



# Presentation to



11/6/2008  
Miami, FL



# What is Local Search?

- It's about the **What** the **Where** the **Who**.
- Defined as a specialized Internet search engine that allow users to submit geographically constrained searches against a structured database of local business listings. - Wikipedia
- Example: “Miami hotels”
- Miami is the where, hotels is the what, tell me who.



# Discovery & Recovery

- Search engines need to respond to two types of searches.
- In his book “The Search” John Battelle describes them as follows:
  - “This perfect search also has perfect recall. It knows what you’ve seen and can distinguish between a journey of discovery, where you want to find something new, and recovery when you want to find something you’ve seen before.”
- This is true in local search too.

# Recovery Search

- Oftentimes, people using a local search application are trying to recover a bit of information or the address of a business that *they know* exists.
- Example: “Trump Hotel Miami” -  
They know the what, where, and the who. May just need the address, or phone number.
- It’s easy for consumers to become frustrated with recovery search because they know the item exists, but the searches don’t always yield the right results.
- A 2002 iProspect survey noted “if a search is deemed unsuccessful by the user, 27.2% of users immediately switch to another site/search engine.”
- The problem is that in today’s world, over 55% of all businesses do not have a web presence! Without a web site or HTML-based profile, nothing for spiders and bots to find. In other words, there must be content for the search engines to work.

# Discovery Search

- Much more difficult to address but it is just as vital.
- In terms of local-search, a “discovery search” is when a person has a need and knows where, geographically, she or he wants a product or service but *not which business to turn to for it*.
- Example, “next day dry cleaning 02118”
- They know *what* they want and *where* they want it, but not *who* can provide it.
- After all, not all dry cleaners provide next-day service.
- The person is trying to *discover* the answer to her question.
- This kind of information query (“next day”) is meta data - it’s descriptive - it’s context.

# Discovery Search

Google   [Advanced Search](#) [Preferences](#)

Web [Maps](#) Results 1 - 10 of about 1,760 for


**Anton's Cleaners** [www.Antons.com](#) Same Day Service • 25% Off Coupons 43 Convenient Locations Sponsored Link

**Tremont Laundry & Cleaners - South End Boston, MA 02118 - Reviews ...** - 12:22pm  
TLC is proud to offer same day Wash/Dry/Fold and next day dry cleaning services. ...  
Boston, MA 02118-1257. 617-424-9349. Hours of Operation: ...  
[ma.citysquares.com/boston/south-end/personal-services-care/laundry-services/tremont-laundry-cleaners](#) - 65k - [Cached](#) - [Similar pages](#)

**Boston Dry Cleaning & Laundry Reviews**  
Only once has my dry cleaning not been ready the next day by 5pm...fast and ... Roxbury, MA 02118. Kevin M. writes: I've used this place for the past 4 ...  
[www.yelp.com/reviews/12\\_Boston\\_MA/drycleaninglaundry\\_page\\_0.html](#) - 32k - [Cached](#) - [Similar pages](#)

**Polka Dog Bakery - South End - Boston, MA 02118**  
I went back the next day to pay. Such kindness isn't often afforded these days but that's what this ..... My local dry cleaner, watering hole, deli, cafe,... ...  
[www.yelp.com/biz/polka-dog-bakery-boston](#) - 142k - [Cached](#) - [Similar pages](#)  
[More results from www.yelp.com »](#)

**Local business results for next day dry cleaner near Boston, MA 02118**

 **Jack's Tailoring & Dry Cleaning** - [maps.google.com](#)  
1937 Massachusetts Ave, Cambridge - (617) 868-8339  
"Jack is an excellent tailor."  
★★★★★ 88 reviews, directions, and more »

**Tremont Laundry & Cleaners-TLC** [www.tremontlaundry.com](#)

Context!

**QUARES®**

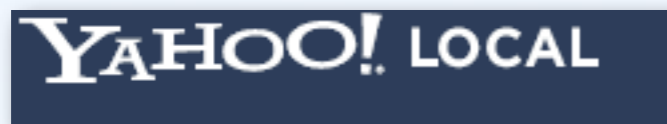
# Discovery Search

- A local-search application needs to understand the “fabric” of a business and identify what makes a business unique.
- People making local-search queries want context that allows them to distinguish results from others in their same category and same geographic space.
- Give me what I want! Give it to me fast.
- The information needed to understand what’s unique about a business range from the simple — hours open and payment types accepted —to the more complex attributes like a business’ specialties and the brands it carries.
- Attribute data, meta data, call it what you want - it’s context.



