

Get Your Local Bizbuzz On

by

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Local Search Optimization Specialist, Kat & Mouse

Local Search is a Buzz

**Local Search is growing exponentially
by 50% each year!**

1 billion local searches per month in 2009

1.5 billion local searches – 2010

2.3 billion local searches – 2011

3.45 billion local searches – 2012

Local Search is a Buzz

Almost 1.5 billion LOCAL searches in May 2010...

That's 20% of Google's search volume!

Local Search is a Buzz



80%

**of shoppers
are looking
for you online!**

**80% search online before
purchasing in a 10-20 mile
radius.** *From John Hanke, VP of Google Maps*

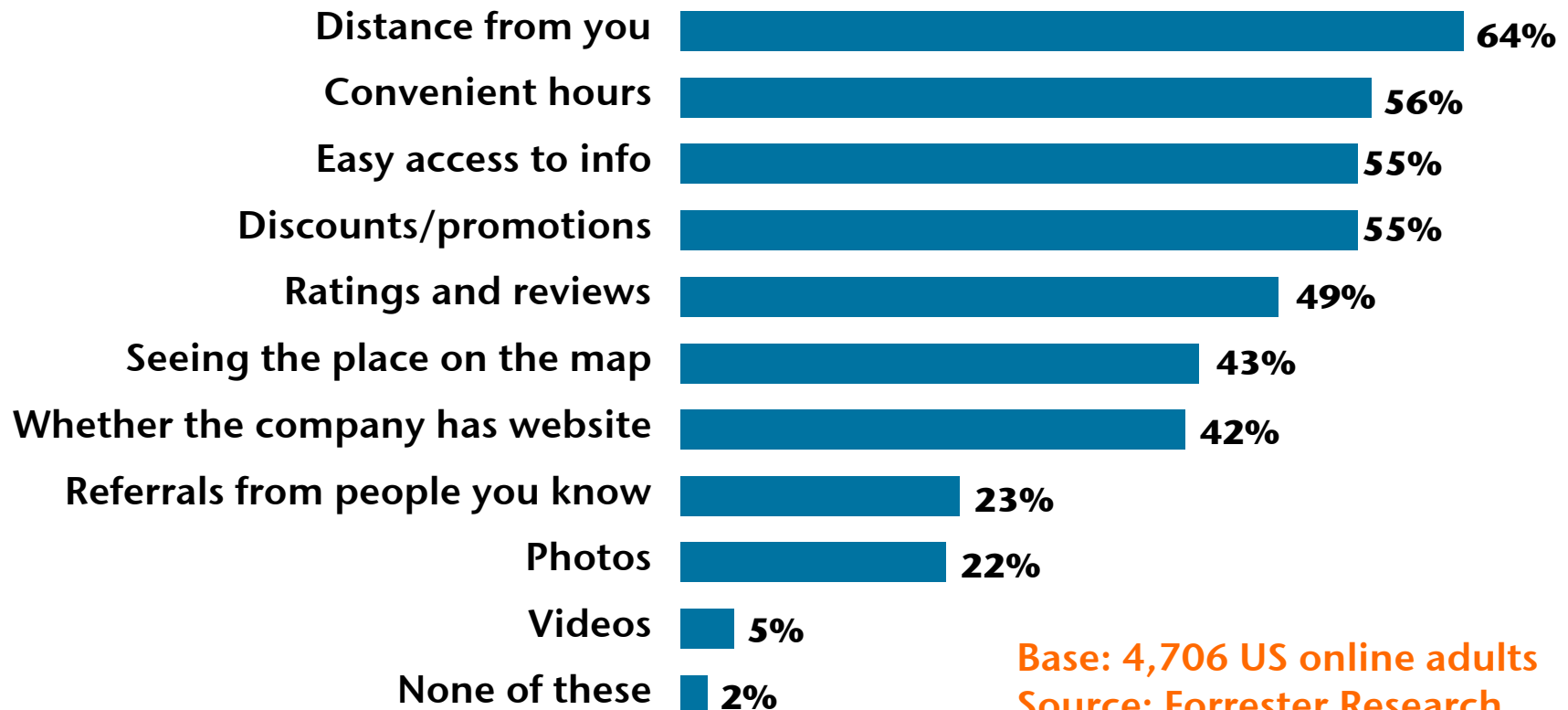
**Over 85% of those contact the
business.**

**More than 60% of those
purchase.**

Local Search is a Buzz

What are local searchers looking for?

QUESTION: When searching online, what is important to you?



Base: 4,706 US online adults
Source: Forrester Research

Local Search is a Buzz



**Is your business
where everyone
is looking?**

Or...

