# LOCAL PLACES: SEARCH, SMART PHONES AND MORE!

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# Purpose of this Presentation

- For Innkeepers and Small Business Owners to realize the *far reaching effects* of their online Local Data and the impact of that Data on their business.

www.acorn-is.com/pdf/paii2012-search.pdf

# Local Places History

- Local Places is one of the fastest growing forces in the Search World.

- Local Places data is now showing up in many, many different mobile locations beyond the traditional laptop or PC.

- Smart business owners are learning how to take advantage of these advances to promote their properties and increase their occupancy.

# Local Places Found NOT just on Google…

But in this Presentation we are focusing on…

# Google Algorithm Change History

Each year, Google changes its search algorithm up to 500-600 times. While most of these changes are minor, every few months Google rolls out a "major" algorithmic update that affect search results in significant ways.

For search marketers, knowing the dates of these Google updates can help explain changes in rankings and organic website traffic. Below, we've listed the major algorithmic changes that made the biggest impacts on search. Understanding these updates can help with search engine optimization.

**Reference: http://www.seomoz.org/google-algorithm-change**

◀ **2012**   **2011**   **2010**   **2009**   **2008** ▶

## 2012 Updates

Search + Your World – January 10, 2012

# Searching for Your Inn's Place Page

**Andon-Reid Inn** ✅
www.**andonreidinn**.com/
A Waynesville, NC bed & breakfast, **Andon Reid Inn** Bed and Breakfast is your lodging accommodations choice for romantic getaways.
★★★★★ 11 Google reviews

📍 92 Daisy Ave  Waynesville, NC 28786-6719
(828) 452-3089

**Andon-Reid Inn Bed and ...** ✅
Rachel and Ron are the Innkeepers of
**Andon**-Reid Inn ...

**Our Rooms** ✅
An Asheville bed and breakfast,
consider **Andon Reid Inn** B&B ...

**Andon Reid Inn Bed and ...** ✅
Visit **Andon Reid Inn** Bed and
Breakfast in Waynesville North ...

**Accomplishments in 2011 For ...** ✅
Rachel and Ron are the Innkeepers of
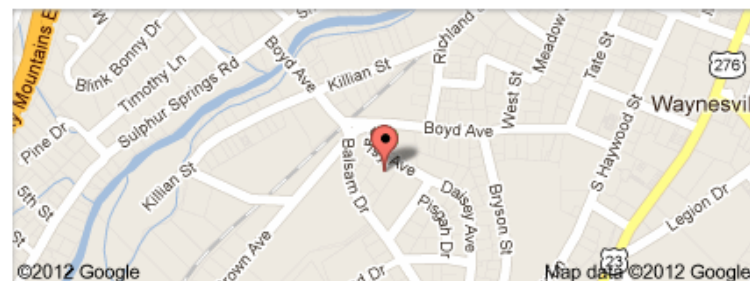**Andon**-Reid Inn ...

**Brownies On Steroids At ...** ✅
Rachel and Ron are the Innkeepers of
**Andon**-Reid Inn ...

**Availability** ✅
Thank you for selecting the
**Andon**-Reid Inn Bed and Breakfast
for ...

More results from andonreidinn.com »

**Andon-Reid Inn Bed and Breakfast** - Directions

©2012 Google                    Map data ©2012 Google

**Details**

At a          recreation room - haywood county chamber of commerce -
glance:       garden room - great smoky mountains - shuffleboard

**More reviews**

tripadvisor.com (192)
bedandbreakfast.com (146)
hotelplanner.com (1)

*Feedback*

# Searching for Other Local Inn's Place Pages?

Hint: Type in city + state + bed and breakfast

Holden House 1902 **Bed and Breakfast** - **Colorado Springs**, CO ...
www.holdenhouse.com/
Offers rooms in historic Victorian home built in 1902. Covers history, rates, availability check ...
2 Google reviews

**Colorado Springs** Boutique **Bed and Breakfast** | Mountain Lodging
www.oldtown-guesthouse.com/
Old Town Guesthouse is a Boutique **Bed and Breakfast** in **Colorado Springs** CO offering ...
2 Google reviews - $160 ▼

The Lennox House **Bed and Breakfast**
lennoxhouse.com/
The Lennox House is a quiet and historic Victorian hideaway just steps from the center of arts ...
1 Google review

**Colorado Springs Bed and Breakfast**, Colorado Bed and Breakfast
www.summithouseinn.com/
For a **Colorado Springs bed and breakfast**, consider lodging accommodations at the Summit ...
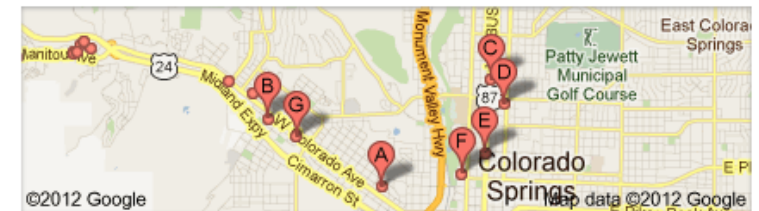2 Google reviews