# Navigating Local Search

## The Search Engines



## The Directories



# Tectonic Shift

- 1998: “eCommerce is going to destroy brick-and-mortar businesses!”
- SMBs didn’t budge.
- 2008: 10 years later, SMB ad dollars finally moving, from print to online at an astonishing pace.
- The earthquake has started.



# I'm Hungry

- I'm visiting Miami Beach.
- I'm hungry for a bagel and lox!
- I have a computer, I have an iPhone.
- I use that technology to query Google for “Bagels Miami Beach”.



# The Results

Local search query

Google local top 10

Organic results

Google

bagels miami beach

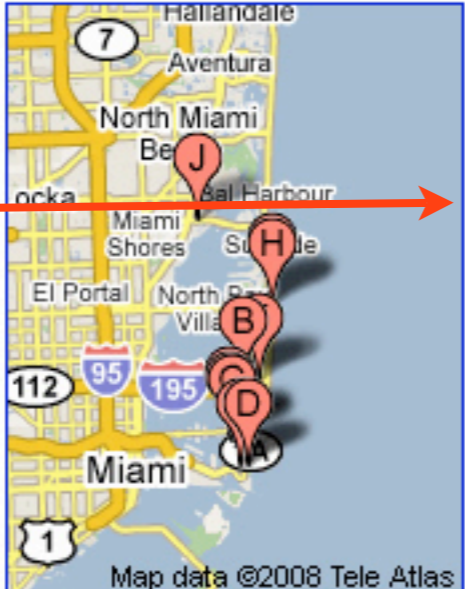
Search

Advanced Search  
Preferences

Web Maps

Results 1 - 10 of at

Local business results for **bagels** near **Miami Beach, FL**



A. [Einstein Bros Bagels](#) - [www.einsteinbros.com](#) - (305) 534-4003 - [2 reviews](#)

B. [Bagel Time](#) - [www.muffinshop.com](#) - (305) 538-0300 - [more](#)

C. [Dunkin' Donuts](#) - [www.dunkindonuts.com](#) - (786) 276-8327 - [1 review](#)

D. [Dunkin' Donuts](#) - [www.dunkindonuts.com](#) - (305) 531-9944 - [2 reviews](#)

E. [Dunkin' Donuts](#) - [www.dunkindonuts.com](#) - (305) 867-0061 - [1 review](#)

F. [Dunkin' Donuts](#) - [www.dunkindonuts.com](#) - (305) 673-0182 - [1 review](#)

G. [Sobe Bagels](#) - [www.igougo.com](#) - (305) 674-1577 - [1 review](#)

H. [New York Bagel Deli](#) - [reviews.metroguide.com](#) - (305) 865-2522 - [4 reviews](#)

I. [Big Al's](#) - [maps.google.com](#) - (305) 673-4811 - [more](#)

J. [Bagel Bar East At San Souci](#) - [www.bagelbareast.com](#) - (305) 895-7022 - [5 reviews](#)

[More results near Miami Beach, FL »](#)

[Einstein Bros. Bagels - Miami Beach, FL, 33139 - Citysearch](#)

Come to Citysearch to get information, directions, and reviews on Einstein Bros. **Bagels** and other 4-Star Restaurants in **Miami Beach**.

[+ Show map of 1500 Alton Rd, Miami Beach, FL 33139](#)

[miami.citysearch.com/profile/2504047/miami\\_beach\\_fl/einstein\\_bros\\_bagels.html](#) - 57k - [Cached](#) - [Similar pages](#) - [Note this](#)

[Bagels, Miami Restaurants | Restaurant menus, reviews and maps on ...](#)

Bagel Bar at Miami Gardens Dr. North Miami/North Miami Beach Bagels ... Miami Beach Bagels. Bagel Express. Aventura/Golden Beach/Sunny Isles Beach Bagels ...

[www.urbanspoon.com/f/12/1103/Miami/Bagel-shops](#) - 66k - [Cached](#) - [Similar pages](#) - [Note this](#)

# Where do I go?



So many choices!  
I just want a bagel and lox!