Local Search is a Buzz



Will they find **your**
competition
instead?

Local Search is a Buzz

What is a Local Search?

Local Search is a Buzz

What is a Local Search?

Answer: Contains a location in the search query such as “Santa Cruz custom cabinets”



**To address “local” popularity, in
October, 2010 Google rolled out big
change in their local search results.**

October 2010, Google rolls out Local Search change

Google Search

About 77,400 results (0.16 seconds) Advanced search

Everything
Images
Videos
News
Shopping
Places
More

Saratoga, CA
Change location

OLD

Places for cabinet shop near Santa Cruz, CA

- A** Santa Cruz Kitchen & Bath - Place page
www.sckb.com - 1824 Soquel Avenue, Santa Cruz - (831) 426-9600
- B** Long's Cabinet Shop - Santa Cruz Custom Cabinets - Place page
www.longscabinet.com - Santa Cruz - (831) 335-5533
- C** Woodmaster - Place page
www.mrwoodmaster.com - 1115 Thompson Ave # 6, Santa Cruz - (831) 706-4496
- D** Finishing Touch - 2 reviews - Place page
maps.google.com - 4446 Scotts Valley Drive, Scotts Valley - (831) 438-2160
- E** Beyond the Box - Kitchen Design Studio - Place page
www.btbkitchens.com - 1001 Center Street, #15, Santa Cruz - (831) 427-0100
- F** NorCal Construction Design+Build+Cabinetry - Place page
www.norcalconstruction.com - 2950 Glen Canyon Road, Santa Cruz - (831) 438-7109
- G** Mill & Cabinet Co - Place page
www.millandcabinet.com - 920 Ocean Street, Santa Cruz - (831) 423-0671

More results near Santa Cruz, CA »

Santa Cruz custom cabinets, Los Gatos custom cabinets, Saratoga ...
Long's Cabinet Shop is located in Felton, just 6 miles from Santa Cruz. Don't want to make the drive to meet with us? No problem. We'll come to you, ...
www.longscabinet.com/ - Cached

Long's Cabinet Shop Commitment to Quality - Santa Cruz, Los Gatos ...
Insist on quality. We do. Here at Long's Cabinet Shop we are dedicated to ...
longscabinet.com/santa-cruz...cabinets/our-commitment-to-quality - Cached

Santa Cruz cabinet maker, Los Gatos cabinet maker, Saratoga ca ...
Long's Cabinet Shop - Custom cabinets by master cabinet makers for over 40 ...
longscabinet.com/longs-cabinet/about-longs-cabinet-shop - Cached
Show more results from longscabinet.com

Long's Cabinet Shop, Inc. - Felton, CA
Long's Cabinet Shop, Inc. Category: Felton, United States Home Services Contractors ...
Santa Cruz, CA. Read 2 filtered reviews. Reviews of Felton General ...
www.yelp.com/biz/longs-cabinet-shop-inc-felton - Cached

Long's Cabinet Shop Inc - Felton, CA, 95018 - Citysearch
Jan 11, 2011 ... Long's Cabinet Shop Inc in Felton. Come to Citysearch® to get information, directions, ...
santacruz.citysearch.com/profile/.../long_s_cabinet_shop_inc.html - Cached

J R Patterson Cabinet Shop in Santa Cruz, CA | 834 17th Ave, Santa ...
J R Patterson Cabinet Shop in Santa Cruz, CA - Map, Phone Number, Reviews, Photos and Video Profile for Santa Cruz J R Patterson Cabinet Shop.
www.superpages.com/.../Santa-Cruz-.../J-R-Patterson-Cabinet-Shop-L0020246450.htm - Cached

Cabinet And Woodworking Shop Business Opportunity For Sale, Santa ...
Cabinet And Woodworking Shop Business Opportunity For Sale In Santa Cruz ... Description

Google Search

About 220,000 results (0.20 seconds) Advanced search

Everything
Images
Videos
News
Shopping
Places
More

Saratoga, CA

NEW

Woodenbridge Cabinets
Highest Quality Cabinetry & Granite For Your Entire House / Business
Show map of 483 Reynolds Cir, San Jose, CA 95112
www.woodenbridgeinc.com

Los gatos custom cabinets
Get a Pro for Your Cabinet Projects Its Quick, Free, and Easy!
kitchenworks.smrated.com

Santa Cruz custom cabinets, Los Gatos custom cabinets, Saratoga ...
Long's Cabinet - Serving a 65 mile radius around Santa Cruz County. Building a reputation for excellence for over 40 years. We insist on quality.
www.longscabinet.com/ - Cached