A 1102 West Pikes Peak Avenue
Colorado Springs
(719) 471-3980

B 115 S 26th St
Colorado Springs
(719) 632-9194

C 1339 North Nevada Avenue
Colorado Springs
(719) 471-9265

D 1116 North Wahsatch Avenue
Colorado Springs
(866) 907-3255

Map for **colorado springs bed and breakfast**

# WHAT does a Local Google Places Page Look Like?

## Andon-Reid Inn Bed and Breakfast

92 Daisy Ave, Waynesville, NC 28786-6719
(828) 452-3089    (800) 293-6190    (828) 452-7003 (Fax)
andonreidinn.com
Directions    Search nearby    more ▾

**WRITE A REVIEW**    **Upload a photo**

From the owner

▸ **Categories:** Hotel, Bed & Breakfast, Lodge, ...

★★★★★ 11 reviews    **Your rating:** ☆☆☆☆☆

**At a glance:** recreation room · haywood county chamber of commerce · garden room · great smoky mountains · shuffleboard

Our Waynesville NC bed and breakfast was originally built in 1902. The Inn offers 5 large guestrooms. We are nestled in the Smoky Mountains, the Blue Ridge Parkway and only 25 miles west of Asheville. - From the owner

Book now:

Check-in          Check-out
Sun January 29  ◀▶   Mon January 30  ◀▶   No prices available.  ⓘ

©2012 Google          Map data ©2012 Google

Photos & Videos          Upload a photo

From the owner    From the owner    From the owner    From the owner    From the owner ⧉
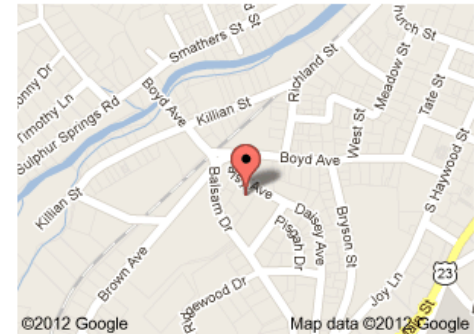
# Google Places Page Business Information

- **NAP**
  - **Name**
  - **Address**
  - **Phone**
- Website Address
- Description
- Images (Up to 10 from Owner)
- Videos (Up to 5)
- Google Reviews (with a link to a sampling 3rd Party Reviews)
- Reservation Information
- Other Similar Businesses in the area
- Notes
- Coupons

Note: *Though Additional Details are no longer seen by the pubic, Google still wants the business owner to key this information into Google Places.*

# WHERE Do you Find Local Results on a Laptop / PC?

**Google**

Search

**1** → Everything

Images

**2a** → Maps

Videos

News

Shopping

Books

**3** → Places

Blogs

Flights

Discussions

Recipes

Applications

Patents

…when you search using location criteria such as: **city + state + bed and breakfast**

**2b**

↓

+You   Search   Images   Videos   **Maps**   News   Shopping   Gmail   More ▾

# Laptop / PC Traditional Local Results

**Three Primary Locations**

- **Google Everything** (Default Search)
  - **Pure Results** list A-G **without** any Organic Content
    - St Ignatius MT Bed and Breakfast →
  - **Blended Results** list A-G **with** the Organic Content
    - Asheville Bed and Breakfast →
- **Google Places** (Click **RED Balloon** Icon)
  - **Blended Results** list A-I **with** the Organic Content →
- **Google Maps** (Click MAPS at top of screen)
  - Map Results 10 per page →

*Notes:*
1) These results can change without notice.
2) You should be logged out of your Google Account and Clear Your Cache to get accurate results. *See Video Byte .009*
3) *Looking to the Future:* Google Everything is considering moving results to a scrolling screen similar to that of Google Images, Facebook or Twitter Results.
4) If you have a **RED Circle** and not a **RED Ballon**, that is an indication there is an issue with your address.

# **Mid Year 2011:** Google City Pages

Many believe that these will be the future "Google Yellow Pages" or "Google City Guides."

Testing in 4 Cities:

- Austin
- Madison
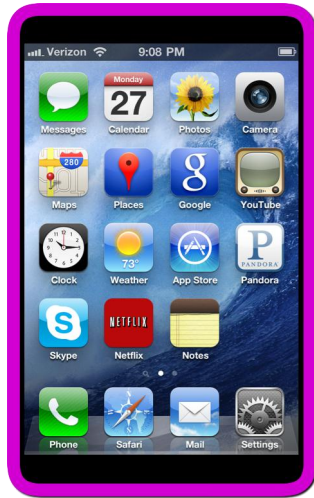- Portland
- San Diego

Moving on from **Traditional PC / Laptop** Local Data Uses
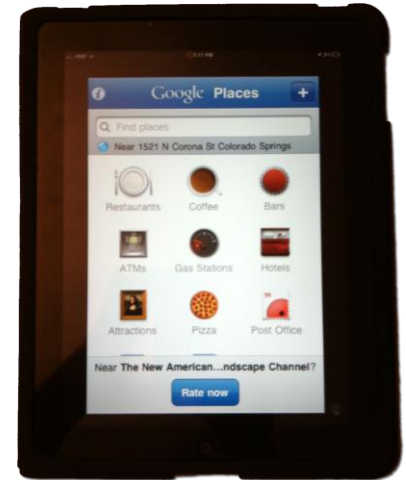
(To)