# Google Maps Top 10

## bagels near Miami Beach, FL

- A. [Einstein Bros Bagels](#) - [www.einsteinbros.com](http://www.einsteinbros.com) - (305) 534-1111
- B. [Bagel Time](#) - [www.muffinshop.com](http://www.muffinshop.com) - (305) 538-0300 - [m](#)
- C. [Dunkin' Donuts](#) - [www.dunkindonuts.com](http://www.dunkindonuts.com) - (786) 276-8321
- D. [Dunkin' Donuts](#) - [www.dunkindonuts.com](http://www.dunkindonuts.com) - (305) 531-9941
- E. [Dunkin' Donuts](#) - [www.dunkindonuts.com](http://www.dunkindonuts.com) - (305) 867-0061
- F. [Dunkin' Donuts](#) - [www.dunkindonuts.com](http://www.dunkindonuts.com) - (305) 673-0181
- G. [Sobe Bagels](#) - [www.igougo.com](http://www.igougo.com) - (305) 674-1577 - [1 rev](#)
- H. [New York Bagel Deli](#) - [reviews.metroguide.com](http://reviews.metroguide.com) - (305) 861-1111
- I. [Big Al's](#) - [maps.google.com](http://maps.google.com) - (305) 673-4811 - [more](#)
- J. [Bagel Bar East At San Souci](#) - [www.bagelbareast.com](http://www.bagelbareast.com) - (305) 673-4811

 [More results near Miami Beach, FL »](#)

Dunkin' Donuts? For lox!?  
No thanks.

Einstein? Eh.

Give me something *local*,  
*authentic*.

Let's click-through...

# Bagel Bar East



Very typical for an SMB,  
part of that 55%.

Not good enough.

I'm gone.

# MuffinShop.com



Great domain name.

Where are the bagels?

Again, typical.

I'm still hungry.

# Bagel Factory

## Bagel Factory



No Photo

1427 Alton Road  
Miami Beach, Florida 33139  
+1 305 674 1577

[Enlarge Map](#)



Map data ©2008 Tele Atlas - [Terms of Use](#)

### Description

A small delicatessen, this casual restaurant offers early morning (5:30am) hours and healthy fast food with a variety of breakfast and lunch specialties. The restaurant is quite popular, and is often crowded on the weekends. The menu includes bagel sandwiches, soups, salads, and fat-free selections. A variety of bagels is available in banana-raisin, onion, sunflower, poppy seed, and marble, to name a few. The restaurant is clean and comfortable with three self-seating tables.

Local directory site - IgoUgo.

No ratings, no reviews?

Not good enough.

# Big Al's Bagels

**Big Al's Bagels**

(305) 673-4811

**South Beach**  
830 5th St  
Miami Beach, FL 33139

[Send to phone](#)

15 people have voted

**80%**  
like it

**Add your vote**

[I like it](#) [I don't](#)

[Add to your wishlist](#)

[Write a review](#) [Send to a friend](#) [Edit restaurant info](#)

**Menu for Big Al's Bagels**

We don't have a menu for this restaurant. [Add photos of the menu.](#)

**Bagels**

[Fill in the blanks \(price\)](#)

**Critic reviews for Big Al's Bagels**

**Citysearch** rated it **3.5/5.0** [full review](#)

Bloggers, have you reviewed this restaurant? [Add your review to this page.](#)

**User reviews of Big Al's Bagels**

Local *vertical* directory site  
- UrbanSpoon.

Ratings!

Link to reviews!

I'm eating at Big Al's!

Thank you UrbanSpoon!





I am a  
happy consumer.

Everyone wins!



