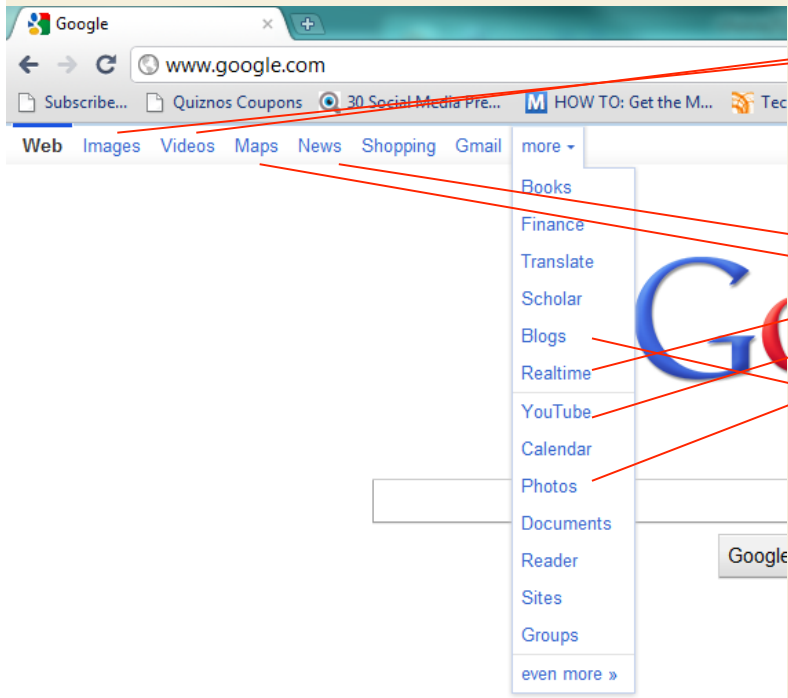


1

Your Ultimate Goal

1

Saturating all search engine buckets ideal scenario for any platform



Experience West

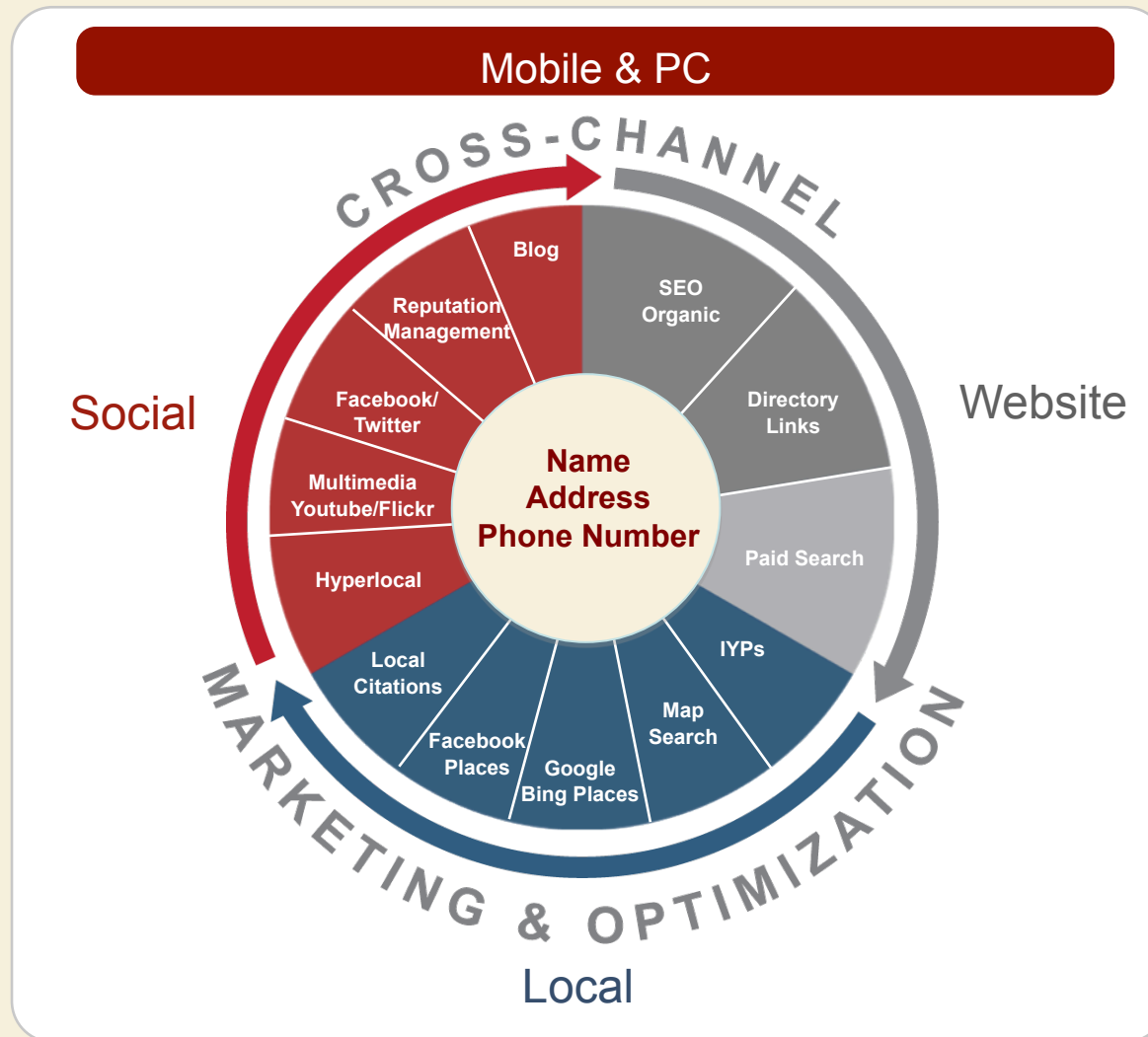
A screenshot of the Experience West website. The top navigation bar includes 'Search', 'States', 'Cities', 'Hotels', 'Save', 'Fun', 'Win', and 'Email Offers'. There are also icons for 'Videos', 'Photos', and 'Newsletter'. The main content area features a search filter section with dropdowns for 'Select State/Province', 'Select City', and 'Select Hotel', along with fields for 'Arrival Date', 'Nights', 'Adults', 'Children', and 'Select Rate Program'. A 'BOOK NOW' button is present. Below the search filters is a large banner image with the text 'Visting CA, NV, AZ?'. The page is divided into several sections: 'Win, save, and have fun!' with a 'Select a City' dropdown and 'GO' button; 'Maps' with a map of California; 'Win & Save' with a dollar sign icon and text about saving 20% at Denny's; 'Local Talks' with a speech bubble icon and text about fun things to do; 'Our States' with a sub-section for 'California, Nevada, Arizona' and 'Restaurant Discounts in Orange, California'; 'California', 'Nevada', and 'Arizona' sections with lists of cities; 'Winner of the Month' featuring Catherine Bouto; and 'Share Your Experiences' with options to write a review, ask a question, write a travel article, or create a trip. A 'Featured Hotel' section at the bottom right lists the Comfort Inn Monterey Peninsula Airport.

