

Webinar Wednesdays

**Building a top-notch Local Search
Site**



October 5 2022

Why do a Local Guide

- Local guides are extremely useful
- Content is everywhere Curation is the key

Define your core audience

Tourists, Residents, Retirees, etc

**Get your data -
Great Breadth and Depth**

Breadth - all listings for your market

Depth - deep detailed information

Not just address photos and description. Go deep!

How many tables does a restaurant have, sound level, menus, pricing, ratings and reviews, video, etc

Use Credibility Triggers

Memberships

Certifications

Badges

Testimonials

Authenticity is important

- **Don't be the faceless anonymous site, people want to know who's behind it and who they are**
- **Feature your Listing Owners**
- **Feature Real People, especially with Video**

Curated Content

- Curated Lists - **what** to do **when** (at night, day, seasonal, major events like Art Basel or 4th of July weekend, This Weekend) for **who** (Families, Singles, Outdoor enthusiasts) .

Curated Content

- **Best of awards**
- **Segments like Green / Wellness**
- **Lists featuring your comercial interests**

Engagement ideas to get people to come back

- Local Sports teams schedules
- Movie Times
- Weather
- Combine everything into a “What’s Happening this weekend”

Next:
Demonstrations