**Mobile Devices** Uses

# WHERE do you find Local Listings on a Mobile Device?



SMART PHONES

MOBILE DEVICES

TABLETS

**REMEMBER:** Many of your Guests are using these devices when they travel!

# Popular Uses of Local Data on a Mobile Device

Google Maps

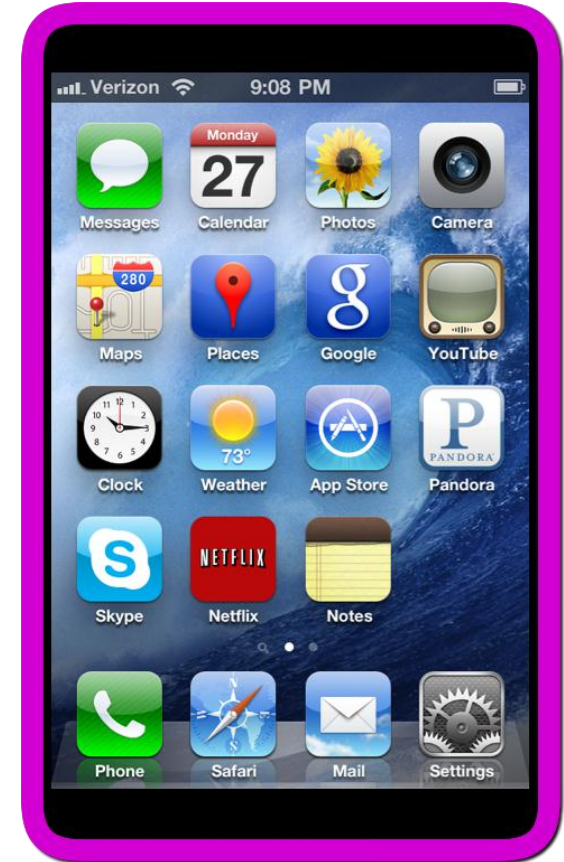Google Places from a Browser Search on a Smart Device

Google Places as an Application
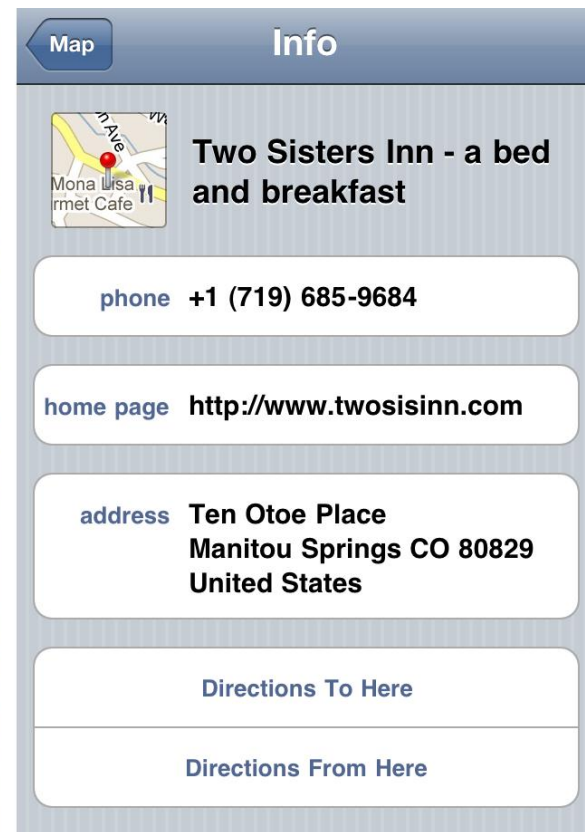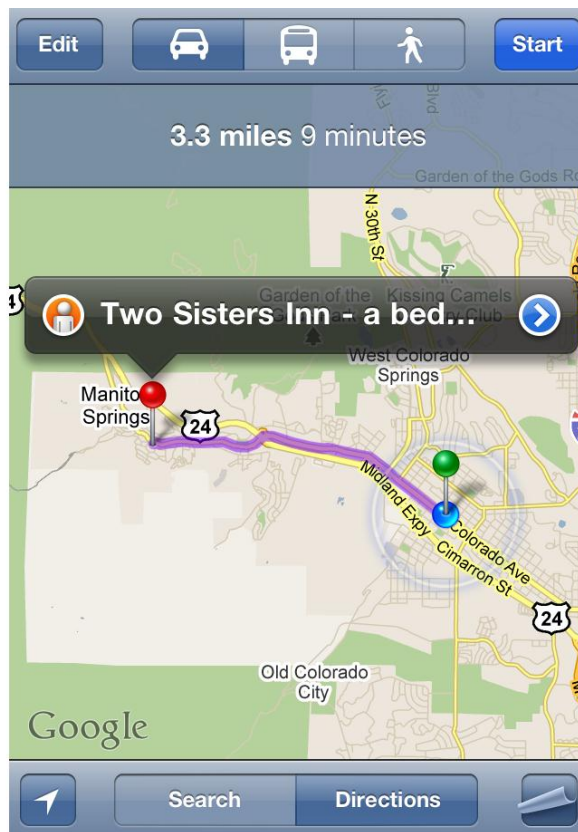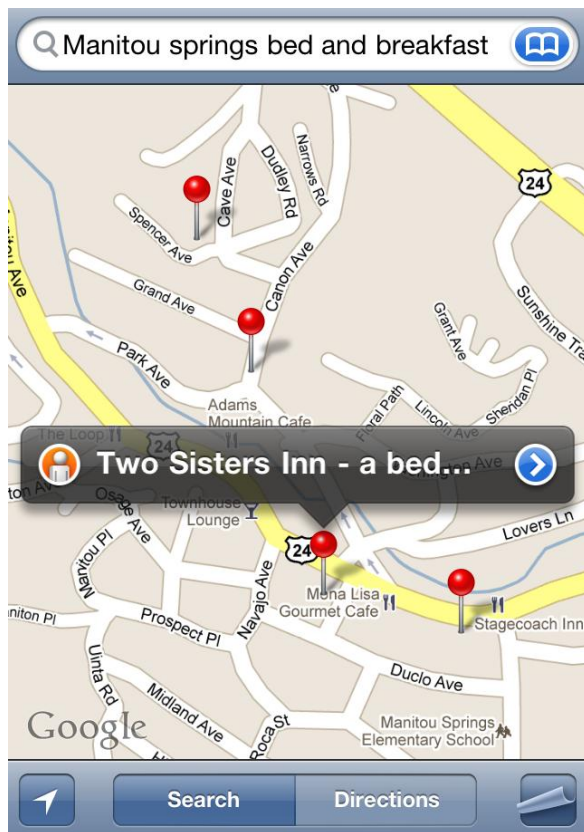
Google Search