2

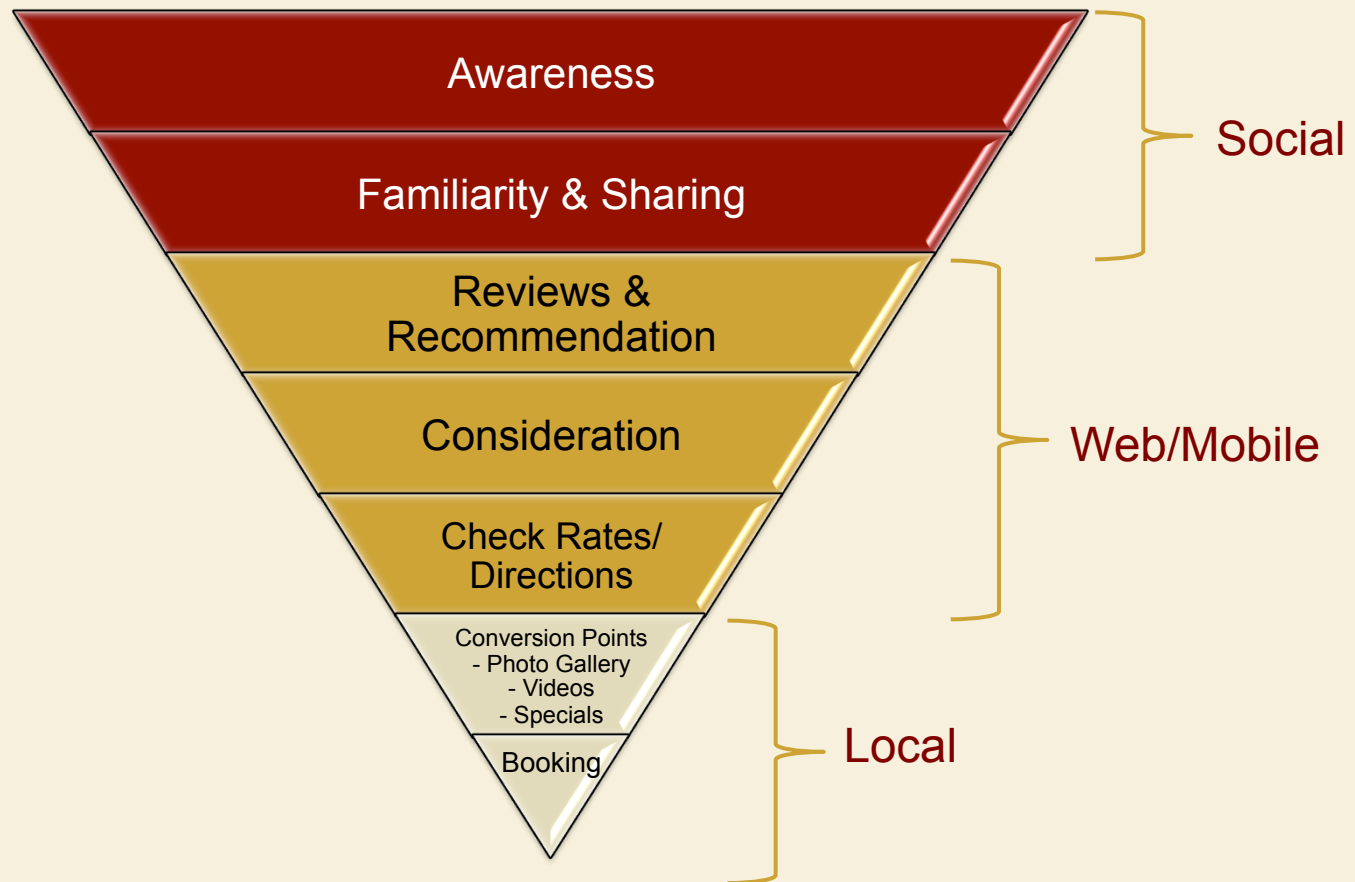
NAP Optimization and Search Funnel – How Social and Local Tie Together?

2.1

Consistent NAP and Message Across All Channels



Milestone Marketing Funnel



Social Interactions – Why it might not work?



3

Social & Local Interaction Potential – Why, How, and Who?

3.1

Social & Local Interaction Potential – Why, Who and How

1. Why Connect?
2. Who to Connect With?
3. How to Connect?
4. Find out what are your target audience taking about, which channels they are socializing on.
5. Create well define plan

The screenshot shows the Facebook page for Six Flags Fiesta Texas. The page header includes the Facebook logo, a search bar, and the page name 'Six Flags Fiesta Texas' with a 'Like' button. Below the header is a cover photo of a water slide. The left sidebar contains a navigation menu with options: Wall, Info, Friend Activity, Photos, Events, Discussions, and Video. The 'About' section is partially visible, showing a welcome message. The main content area displays the 'Wall' with a dropdown menu set to 'Most Recent'. The first post is from Ozkar Mendex Lzno, asking about a season pass. The second post is from Jessica Marie Hodges, asking about a PDF version of the park map. The third post is also from Jessica Marie Hodges, asking about a VIP upgrade. The fourth post is from Jessica Marie Hodges, mentioning a comment. The fifth post is from Monica Abarca, with the text 'i love six flags'. A red box highlights the '73,875 people like this' metric in the bottom left corner of the page.

Why Connect?

- Search queries for events/attractions are much higher than for your business (hotel)
- Talking about these events/attractions connects you with users searching for them

Keyword	Global Monthly Searches
san antonio river walk	201,000
san antonio hotels river walk	49,500
henry b gonzalez convention center	3,600
gonzalez convention center	4,400
henry b gonzalez convention center hotels	320
six flags tx	165,000
six flags fiesta	40,500
six flags fiesta texas hotels	390
sea world san antonio	165,000
sea world san antonio hotels	9,900
alamodome	22,200
alamodome hotels	880

3.3

Who to Connect With?

- Major attractions are active in social channels. These attractions/businesses are **driving 80% of the traffic in the area.**

Attraction	Facebook	Twitter	YouTube
San Antonio CVB	40 fans	7,531 followers	50 videos, 175k views
Six Flags Fiesta	73k fans	25k followers	74 videos, 600k views
Sea World San Antonio	27k fans	4k followers	127 videos, 1.1M views
San Antonio Medical Center	600 fans	300 followers	
Lackland Air Force Base (AFB)	2500 fans	300 followers	
San Antonio River Walk	1000 fans	450 followers	2 videos, 150 views
San Antonio Airport	900 fans, 34k check-ins	800 followers	
AlamoDome	2000 fans	200 followers	
Schlitterbahn Water Park	10k fans	1700 followers	15 videos, 136k views
Gruene Hall	112k fans	3,600 followers	

How – What are people talking on the twitter?

- Connect with San Antonio visitors – turn them into evangelists
- Respond to direct questions about great places to stay before your competition does
- Connect with organizations that give awards and recognition



TexRiverWalk S.Antonio River Walk

Q&A: Cheaper to do **Sea World** package or **hotel** & tickets seperatly? <http://dlvr.it/SMmpT>

20 May



BoydChoir Boyd Choir

After a long day of fun at Schlitterbahn we are safely at our **hotel** in **San Antonio**. Tomorrow is **Sea World!**

20 May



sanantonioppl sanantonioppl

Where is a great place **to stay in San Antonio?**

<http://www.sanantonioppl.com/?p=9096>

16 hours ago



SAReadersChoice SA Readers' Choice

What is the best hotel restaurant in San Antonio? Retweet and tell us! Citrus at Hotel Valencia won the gold in 2010!

19 May

How - Facebook Networking

Put your messages on other Facebook pages to increase your reach



The image shows a screenshot of a Facebook profile for "Larry The Cable Guy", categorized as a "Musician/Band". The profile picture shows a man in a plaid shirt and a cap sitting on a motorcycle with a dog. The cover photo is a collage of several photos. The "Wall" section shows a post from "Go West Choice Hotels" about a performance at Pechanga Resort & Casino. A red arrow points from the "486,533 people like this" text in the left sidebar to the "486,533" number.

Larry The Cable Guy
Musician/Band

Wall Larry The Cable Guy · Most Recent ▾

Share: Post Photo Link Video

Write something...

Go West Choice Hotels
Larry The Cable Guy will be at Pechanga Resort & Casino this Saturday night (3/26) for two shows. Don't miss your opportunity to see one of the hottest comedians around. Take a relaxing weekend trip and stay at [Quality Inn Wine Country Temecula!](#)

Larry the Cable Guy
www.pechanga.com
Pechanga Resort & Casino - Entertainment - Larry the Cable Guy

2 minutes ago · View Post

486,533
people like this

people like this

chocolate desserts
www.youtube.com

3.6

How - Twitter Networking

- **Connect with other users via @mentions and keyword targeting.**

 **@sfocp**
Crowne Plaza SFO

San Francisco's Green Festival will feature 300 green businesses, hands-on workshops, and children activities.
<http://bit.ly/bnsNnK>

8 Apr via HootSuite ☆ Favorite ↶ Reply 🗑 Delete

Retweeted by **greennii**

 **@HOTEL1000**
HOTEL1000

Celebrate cultural diversity at the Asian-Pacific Islander Celebration at the **@SeattleCenter** 5/1.
<http://bit.ly/hyYapm>