6114 California 9, Felton
(831) 335-5533
yelp.com (3) - citysearch.com (1)

Los Gatos Custom Cabinets, Los Gatos cabinet maker, custom kitchen ...
Long's Cabinet : 800.481.3390 : The highest-quality custom cabinets ...
longscabinet.com/los-gatos-cabinets - Cached
Show more results from longscabinet.com

The Mad Woodchuck - Los Gatos, CA
Specialties: The Mad Woodchuck is a high quality custom woodshop serving the ... Los Gatos, CA 95030. (408) 354-8436. High quality custom cabinetry and fine ...
www.yelp.com/biz/the-mad-woodchuck-los-gatos - Cached

San Jose Kitchen Cabinets Los Altos Custom Bathroom Francisco ...
Specializing in Custom San Francisco Kitchen Cabinets, Menlo Park Kitchens, San Jose Bathroom Cabinets, Los Altos Bathroom Cabinets and More!
www.rawson-cabinets.com/ - Cached - Similar

941 S. McGilincy Lane #A, Campbell
(408) 779-9838
insiderpages.com (1) - citysearch.com (1)

Custom cabinetry for laundry room, Los Gatos
Valet Custom Cabinets and Closets designs unique custom cabinetry for laundry room in San Francisco Bay Area. Call us today (408) 370-1041.
www.valetcustom.com/imglist_product.php?categoryid=4...18... - Cached

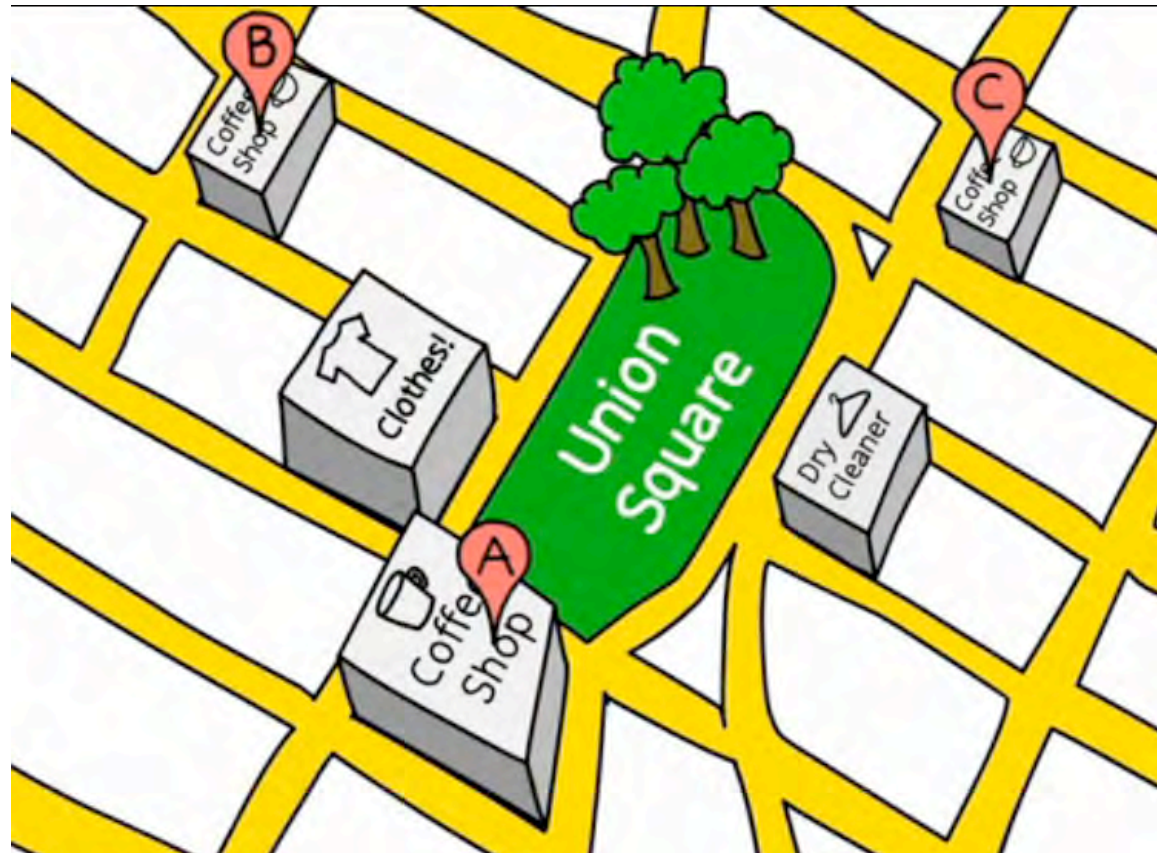
1190 Dell Avenue, Campbell
(408) 370-1041
yelp.com (4) - insiderpages.com (1)