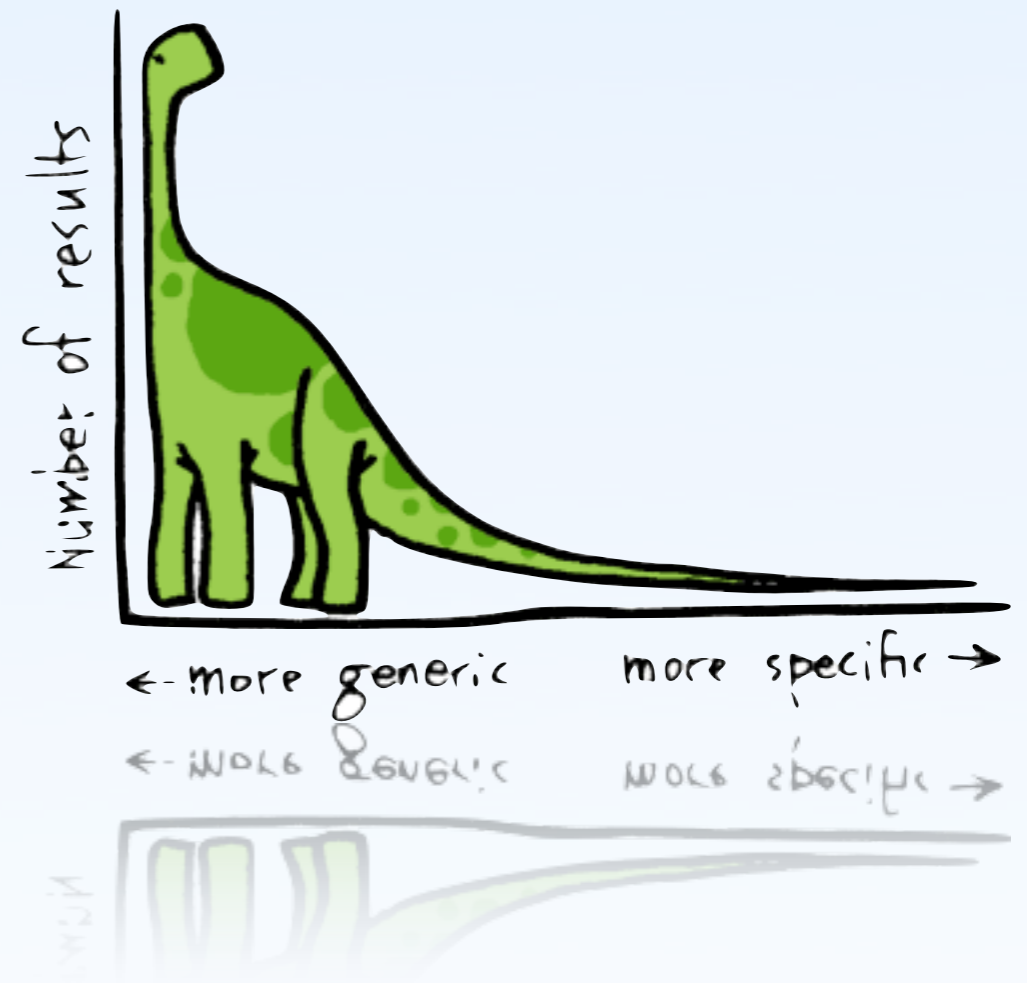
# The Transaction

- I'm a typical user. Discerning. Picky. Short attention span.
- Took me a bit, but I am going to get my bagel and lox at Big Al's.
- Happy? I may rate, may review, may recommend.
- No one likely made money on this transaction.
- **DIGITAL DELIVERY - ANALOG RELATIONSHIPS!**
- It's the same business as newspapers, YPs, but its a different delivery mechanism.



# Long Tail

- That was fun.
- That was also generic.
- What about more specific local searches?
- “Local” is relative - there is the hyper-local.



# Long Tail of Local Search

- Most common searches we see are recovery searches.
- Other popular searches are neighborhood names, the hyper-local.
- next day dry cleaning 02118?
- How about “next day dry cleaning south end”!
- misspellings: *whiskey* park vs. *whisky* park
- CVS porter square, staples coolidge corner (recovery)
- back bay movers, davis square beer (discovery)



# The Market Opportunity

- Shopping is still an analog, social, and local activity. Given a choice, people prefer to buy locally. **95%** of all retail is still conducted face-to-face.

Source: Kelsey Group, Sterling Market Intelligence

- **33%** of all online searches are conducted by consumers seeking local goods and service.

Source: Kelsey Group, Sterling Market Intelligence

- In 2007 local businesses spent \$2.5B in local search advertising. That number is expected to reach \$5B in 2008, and **\$13B** in 2010.

Source: Sterling Market Intelligence, Borrell Associates



# What's Going On?

- **The Problem**

- **33%** of *all* online searches are consumers seeking *local* goods and services!
- Yet **55%** of all small businesses in the US don't have a website!
- Online local business information is largely disaggregated, cumbersome and inaccurate.
- The traditional advertising industry is in the midst of a magnitude 10 earthquake!
- The money is on the move, and it's moving online.



# Local Search Products

- Directory sites
  - Profiles
  - Videos
  - Click-to-Call
  - SEO
  - 411
- Other
  - Search Engine Optimization (SEO)
  - Search Engine Marketing (SEM)
  - 411

# CitySquares' Approach

- Provide small, local businesses with a **S**earch **E**ngine **O**ptimized online presence in one place – CitySquares.com, provide it in a relevant, hyper-local context.
- 1,500,000 businesses on the site, for New England and NY. Nationwide by Spring '09.
- Attract a large, qualified, local consumer audience with relevant information about their hyper-local communities, the businesses and resources within those communities.
- Tailor information to peoples habits and where they live their lives.
- Mobile is *the medium* for local, we'll be there.