29 Apr via HootSuite ☆ Favorite ↶ Reply 🗑 Delete

Retweeted by **seattlecenter**

 About @greennii

2,765 Tweets	6,320 Following	5,789 Followers	231 Listed
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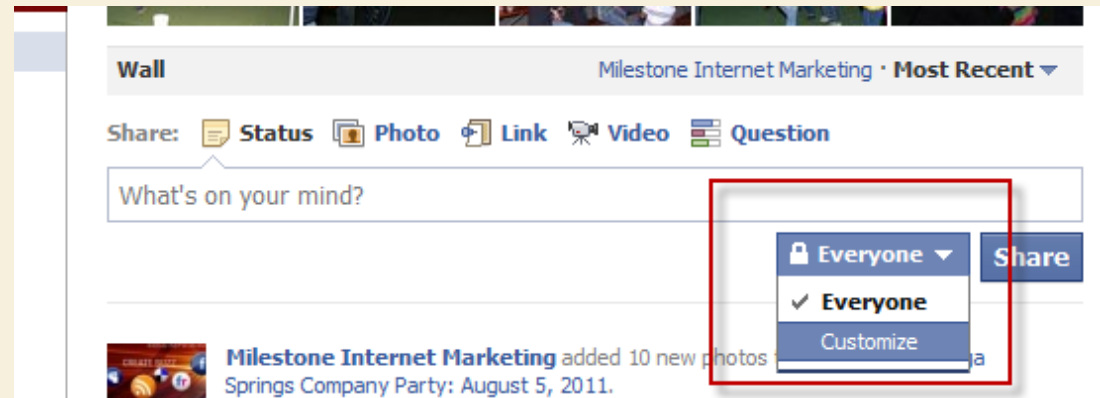
 About @seattlecenter

1,010 Tweets	1,459 Following	1,520 Followers	117 Listed
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3.7

How - Hyperlocal Targeting on Facebook

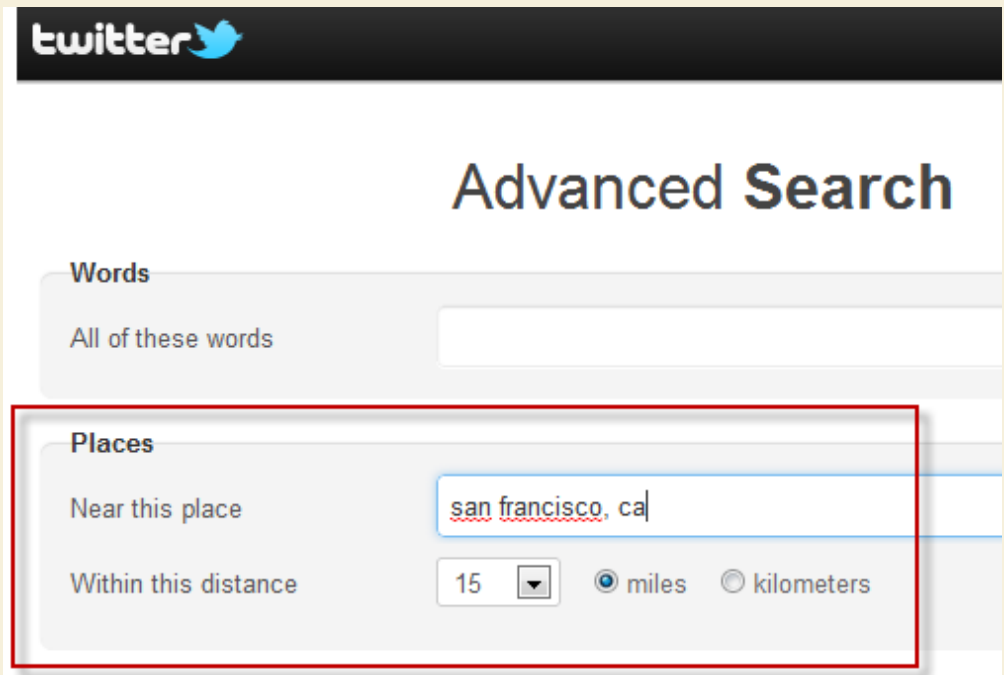
- Avoid overloading your fans' newsfeeds by only sending them targeted relevant information.
- Segment your posts by:
 - Country
 - State
 - City
 - Language



3.8

How - Explore Local Trends on Twitter

- Search.twitter.com is an extremely useful tool
- Don't wait for users to come to you
- Explore discussions that are happening in your target markets
- Insert yourself into those existing conversations in a productive manner – add to the discussion, don't just sell
- Raise awareness of your brand in regions that are difficult to reach with other forms of marketing
- Create content (blog posts) around trending topics and relate them to your business



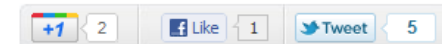
The screenshot shows the Twitter Advanced Search interface. The 'Places' section is highlighted with a red box. It includes a search bar for 'Near this place' with the text 'san francisco, ca' entered. Below it, there is a 'Within this distance' section with a dropdown menu set to '15', and radio buttons for 'miles' (selected) and 'kilometers'.

Magical Marketing Spells from Harry Potter



As fans of all ages say goodbye to Harry Potter in the last film, and the movie franchise calls it a wrap, fans are eager to have a little more fun from their much beloved book series. In that lies an opportunity for creative hoteliers and marketing professionals to reach out to the fans of Harry Potter. [more...](#)

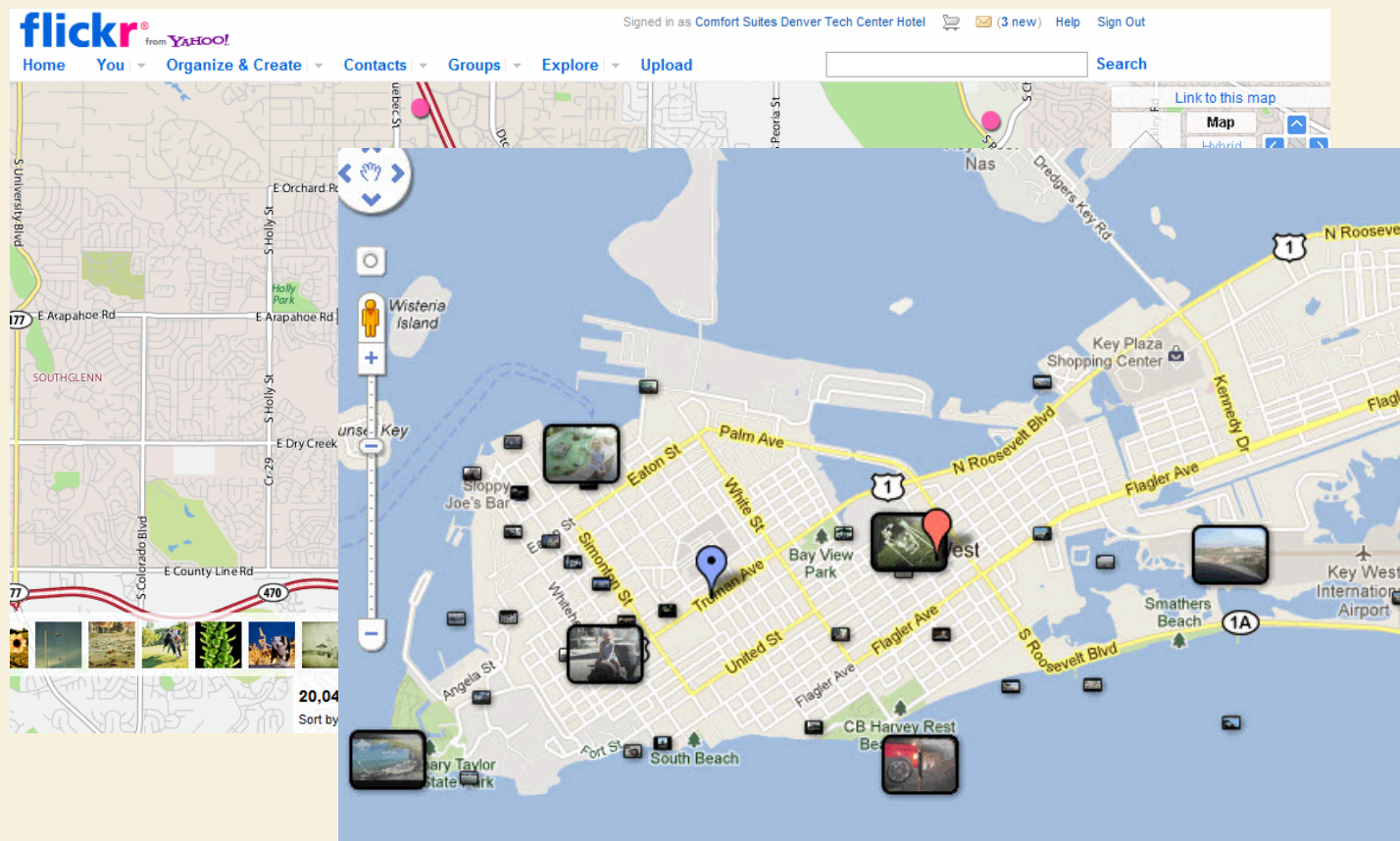
About 3 hours ago by [Katie Flanagan](#) No Comments



3.9

Geo-tagging Images and Videos

Geo-tagging images and Video helps in connecting with local customers.