More results near Los Gatos, CA »

Custom Closet Design | San Francisco, Cupertino, Los Gatos, San Jose
Every Valet Custom Cabinets and Closets solution is designed and crafted to your ... Foster City, Fremont, Hillsborough, Los Altos, Los Gatos, Menlo Park, ...
www.valetorganizers.com/custom-closets.html - Cached

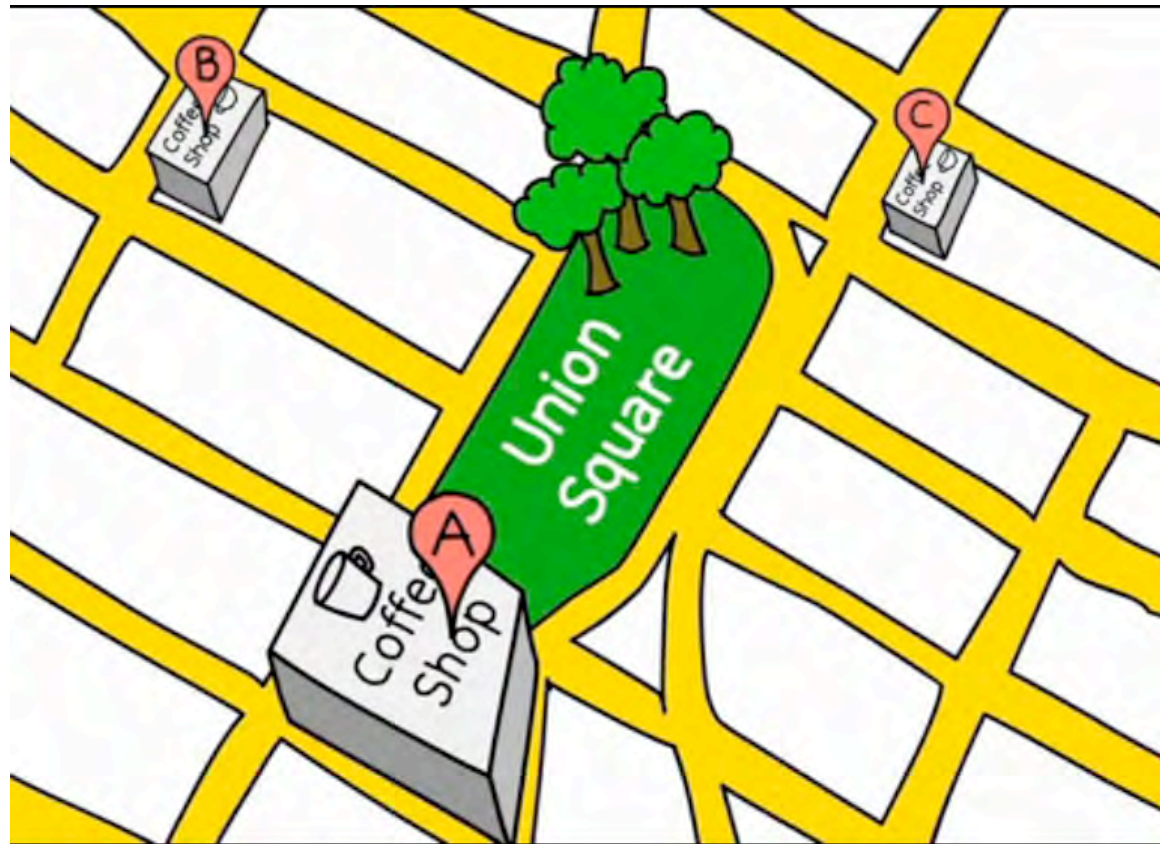
Google Places Ranking Criteria

1. Relevance



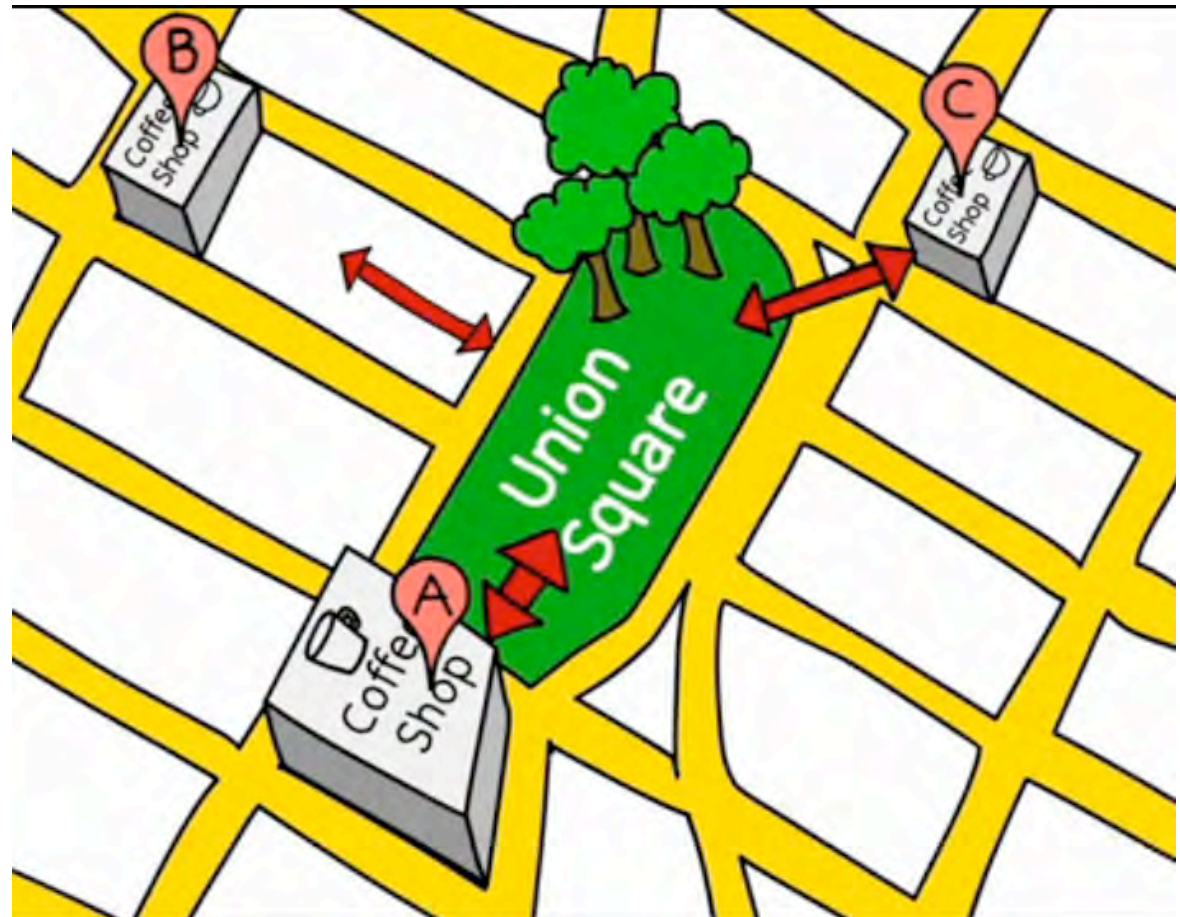
Google Places Ranking Criteria

1. Relevance
2. Prominance



Google Places Ranking Criteria

1. Relevance
2. Prominance
3. Distance



PLACES RANKING CRITERIA

Distance from town center — or you, if you don't enter a city



los gatos custom cabinets

About 220,000 results (0.16 seconds)

Search

Advanced search

16 miles away

[Santa Cruz custom cabinets, Los Gatos](#)

Long's Cabinet - Serving a 65 mile radius area with excellence for over 40 years. We insist on quality. [www.longscabinet.com/](#) - Cached

  6114 California 9, Felton (831) 335-5533 [yelp.com](#) (3) - [citysearch.com](#) (1)

9 reviews
Place page

Loading data for <http://www.longscabinet.com/>

[Los Gatos Custom Cabinets, Los Gatos cabinet maker, custom kitchen ...](#)

Long's Cabinet : 800.481.3390 : The highest-quality custom cabinets ... [longscabinet.com/los-gatos-cabinets](#) - Cached

Show more results from longscabinet.com

Loading data for <http://longscabinet.com/los-gatos-cabinets>

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  941 S. McGlincy Lane #A, Campbell (408) 779-9835 [insiderpages.com](#) (1) - [citysearch.com](#) (1)

2 reviews
Place page

Loading data for <http://www.rawson-cabinets.com/>

[Custom cabinetry for laundry room, Los Gatos](#)

Valet Custom Cabinets and Closets designs unique custom cabinetry for laundry room in San Francisco Bay Area. Call us today (408) 370-1041. [www.valetcustom.com/imglist_product.php?categoryId=4...18...](#) - Cached

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8 reviews
Place page

More results near Los Gatos, CA

Loading data for http://www.valetcustom.com/imglist_product.php?categoryId=4&cid=16&pid=125

