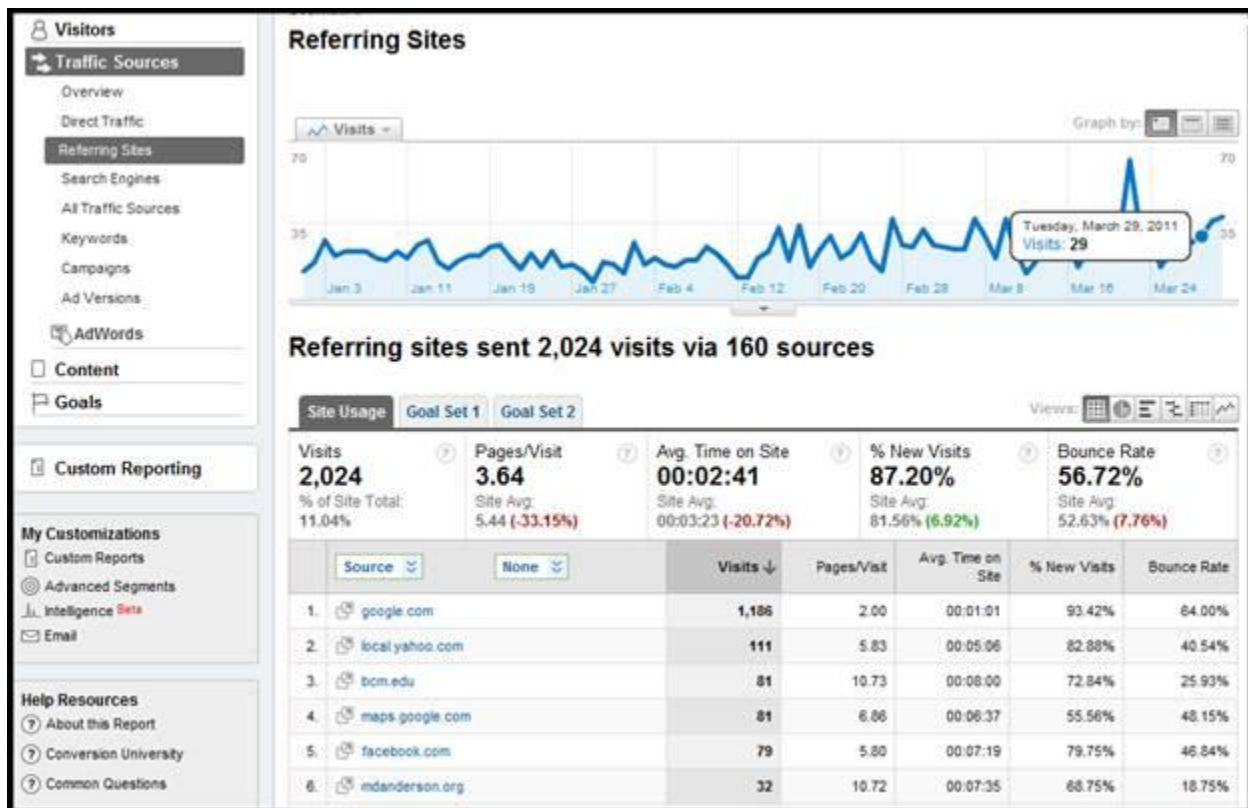


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### Tracking Referrals from Google Maps (Places)

Google Analytics allows you to see referrals coming from your Local Business listing on Google Maps. In the left column, go to Traffic Sources and then to Referring Sites. The resulting list will not only show you statistics for the visitors who came to your Web site via Google Maps, but also how well other local sites, like Yahoo Local and Yelp are working for you as well.



## Getting Clues from Your Keywords Data

You can also learn which terms are organically attracting local visitors to your site by looking at your keywords in Google Analytics. Drill down through Traffic Sources and Search Engines and then click on the Search Engine of your choice. Unless you have a very powerful Web site, any non-geo-modified terms that appear here indicate searches made by people in your area.

For example, if you are getting a significant amount of traffic for highly competitive general terms like *house cleaning*, *plumbing* or *attorney*, you can rest assured that those were searches either made from within your area or searches made by people who set your area as the location to search in the Google search sidebar.



## Great Third Party Tracking Options

Some industries have customized tracking available and these services are quite often the simplest solution for tracking the effectiveness of your Web site in local search marketing. Restaurants, for example, can easily track online conversions through a third party service like [Open Table](#).

Other niches, such as doctors, have online appointment software available to them which can serve the same purpose. Most of the value of these services lies in the fact that they prove to the small business owners who use them properly, they are clearly delivering clients to their doorsteps. If such programs are available to the niches you serve, they can be a simple, very effective way to track Web site conversions so be sure to consider them seriously.

## Google Maps Dashboard

Google's local search dashboard shows us just how long the long tail of Local Search can be and gives you ideas for terms to use in your optimization and pay per click marketing. It's also a great tool for helping convince clients that trying to rank for competitive *fat head terms* in universal search is not the be all of successful Internet marketing.

This business, for example is getting decent traffic for terms **apartments** and **apartment**, that it has very little chance of ranking well for in universal search. This shows that of the 600 impressions this listing appeared for during the time period, 223 of them were triggered by search terms that were used 4 or fewer times.



The interface also shows how many people clicked to get more information in the *Maps Local Business Listing*, which may not necessarily have resulted in a visit to the Web site and is something we can't determine any other way.

You are also shown how many visitors asked for driving directions, which Google sees as a fairly reliable indicator of purchasing intent.



In this example, the requests for driving directions can help us prove that at least some of the people walking in the door of this realtor's office are there because of our marketing efforts, even when the searchers never go to the Web site.