4

Integrating Local and Mobile – Connect with Local Offline Customers

4.1

Integration of Local & Mobile

Using QR codes to convert local users to mobile users



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.



5

Which Channels and How? Step-by-step Social Local Marketing Plan

5.1

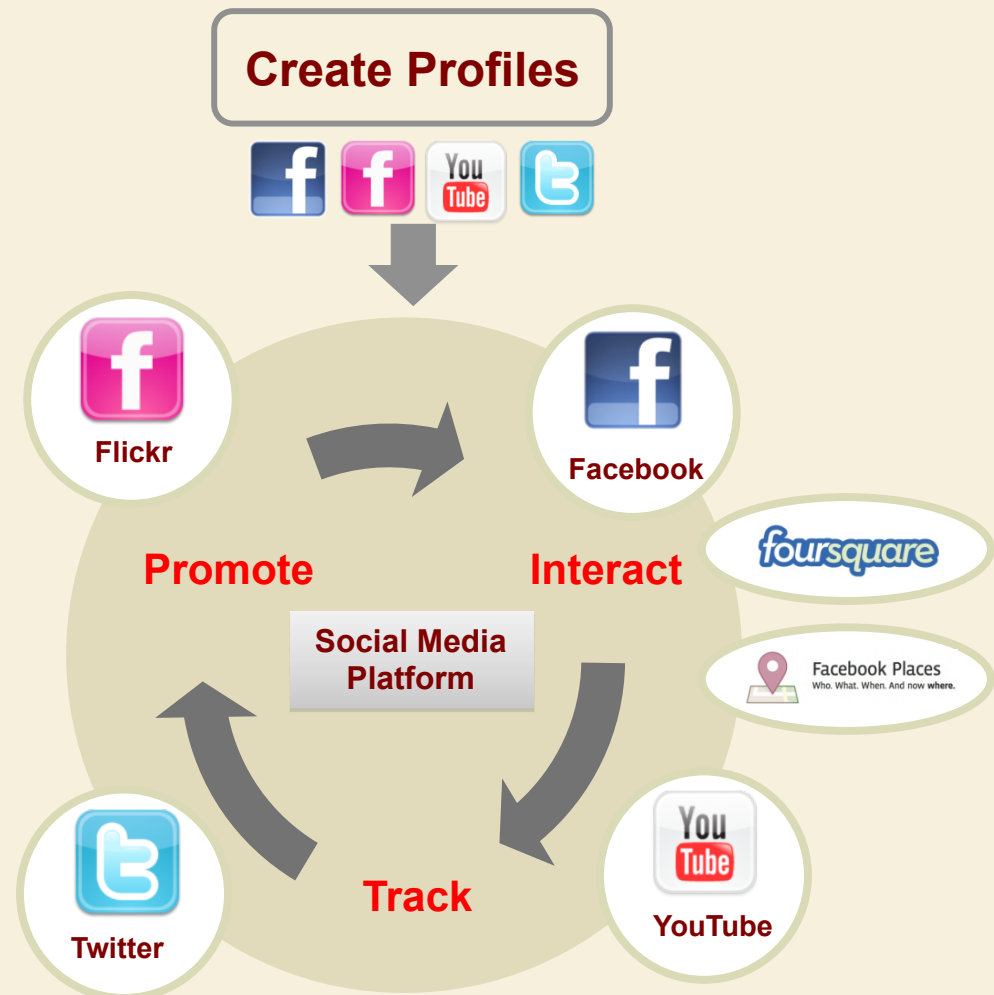
Promotion Overview

Overall Strategy

1. Improve SERP domination
2. Create brand awareness
3. Provide direct interaction opportunities
4. Drive traffic and bookings

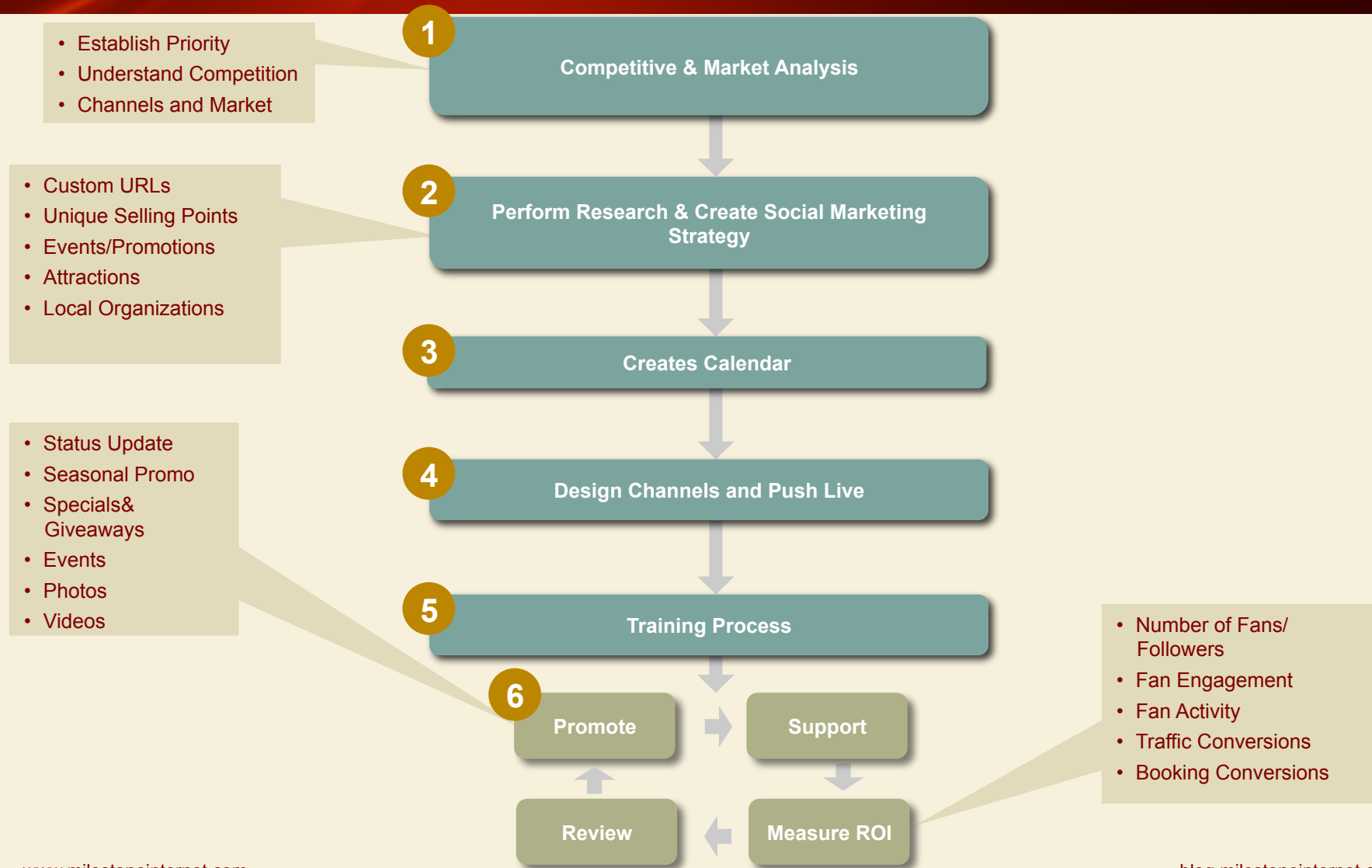
Specific Actions

1. Create calendar to socialize
2. Stay engaged and active
3. Network with influential users to increase reach of client messaging