[Custom Closet Design | San Francisco, Cupertino, Los Gatos, San Jose](#)

Every Valet Custom Cabinets and Closets solution is designed and crafted to your ... Foster City, Fremont, Hillsborough, Los Altos, Los Gatos, Menlo Park, ... [www.valetorganizers.com/custom-closets.html](#) - Cached

Loading data for <http://www.valetorganizers.com/custom-closets.html>

[Kitchens of Los Gatos](#)

kitchen cabinets design and remodeling,interior design,bath and kitchen cabinet design,home remodeling design,residential kitchen and bath remodeling ... [kitchensoflosgatos.com/](#) - Cached

5 miles

5 miles

0 miles

PLACES RANKING CRITERIA

Distance from town center — or you, if you don't enter a city



los gatos custom cabinets

About 2,940 results (0.14 seconds) [Advanced search](#)

- Everything
- Images
- Videos
- News
- Shopping
- Places**
- More

Saratoga, CA
[Change location](#)

All results
Friends only
Just for you

5 miles

5 miles

0 miles

0 miles

12 miles

Woodenbridge Cabinets
Highest Quality Cabinetry & Granite For Your Entire House / Business
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[www.woodenbridgeinc.com](#)

Los gatos custom cabinets
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[www.valetecustom.com/imglist_product.php?categoryId=4...18...](#) - Cached

Kitchen Enthusiast
Everett Lakoduk founded Kitchen Enthusiast in 1984 and specializes in kitchen design, cabinets and product specification, as well as contracting ...
[www.kitchenenthusiast.com/](#)

Mad Woodchuck
[www.themadwoodchuck.com/](#)

Wood Connection
You will find The Wood Connection to be one of the most technologically sophisticated shops in the area. Our cutting-edge equipment is complemented by ...
[www.twcsj.com/](#)

16 miles away

5114 California 9, Felton (831) 335-5533
yelp.com (3) - citysearch.com (1)

941 S. McGlincy Lane #A, Campbell (408) 779-9838
insiderpages.com (1) - citysearch.com (1)

1190 Dell Avenue, Campbell (408) 370-1041
yelp.com (4) - insiderpages.com (1)

322 North Santa Cruz Avenue, Los Gatos (408) 354-3507
yelp.com (1)

441 San Benito Avenue, Los Gatos (408) 354-8436
yelp.com (1)

431 Perymont Avenue, San Jose (408) 971-2710
yelp.com (4) - insiderpages.com (1)

9 reviews Place page

2 reviews Place page

8 reviews Place page

1 review Place page

1 review Place page

6 reviews Place page



Google Places Ranking Criteria

Prominence

(search long's cabinet felton)

1. Directories – Add validity to your business

- a) Local/Geo
- b) Industry



Google Places Ranking Criteria

Prominence

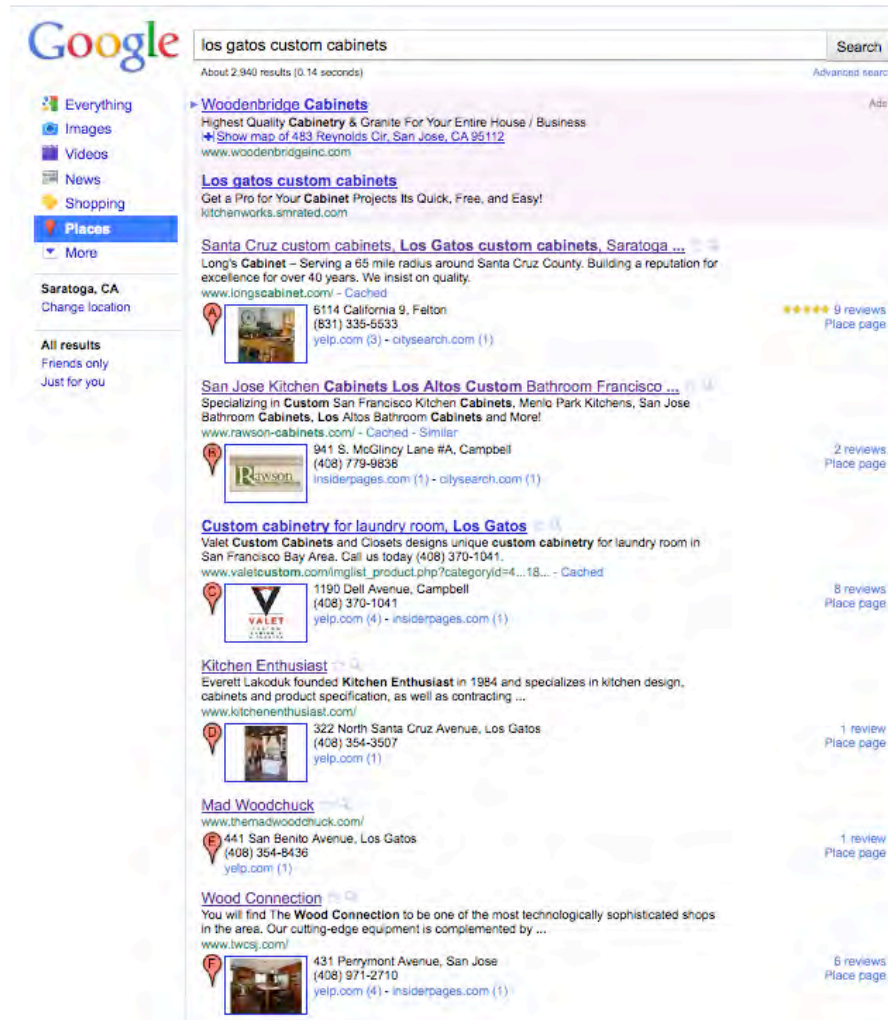
(search long's cabinet felton)