Siri on iPhone 4s

# Google Maps **(1)**

- Typically installed as a default application on devices such as iPads, iPods and iPhones, Android, etc.

- May also be installed separately by downloading from the device App Store.

- A unique combination of GPS, Search and Directions finder.

# Google Maps Demo

# Google Places from a Browser Search on a Smart Device (2)

- Local Search on a Smart Phone, Tablet or Mobile Device is similar to a Browser Search on any PC or Laptop.

- Mobile device users are easily able to choose to search Places.

- Local Places information has been organized and shortened for use on a mobile device.

- Mobile devices typically ask to use your "Current Location" for data delivery.
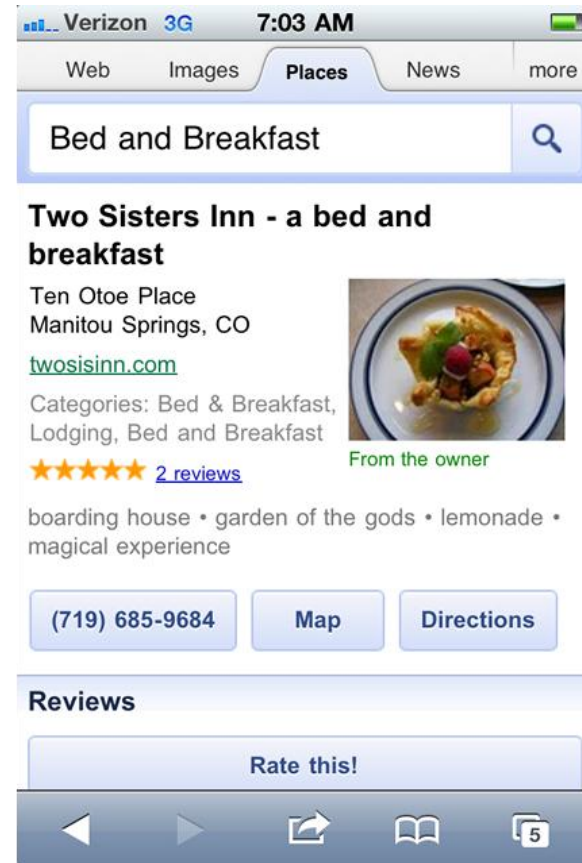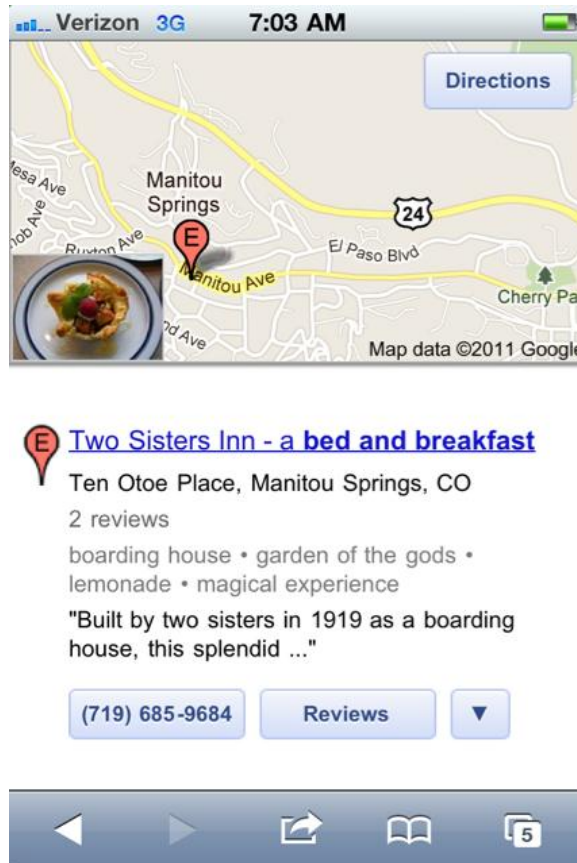
# Google Places from a Browser Search on a Smart Device Demo
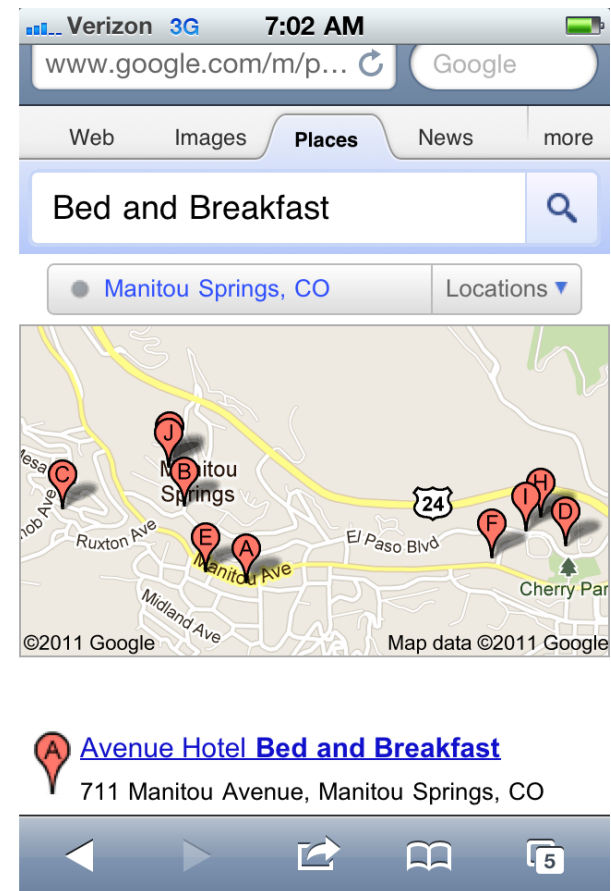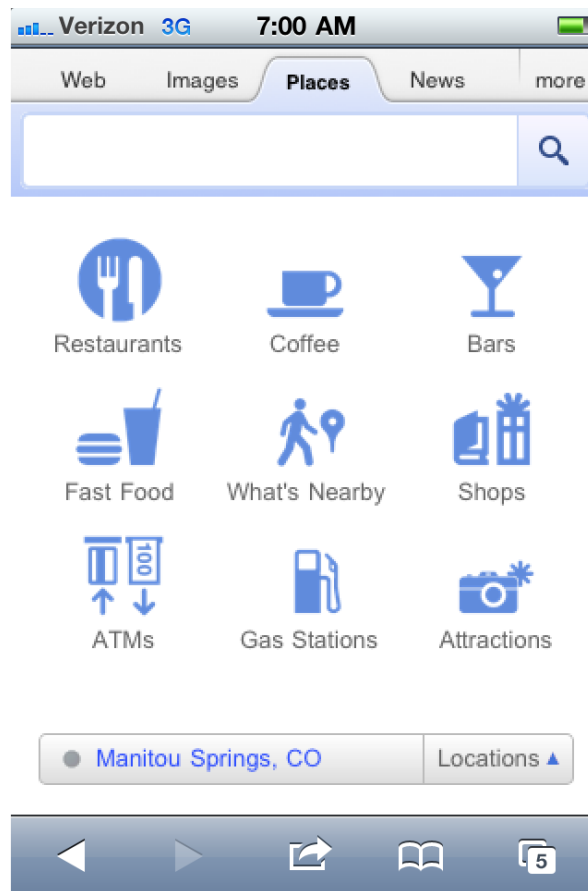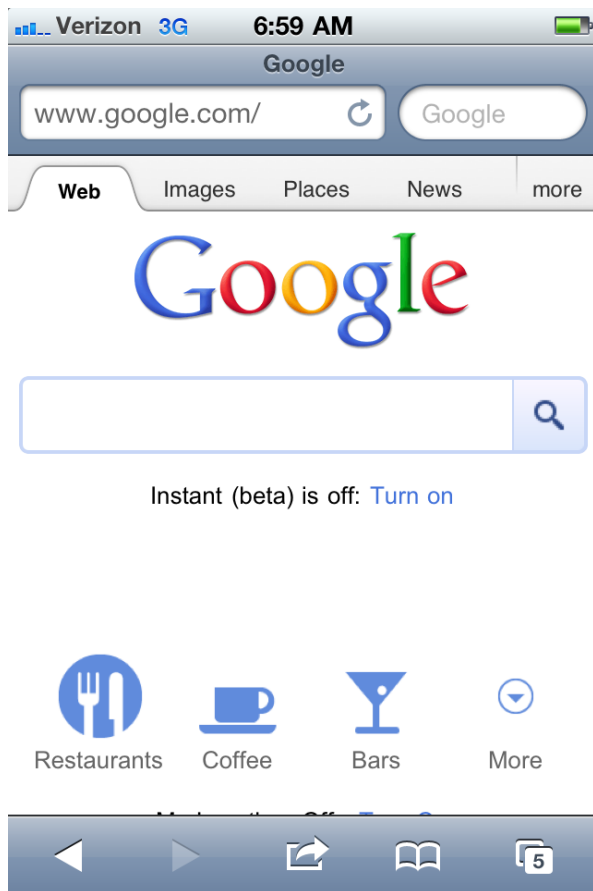
# Google Places from a Browser Search on a Smart Device Demo