5.2

Your Social Media Process – Planned Strategy



5.3

Content Calendar – Tool help in managing social interaction

- Research the local area and find out hot topics on social media
- Develop Content Calendar around events and things to do in local market
- Goal – have handy list of things to socialize about and social profiles remain active

The screenshot displays the GRANTI Chateau Bourbon interface. The main navigation bar includes tabs for Summary, Interactions, My Calendar (active), Broadcast, Idea Factory, Tracking, and News. The My Calendar section features an 'ADD EVENT' button and a 'Date Range' dropdown set to '30 days'. Below this is a table of events:

Date	Event	Venue	Category	Source	Status
▼ May					
05/07/2011	an Evening with Picasso Treat yourself to an evening in Picasso's world. T ...more	Los Angeles Theate...	Family and Kids	M	—
05/07/2011	Los Angeles Comedy Shorts Film Festival The L.A. Comedy Shorts Film Festival, currently th ...more	Blues Alley	Family and Kids	M	—
05/11/2011	4th North American Offshore Wind Development and Financ... Infocasts highly acclaimed North American Offshore ...more	The Almas Temple C...	Conferences	M	—
05/14/2011	NKOTBSB - 2011 Summer Tour NKOTB (New Kids on the Block) and BSB (Backstreet ...more	Verizon Center, Wa...	Hotel Specific	M	—
05/19/2011	31st Annual Washington Folk Festival	Glen Echo Park, Gl...	Concerts and Music	M	—

The right sidebar, titled 'Events of Interest', includes a search bar and a list of events:

- 5/14 BIO International...
- 5/14 NKOTBSB - 2011 Su...
- 5/15 TheParkUnplugged
- 5/17 The AP Tour Black...
- 5/19 Charlie Sheen Liv...

6

Leveraging Hyperlocal Channels to Target Ultralocal Customers

Hyperlocal

What is Geolocal / Hyperlocal Channels?

- Helps in verifying accurate and consistent location information for any business
- Promoting Businesses in their very own local online community

Why?

- 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



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



Yelp 50+ millions 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

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 check-ins

Results

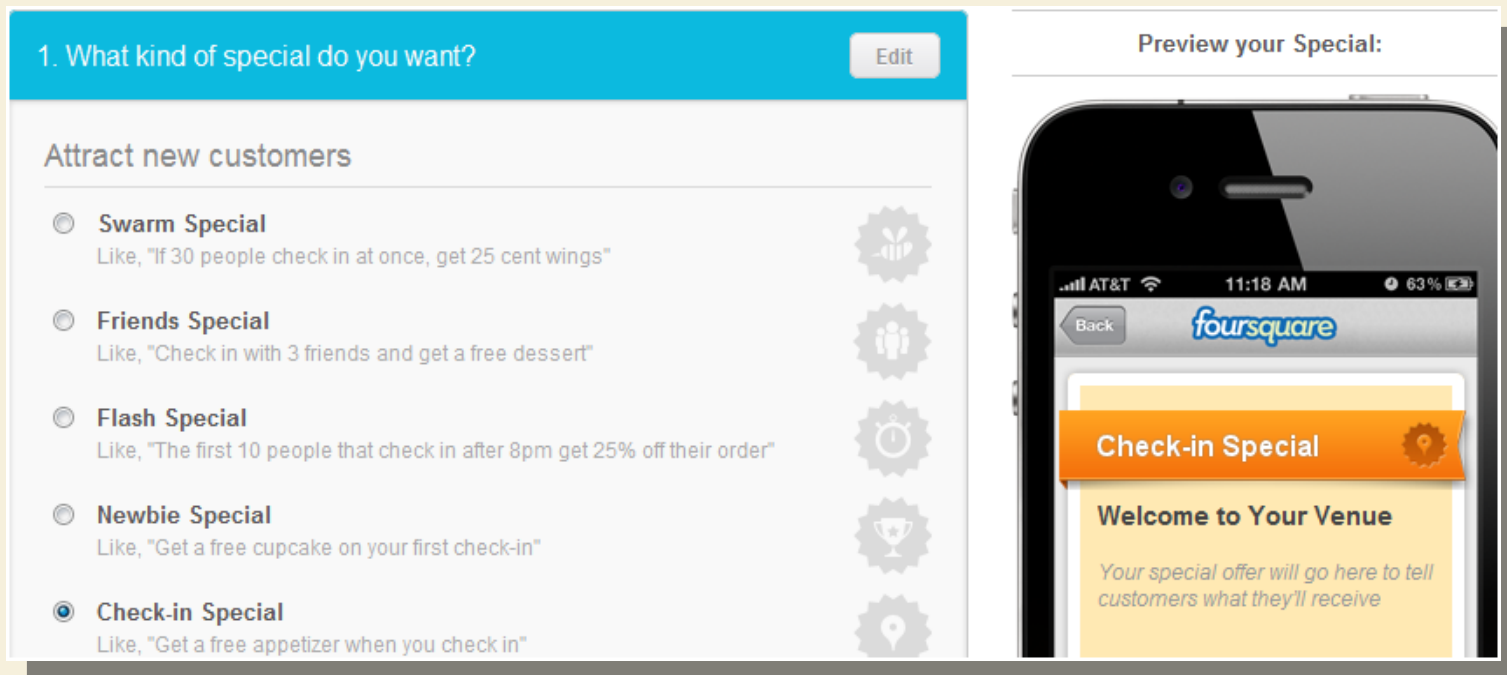
Hyperlocal FlowChart



Four Square - Listings

Create a Special Campaign or Deal:

1. Select the type of special
2. Define when the special should unlock
3. Select an offer



Tailor your campaigns to maximize :

1. Add information about the venue
2. Add tags
3. Add categories

Edit Venue!

Make sure you've read our [style guide](#) and [house rules](#) before saving your changes.

Name:

Address:

Not sure? Check [Google Maps](#).

Cross Street:

Like: "at 5th Ave." or "btwn Essex & Ludlow"

City:

State:

Postal Code:

Country:

Twitter:

Phone:

Website:

Store id:

Categories

+ Hotel primary category ×

+ Hotel Bar **set as primary** ×

Add a category:

Select a Category ▼

ADD CATEGORY

Tags

Use tags to let people know what they can expect here:

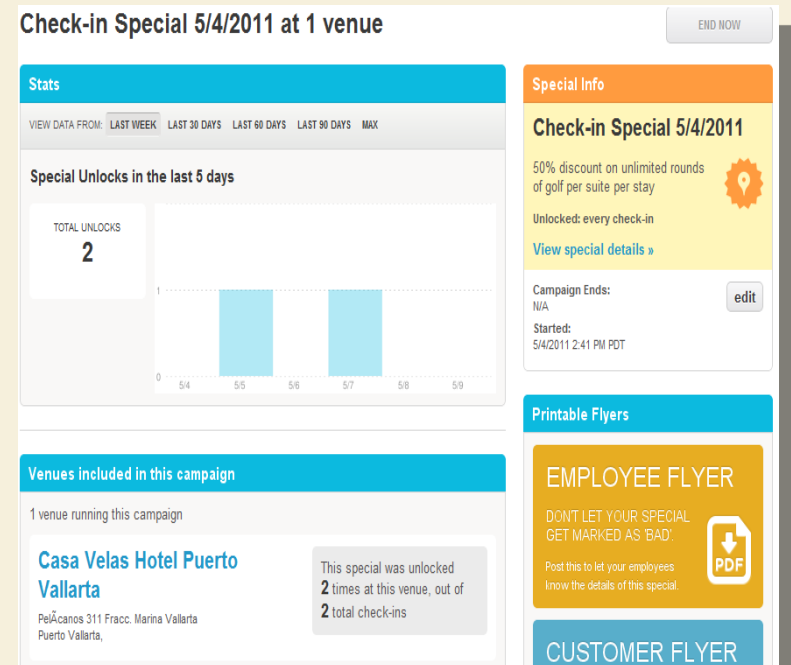
+ hotel ×

Four Square - Listings

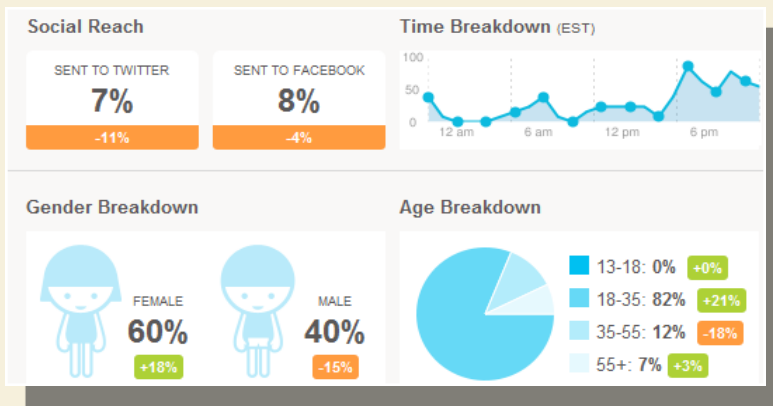
Check Venue Stats



Campaign Stats



Reach, Usage Stats



6.8

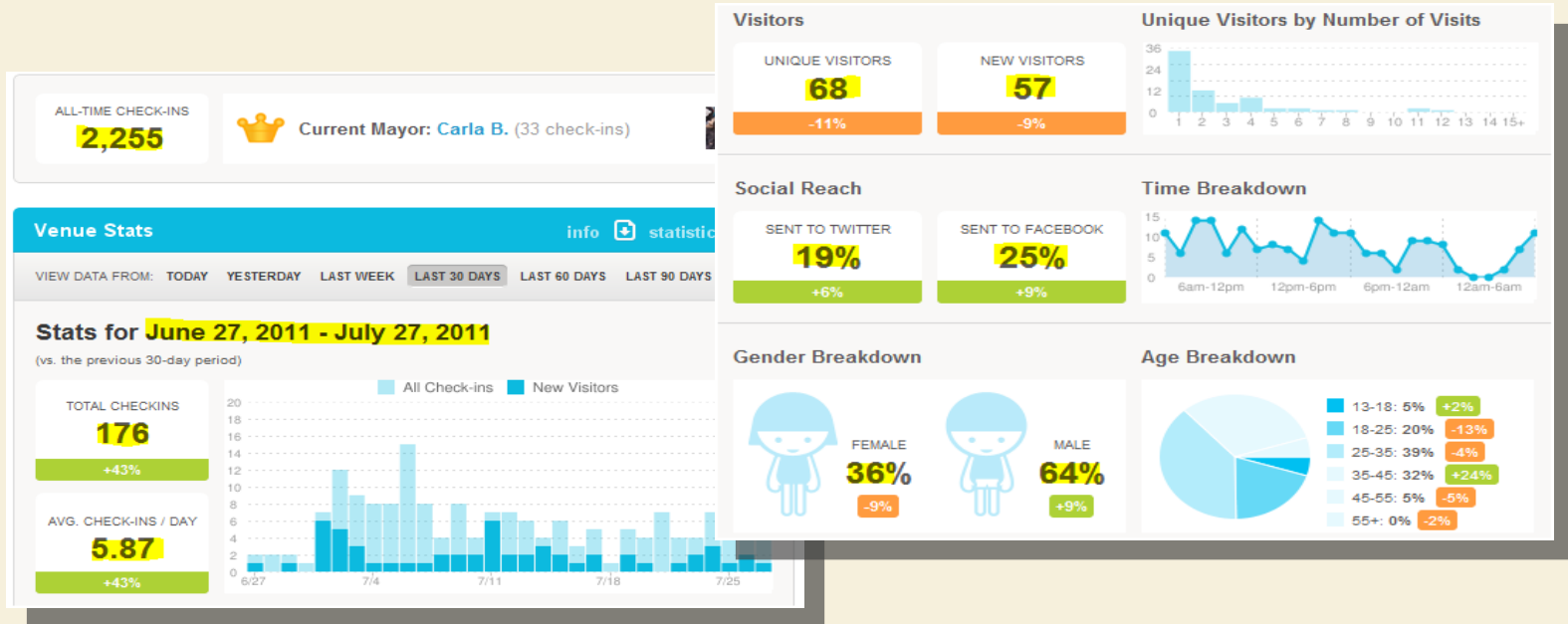
Four Square – Listings & Results

- 6 users check in everyday on an average.
- Missing out on promotion.
- Run active campaigns, offer specials and deals
- Target these opportunities by offering a special promotion.

Business can connect and engage by offering special offer

Active Campaigns

You are not running any campaigns



Become a Local Expert on Foursquare Business Pages

- Claim and optimize your listing so people can find your business
- Create a new Foursquare Business Page
 - Leave tips about local attractions, hot spots, eateries, etc
 - Show your knowledge of the area and share how you add to that in the tips
 - Be visible when Foursquare users Check-In to places around you
 - Build a list of loyal followers interested in your tips

Hawthorn Suites - Oakland/Alameda ADD TO MY TO-DO LIST

1628 Webster St
Alameda, CA 94501

Categories: Hotel
Tags: *untagged* edit

Tips POPULAR RECENT


Example: Order the burger and ask for the secret sauce! SHARE

MS Milestone Internet Marketing ✓
Only a mile from downtown Oakland, but Alameda is an awesome little island to explore - lots of shops, bars and restaurants.

Followers See All

Grid of follower avatars including users like 'Clarion' and others.

Facebook Places – Claimed Listing



- Wall
- Info**
- Deals
- Check Rates
- Photos
- Specials
- Location
- Services
- More ▾

About
 Phone : 877-987-8378 Fax : 407-387-3800 Email : wqreservations@remingtonho..
 .
[More](#)

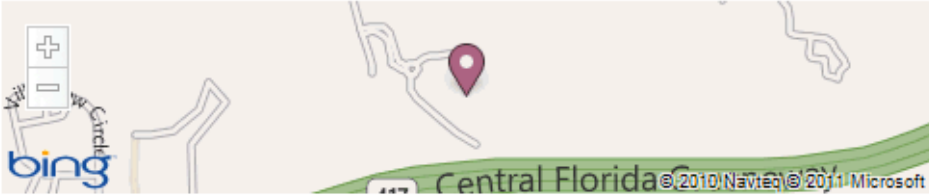
588 check-ins

WorldQuest Orlando Resort

Resort · Orlando, Florida Like

Information

Address 8849 WorldQuest Blvd., Orlando, FL 32821 · [Get Directions](#)
Phone 877-987-8378
Website <http://www.worldquestorlando.com>
http://www.twitter.com/WQ_Orlando




Founded 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.

About Phone : 877-987-8378 Fax : 407-387-3800 Email : wqreservations@remingtonhotels.com <http://bit.ly/I34E32>


Company Overview With its stunning Mediterranean style, tropical landscapes, and warm hospitality, WorldQuest Orlando Resort is a spectacular family vacation destination in Orlando, Florida. Located one mile from Disney World Resort, and minutes from SeaWorld Orlando and Universal Orlando Resort, our wonderful family resort features condominium-style suites with full kitchens, a beautiful outdoor swimming pool with a Tiki bar, hot tub, wireless


Gowalla – Claimed Listing

Gowalla Home Spots Trips Blog Sign In [Join Gowalla](#)


 **Hotel Keen**
San Jose / Modern Hotel

5 People | **6** Check-ins




Palo Alto, CA 94301
USA

Leaderboard in the past 90 days

 **#1 Ryan Bridge** 1 check-in

7

Cross Channel Optimization and Integration

Cross Optimization: Channels and Tools



Tools

SQR reports

Webmaster

Local data

Real Time search

Analytics



7.2

Cross Optimization of Social & Local

Bing Local

Thompson Beverly Hills
 ★★☆☆☆ - 10 user ratings
 9360 Wilshire Blvd, Beverly Hills, CA 90212
 (310) 273-1400 - Website
 Directions - Send to mobile
 Find us on Facebook

bing Business Portal BETA

Organization

1849 Condominium Rentals

Main phone number: 760-934-7525
 Toll-free number:
 Fax number: 760-934-6501
 Business email address: info@1849condos.com
 Website: http://www.1849condos.com/?utm_source=facebook
 Facebook address: http://www.facebook.com/pages/1849-
 Twitter address:

WEBSITE
 Accommodations http://www.1849co
 Location http://www.1849co
 Reservation http://www.1849co
 Services http://www.1849co
 Things To Do http://www.1849co