1. Directories

- a) Local/Geo
- b) Industry

2. Reviews

- 1. Hotpot
- 2. Yelp
- 3. Merchant Circle
- 4. Yahoo



Google Places Ranking Criteria

Prominance

(search long's cabinet felton)

1. Directories







- a) Local/Geo
- b) Industry

2. Reviews

[My Reviews Page](#)
[Review Wednesdays](#) and
Tweet #RWX

myReviewsPage.com ★★★★★
Build & Manage Your Online Reviews

Dashboard | Email | Badge

| | | |
|---|--|---------------------------|
|  | ★★★★★ | 2 Reviews |
|  | ★★★★★ | 0 Reviews |
|  | ★★★★★ | 3 Reviews |
|  | Your business was not found on Citysearch. | |
|  | ☆☆☆☆☆ | 0 Reviews |
|  | Please enter your foursquare ID for results. | |

Total Reviews **5**

Directory listing incorrect? To edit your settings [Click here](#).
Feedback? Questions? We'd love to hear from you. [Contact Us](#).

Google Places Ranking Criteria

Prominance

(search long's cabinet felton)

1. Directories

- a) Local/Geo
- b) Industry

2. Reviews

Generate your own QR code at Kaywa.com for use ON-SITE.



Google Places Ranking Criteria

Prominance

1. Directories

- a) Local/Geo
- b) Industry

2. Reviews

3. Citations - should include address

1. Chambers, Business Assoc.
2. News mentions
3. Other local sites



[LOCAL CITATION FINDER](#)

Google Places Ranking Criteria

Relevance

1. Business Title
2. Business Categories
3. Business Description
4. Optimized website
5. + Directories and Citations

DreamMakers Bath & Kitchen Of Los Gatos

14589 South Bascom Avenue, Los Gatos, CA 95032

(408) 358-1400

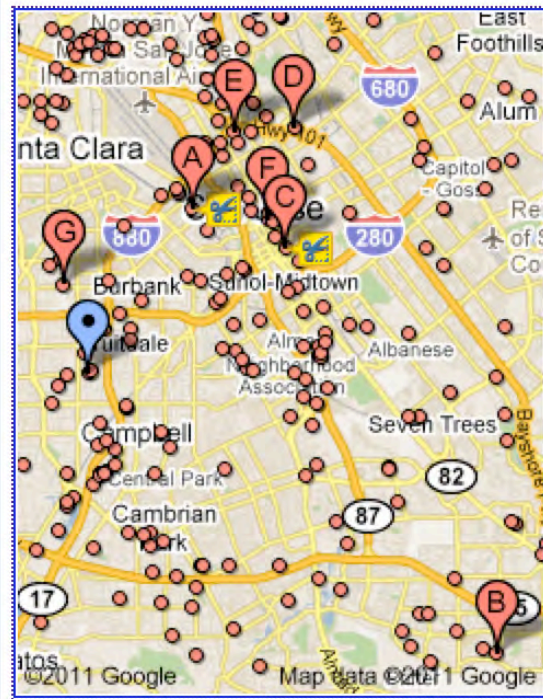
dreammaker-remodel.com

[Directions](#) [Search nearby](#) [Save to...](#) [more](#)

The screenshot shows a Google search for "los gatos cabinet shop". The search results include several entries for "Long's Cabinet Shop" and "DreamMaker Bath & Kitchen". A green double-headed arrow points from the "DreamMakers Bath & Kitchen Of Los Gatos" text on the left to the "DreamMaker Bath & Kitchen - Kitchen and Bath Remodeling" search result in the screenshot.