Interesting Note: Management Reviews are NOT currently available on Mobile Devices.

# Google Places Application (3)

- Allows the user to discover, locate and rate any Local Business based on the current GPS location of the mobile device.

- Users may click on an established search such as Restaurants, Hotels or Attractions.

- Users may also type in any search phrase such as Bed and Breakfast.

**Note:** Bed and Breakfast is currently NOT available as a default search ICON in the application.

# Google Places Application Demo
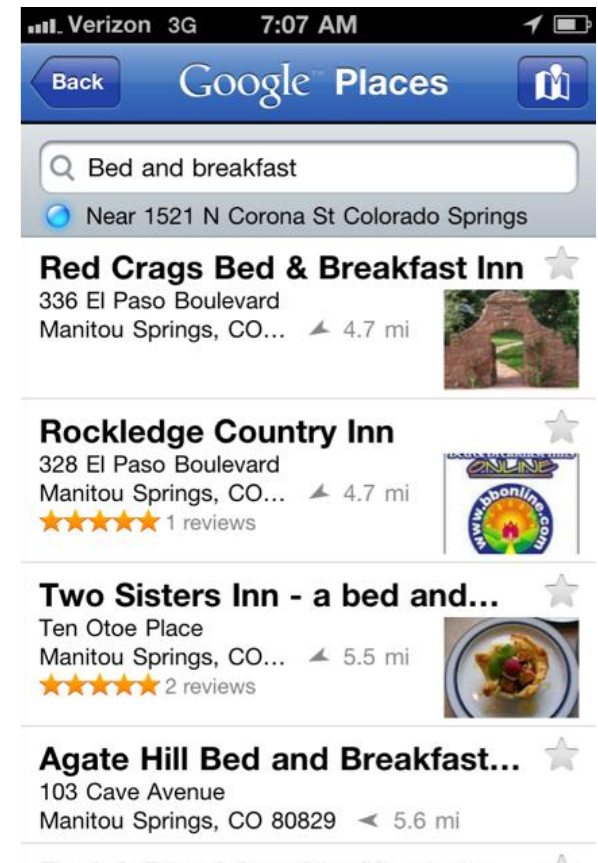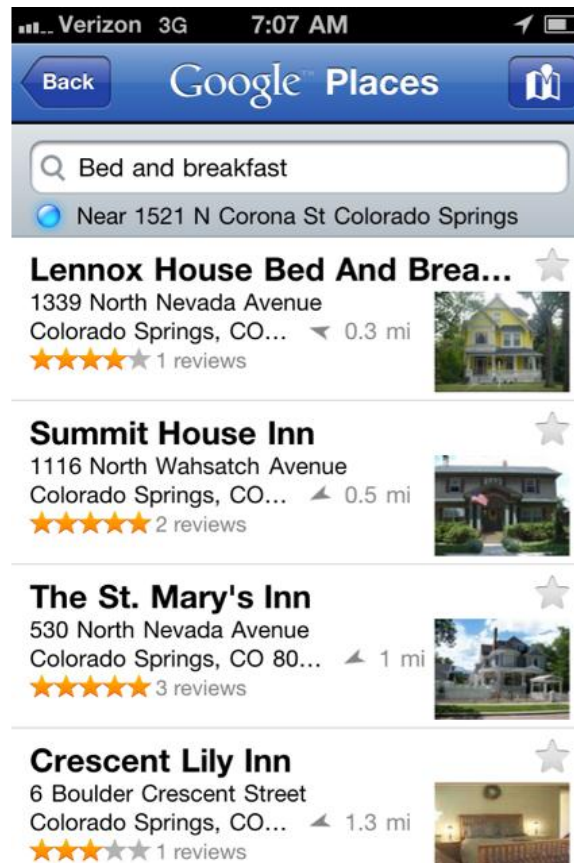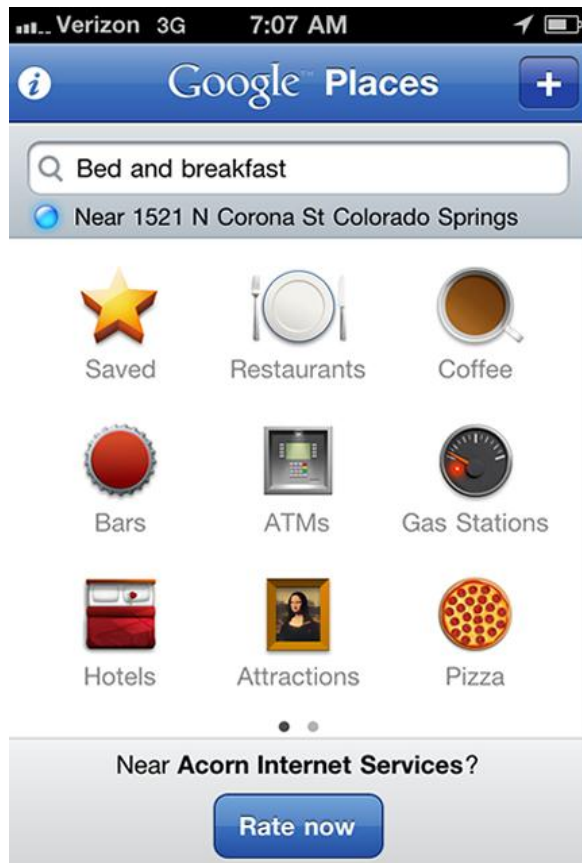
# Google Places Application Demo
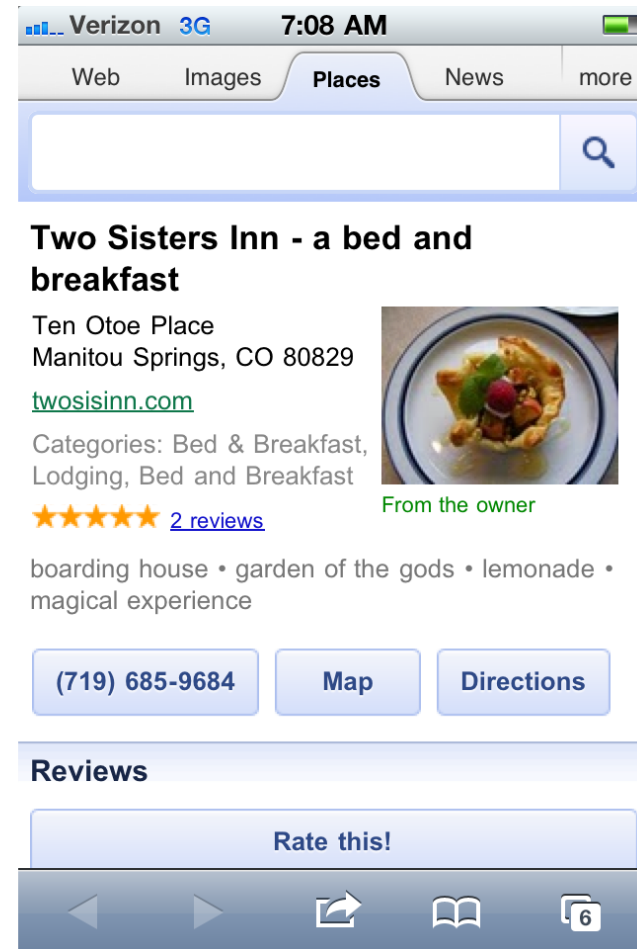
# Google Search (4)