Google Places

Web Images Videos Maps News Shopping Mail more ▾

Google maps heathman portland

Get Directions My Maps Edit this place - ✓ Owner-verified listing

The Heathman Hotel ☆
 1001 Southwest Broadway at Salmon, Portland, OR 97205

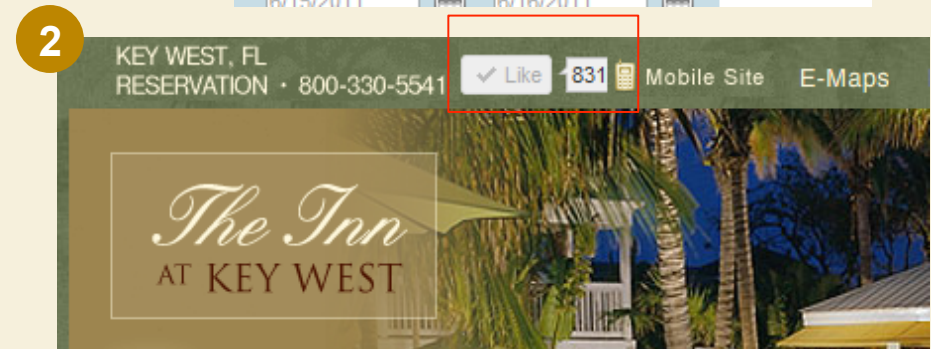
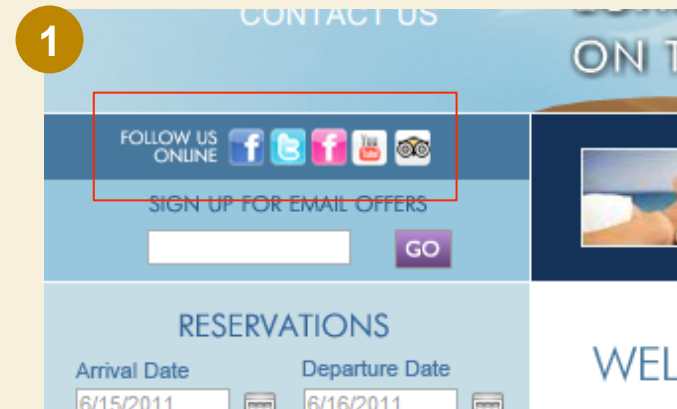
Details

- Accommodations** Heathman Restaurant and Bar, Non-Smoking and Smoking Rooms, Fitness Suite, Business Center, Disabled Accessibility
- Amenities** L'Occitane French Milled Soaps & Amenities, Bathrobe & Slippers, Iron, Hair Dryer,
- Description** This sophisticated boutique hotel offers luxurious accommodations and award-winning service - a refreshing blend of Portland history and modern hospitality.
- Email** info@heathmanhotel.com
- Facebook** Facebook
- Features** Award Winning Library and Art Gallery, Environmental Design Construction, Tempurpedic, European Pillow Top & European Featherbed
- Flickr** Flickr

7.3

Social Integration

- Why Integrate? Facebook and Twitter effect search rankings on Google and Bing.
 1. Linking to all social channels from home page
 2. Facebook Like buttons on key pages (home, package, manager's special) to encourage social sharing
 3. Integration of SEO relevant social sharing buttons on all blog posts



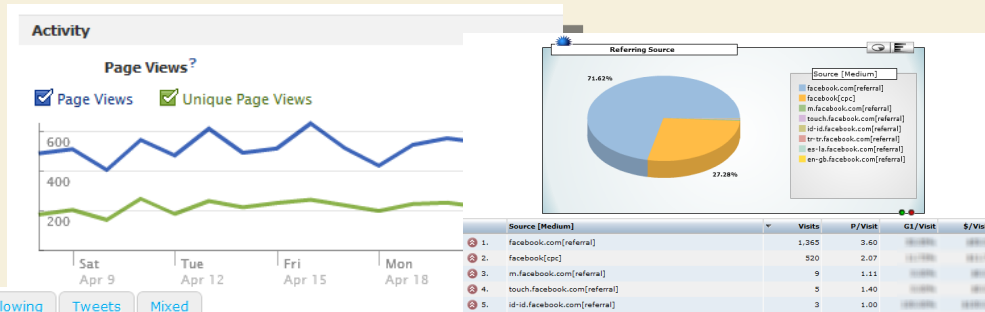
8

Social Media Analytics – Tracking Returns Across All Channels

7.4

Key Performance Indicators for Social Media

1
Channel Views



4
Social Media Referrals

2
Connections



5
Social Media Conversions

3
User Engagement

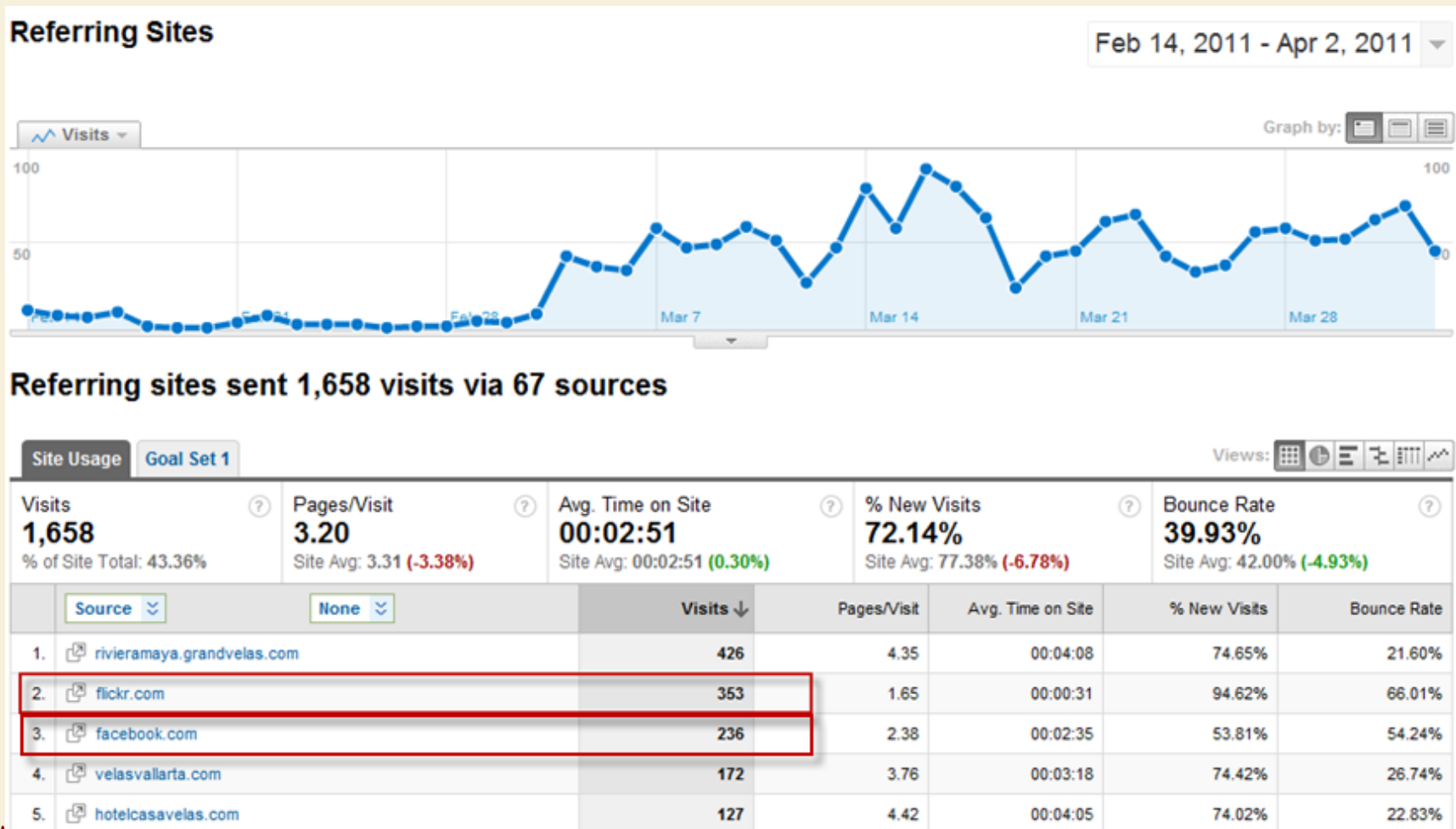
This section contains two screenshots. The top one is a Facebook post from 'WorldQuest Orlando Resort' asking 'What is your favorite snack to pack for a day at the amusement parks?'. It shows 3 likes and 6 comments. The bottom screenshot is a Flickr photostream for 'Comfort Suites Denver Tech Center Hotel's photostream', showing two photos: 'Denver Area Hotel Meeting Facility' and 'Comfort Suites Denver Tech Center CO Hotel Outer View'.