Google Places Action Items

Step 1: Claim your Google Places account
(and Yahoo, Bing, and now Facebook)



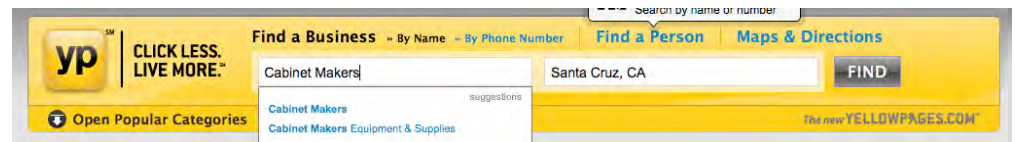
Almost all local searches
include map listings,
only **14%** of which
been **claimed!**

Google Places Action Items

Step 2: Claim directory listings

Most important directories

1. Localeze.com
2. Yelp.com
3. YellowPages.com
4. MerchantCircle.com
5. CitySearch.com
6. DexKnows.com
7. Hotfrog
8. Kudzu
9. Mojopages
10. Manta

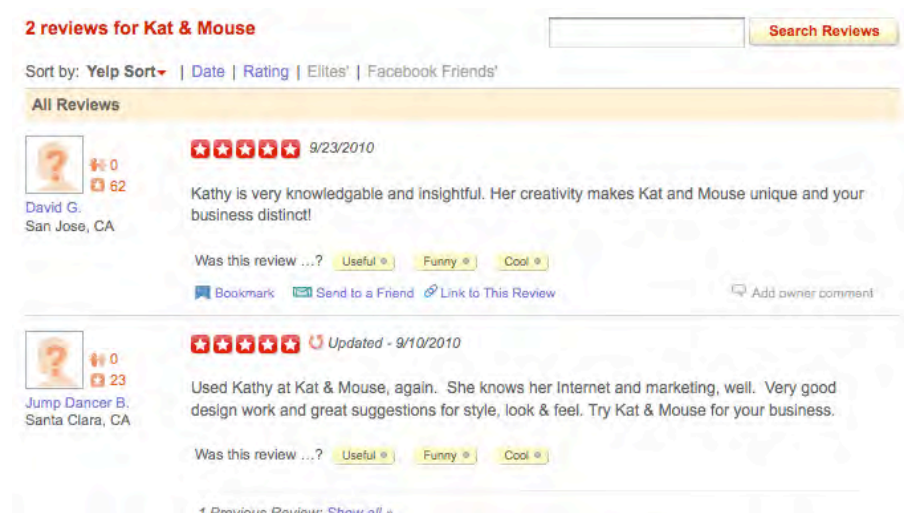


Google Places Action Items

Step 3: Get reviews

1. Send out email requests
2. Have a computer set up at your biz to take reviews
3. Put a link to review sites on your website
4. Use QR codes to direct customers to your review sites
5. Offer incentives

?



Google Places Action Items

Step 4: Optimize your website

1. Keyword-rich title tags
2. Keyword-rich copy
3. Location-specific pages
4. Contact information consistent and frequent
5. Build inbound links

**Come to my Santa Cruz
Marketing Roundtable
presentation on February 23.**

Google Places Action Items

Next step

Local Mobile

1. Claim your Facebook Place page
2. Use Foursquare and Gowalla
3. Consider mobile marketing with Yelp, Facebook, Google

Local Advertising

1. Groupon, Living Social, Hotfrog
2. Google Burst, Google Tags
3. Facebook Deals

Google Places Action Items

Next step

Research your competitors

1. What keywords are they using
2. Which categories are they in
3. Do they have photos, videos
4. Are you updating their listing?
5. How well optimized is their website?
6. Which directories are they in?
7. Where are they getting inbound links?

Update your website and your listings accordingly but remember...

If you were in a group of people being chased by a bear, **you only need to be 1 step ahead of the slowest person.**



© Ron Leishman * www.ClipartOf.com/443019

**Likewise, you only have to be
1 step ahead of your
competitor.**

**So, don't overwhelm
yourself.**

You don't have to do it all.

**Just don't get
left behind.**





Building PURR-fect websites since 1998
“If WE build it, they will come”

Kat & Mouse

We'll keep you a step ahead!

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facebook.com/katandmouSEO

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- <http://www.ducttapemarketing.com/blog/2011/01/31/5-ways-to-get-more-from-your-google-place-page/>