- Allows easy access to Web data via the use of Voice Search and Google Goggles.

- Provides easy access to Google Maps.

- Is a useful App if the user has difficulty typing on a smaller touch screen.

- Voice Search allows the user to SPEAK the search phrase.

- Google Goggles, another feature of the Google Search App, allows the user to take a photo of a sign, logo or object, and Google will connect that image to whatever data it has on file.

- Many times, the connection is to a Google Places Page!

# Google Search Demo

# Siri iPhone 4s - AI (5)

Article: Siri-and-the-end-of-seo-as-we-know-it? http://bit.ly/uDSc1I

- Siri Voice activated Search does NOT match Google Places Search.
- Siri pulls data from a variety of online references.
- Currently Yelp and possibly Travel Post in the future.
- Their AI is learning and growing from current use.

# Siri Demo Video

http://www.apple.com/iphone/features/siri.html
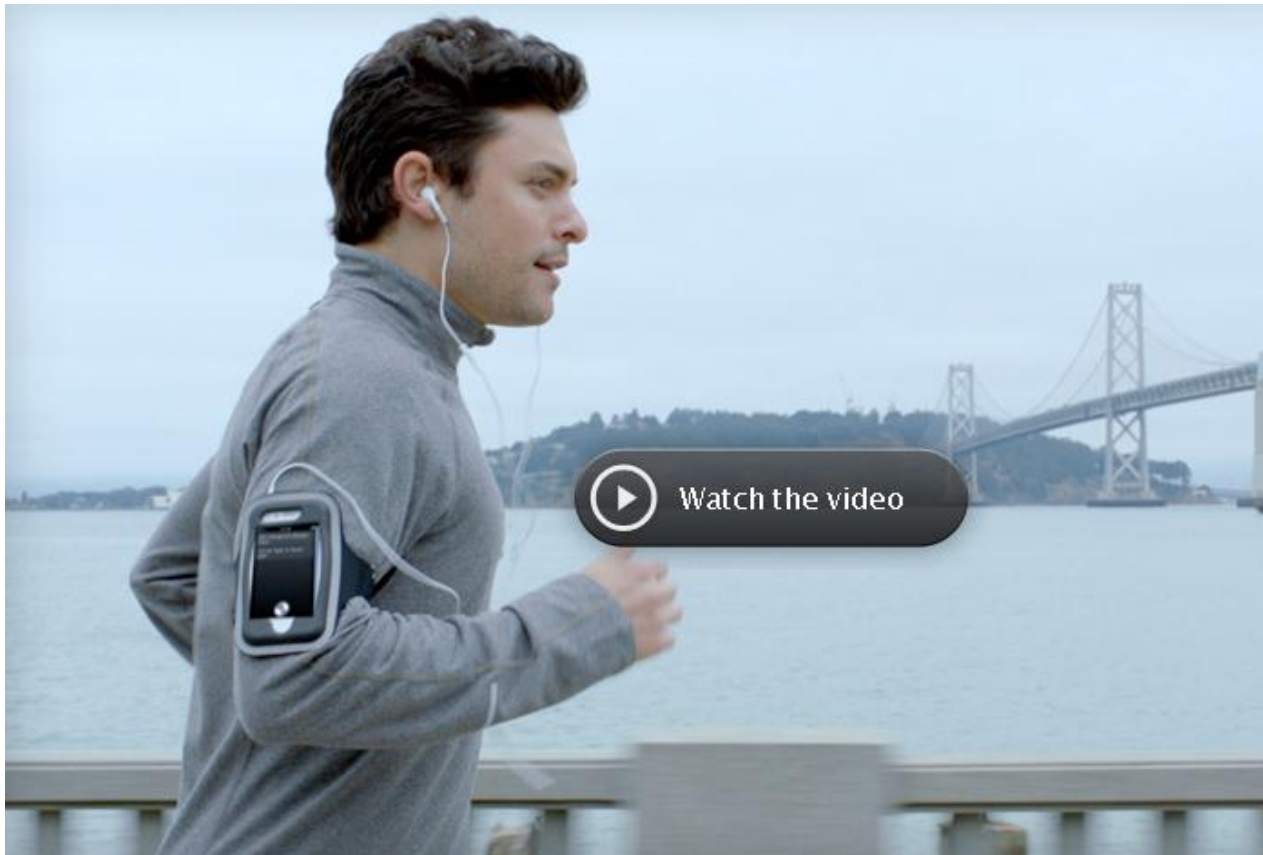
# Things to Think About…

- If you don't have any type of smart device, you might want to consider one the next time your cell phone contract is renewed.
- It's hard to think about HOW your guests will be using their smart devices, if you yourself have never used one.
- More than 50% of 45 year olds and younger now own smartphones.*
- Can you afford to not to make an effort to claim and maintain your Local Places listing?

* SearchEngineLand Article

# So WHAT SHOULD YOU DO?

1) Search the Web for all mentions and citations of your business.

   Make sure any place your business information is found online has a **MATCHING** (NAP+W)  IE: Name + Address + Phone + Website.

Note: If you spell your name or address in a variety of ways on the Web, you will lose power to support your Local Places listing placement.

2) Claim, Update and Complete all sections of your Google Places Page for your business.
3) Keep your Google Places Page data current.

   ○ Update your notes section every 30 days.
   ○ Post a coupon when appropriate.

4) Claim, Maintain and Make Accurate ALL Places data beyond Google.
5) Get involved with **Ongoing Education** regarding Local Places and learn how to maintain a high placement in Local Place listings everywhere on the Web and in the growing mobile world.

*Local is constantly growing and changing.*
*You need to know how those changes impact your business.*

# Things to Ponder (1)

A Mobile Web site

- Local Listings produce the best results when connected to a MOBI Compliant Mobile site.
  - A Mobile Site is **NOT** your Full Web site but is built smaller and lighter according to MOBI standards. Reference "Google Guidelines" http://bit.ly/d29DIc
  - Test your Custom Mobile Site for Compliance at http://ready.mobi
  - A Mobile Site should **AUTOMATICALLY** load from any Mobile Device when clicked on from a Local or Organic Listing.

**Want to Learn More?**

Watch Mobile Video at: http://www.acorn-is.com/mobile

# Things to Ponder (2)

QR (Quick Reference) Codes

- **QR Codes** are great to connect to your Mobile site and print on business cards, rack cards, signs, etc.

- This allows easy access to your Mobile site from a Mobile Device.

Note: QR codes DO NOT go on your Mobile site, they are a reference TO your Mobile site.

# Things to Ponder (3)

Touch Icons

- **Touch Icons** allow users to "Save" or "Bookmark" your Mobile site as an ICON on their Smart Phone. (iPhone and some Androids)

- It's just one more way to promote your brand.

# Continuing Education

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# Final Questions