6
Broadcasts to Build Engagement

8.2

Creating Links

- Embed URLs in descriptions to drive traffic to hotel website



Blog – Social Sharing Impact

1. Facebook traffic increased by 13k% over the previous 5 months
2. Facebook is now the #1 source of traffic
3. Google organic traffic increased 87% over the previous 5 months

Source/Medium	Visits	↓
<input type="checkbox"/> 1. facebook.com / referral		
Mar 8, 2011 - Jul 29, 2011	37,146	
Oct 15, 2010 - Mar 7, 2011	266	
% Change	13,864.66%	
<input type="checkbox"/> 2. google / organic		
Mar 8, 2011 - Jul 29, 2011	13,796	
Oct 15, 2010 - Mar 7, 2011	7,384	
% Change	86.84%	

Key Takeaways

- 1. Define your goals, your target audience, know where are they and how you can connect with them**
- 2. Understand social / local search funnel and remember to optimize NAP across all the channels**
- 3. Create well define marketing plan. Integrate all the channels**
- 4. Engage in conversations and leverage social /hyperlocal channels to target ultra local customers**
- 5. Cross channel optimization and integration**
- 6. Always remember to track returns across all channels**



Thank You Questions?

Benu Aggarwal

benu@milestoneinternet.com

www.milestoneinternet.com

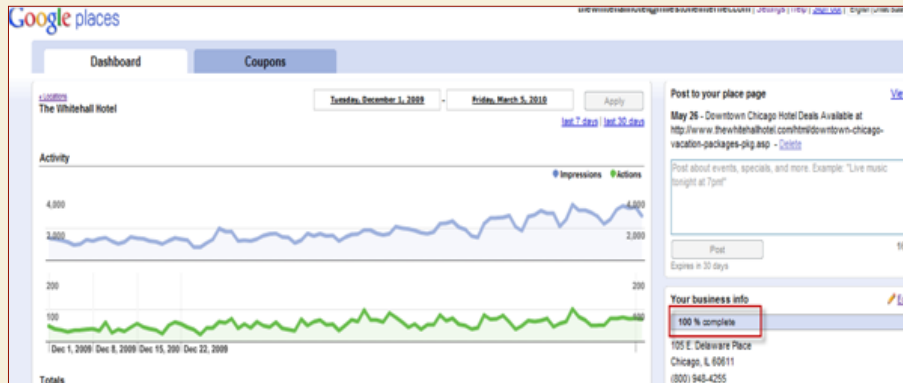
<http://twitter.com/milestonemktg>

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

The slide features a central horizontal band with a dark red background and abstract, glowing orange and yellow light streaks. The word "Appendix" is centered in white text within this band. The top and bottom portions of the slide are a solid, light beige color.

Appendix

Example of 100% Local Enhancement



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 / Crib 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: 6

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

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

WV Hotels

By UnitedWines

Hotels Selection

maps.google.com

WV Hotels Selection - intercontinental hotels VI

By UnitedWines

Maps of hotels selection

Best Practices – Google Places

- ✓ **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.. Use 7 pack help finding in relevant categories.
- ✓ **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

Google Local Optimization

200 characters max, 200 characters left.

Category: *

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: *

Category: *

Category: *

Category: *

200 characters max, 200 characters left.

Category: *

Which categories (up to 5) best describe your business?
Ex: Dentist, Wedding Photographer, Thai Restaurant

Category: *

Category: *

Category: *

Note: You have chosen a custom category

Category: *

Note: You have chosen a custom category

Additional Details

Please enter in any other details you want customers to know about your business, for example:

Parking available : Yes.
Brands carried : Sony, Panasonic and Toshiba.

Things to do in Sacramento:	: *Sacramento State Aquatic Center *	<input type="button" value="x"/>
Sacramento Hotel Accommodations	: All Hawthorn Suites Folsom / Ranch	<input type="button" value="x"/>
Features at Sacramento Hotel	: *Business Center *Meeting Room *	<input type="button" value="x"/>
Meetings Space in Sacramento	: 400-square foot conference room a	<input type="button" value="x"/>
Sacramento Hotel Packages	: ragers Special * Shopping Package	<input type="button" value="x"/>
Top Reasons to Stay With Us	: t Location to downtown Sacramento	<input type="button" value="x"/>
Friend Us on Facebook	: ww.facebook.com/Hawthorn_Suites	<input type="button" value="x"/>
Follow Us on Twitter	: www.twitter.com/HawthornSuites	<input type="button" value="x"/>

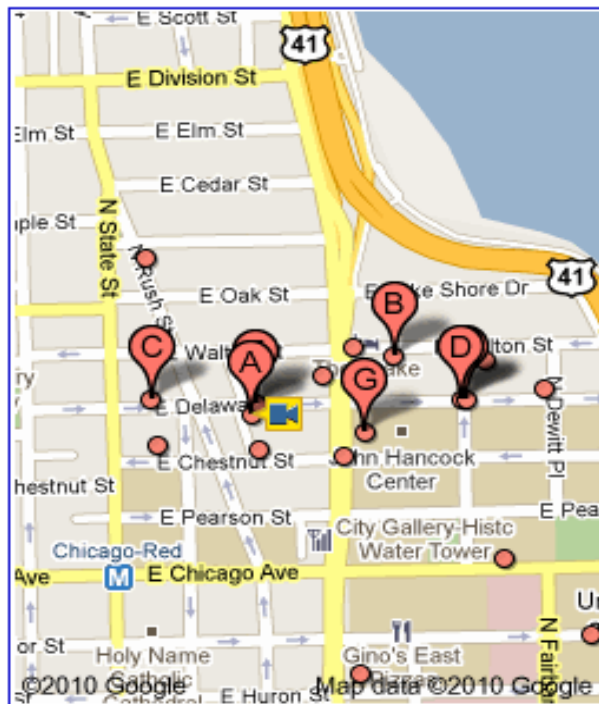
Things to avoid

What we shouldn't do with Google Local

1. Use agency email address to claim / enhance listings
2. Alter the Business name
3. Adding Keywords to Business Name and Categories
4. Use Geo-modifiers in categories
5. Use 800 phone number for the hotel
6. Duplicate Listing

Google Tags

Local business results for hotels near Chicago, IL



- A** [The Whitehall Hotel](#) ☆
www.thewhitehallhotel.com - (312) 944-6300 - 446 reviews
▶ Watch videos about our business Sponsored
- B** [Millennium Knickerbocker Hotel Chicago](#) ☆
www.millenniumhotels.com - (312) 751-8100 - 870 reviews
- C** [The Talbot Hotel](#) ☆
www.talbotthotel.com - (312) 944-4970 - 392 reviews
- D** [Hilton Suites Chicago Magnificent Mile](#) ☆
www.chicagomagnificentmile.hilton.com - (312) 654-4132 - 374 reviews
- E** [Seasons Bar](#) ☆
www.fourseasons.com - (312) 280-8800 - 53 reviews
- F** [Raffaello Hotel](#) ☆
www.chicagoraffaello.com - (312) 943-5000 - 305 reviews
- G** [Hancock Observatory](#) ☆
www.hancockobservatory.com - (888) 875-8439 - 375 reviews
- ▶ More results near **Chicago, IL** »

Best Practices - Local Search

- ✓ **Enhance Local Listings**
- ✓ **Description written keeping Local and Regional Factors in mind**
- ✓ **Check if your website is optimized for Local Search?**
- ✓ **Consistent Information – IYP' s, Business & Travel Vertical**
- ✓ **Securing Valuable Local Citations / Listings**
- ✓ **Custom Local PPC Campaign**
- ✓ **Google eMaps Tagged with Local Attractions**
- ✓ **Promotion - Wikipedia Profile, Real Time Search and use of social channels to promote / network locally**