# Basic Revenue Model

## **Standard Profile - FREE**

- All businesses receive a free standard business profile, includes basic, search engine optimized information (name, address, phone, map, ratings and reviews)

## **Deluxe Profile – \$1,200 per year**

- Upgrade from Standard to include more information, such as hours, products/services, menu, coupons, website URL, email, and more.
- Customers who upgrade to Deluxe Profiles are given greater overall online exposure and are eligible to participate in other CitySquares programs.



Not a member yet? [Join Now!](#) [Members Log In](#)[Home](#)[Businesses](#)[Events](#)[News](#)I Want: you are in: **Boston**[Close List](#)[Navigate By Map](#) NEW![23 Photos](#)

### Welcome To Boston

From the North End and it's 100 eateries, to Jamaica Plain, the South End, and to the colleges in the Back Bay, Boston is a city of neighborhoods. You can walk anywhere in Boston, navigating your way around historic landmarks, or by the city's famed restaurants, pubs, and shopping destinations. Use CitySquares.com to navigate your way through these neighborhoods and find the local businesses, the hidden gems, that make these neighborhoods unique.... [read more](#)

There are 227,000 employees within a 20-minute walk of Downtown Crossing...

### Nearby Neighborhoods:

from Boston

[all neighborhoods](#)[Boston Common](#)[Leather District](#)[Waterfront](#)[Beacon Hill](#)[Government Center](#)[Prudential](#)[Theatre District](#)[West End](#)[North End](#)[Downtown Crossing](#)[Financial District](#)[MIT](#)[Chinatown](#)[Bulfinch Triangle](#)[East Cambridge](#)[Downtown](#)[Back Bay](#)[South End](#)[Bay Village](#)[Fort Point](#)[Kendall Square](#)[<< PREV](#)[NEXT >>](#)jump to city: [Cambridge](#) | [Brookline](#) | [Everett](#) | [Somerville](#) | [Medford](#) | [more »](#)

Boston

## Centre Street Café

669 Centre St., Jamaica Plain • 617-524-9217

sponsored ad

### Featured Businesses



#### **Crystal Cleaning & Painting ...**

0.27 miles

Category: [Appliances](#)Neighborhood: [Boston Common](#), [Boston](#)**Leonardo P.:** "They did a wonderful job. I have two kids and a dog and my house is not easy t..."

★★★★★ 4.4 stars (14 votes)

Boston, MA 02108

781-844-8802



#### **Model Ace Hardware**

★★★★★ 4.3 stars (32 votes)

22 Harvard Ave

2008 All Star Campaign  
for  
Beauty & Wellness

[Find Out More!](#)

**SMOKEN' Joe's**  
**BBQ & BLUES**

351 WASHINGTON ST  
BRIGHTON

## Smoken' Joe's Barbeque

★★★★★ 4.6 stars (32 votes)

[7 reviews](#)

Category: [Restaurants, Food & Beverages](#) › [Restaurants](#)

0.03 miles

Neighborhood: [Brighton, Boston](#)

351 Washington Street  
Brighton, MA 02135

**617-254-5227**

<http://smokenjoesbbq.com/>



[5 photos](#)



verified  
locally owned

[Add your Review](#)

### Our Current Deals:

Print this coupon and  
bring in for a free 6pc  
order of Wings. (Dine-  
in only).



[Print Now!](#)

Subscribe to get deals,  
coupons and updates from  
this business.

First Name:

Last Name:

Email: \*

The email to receive constant  
contact emails from.

[Subscribe](#)

### What's New

in Brighton, Boston



[American Laser Centers Brighton](#) was  
voted as a great business



added new photos to their profile



[Castle Bar](#) added new photos to their  
profile



[Castle Bar](#) added new photos to their  
profile



[Castle Bar](#) added new photos to their  
profile

› [What Else Is New?](#)



Click to Play

### Tags:

hotter than hell night • corona • corn bread • family owned • key lime pie •  
sauce • southern • wicked dirty rice • pulled pork • smoken' joe's

[view more tags »](#)

[add tags »](#)

[ShareThis](#)

### Hours of Operation:

Thursday-Saturday 11:30am-11pm

Sunday 11:30am- 10pm

Monday 5pm - 10pm

Tuesday and Wednesday 11:30am - 10PM

NEW NEW NEW

Shirley Lewis Blues Band Friday-Saturday March 21 & 22



### Smoken' Joe's Barbeque Location



POWERED BY  
Google

Map data ©2007 Tele Atlas

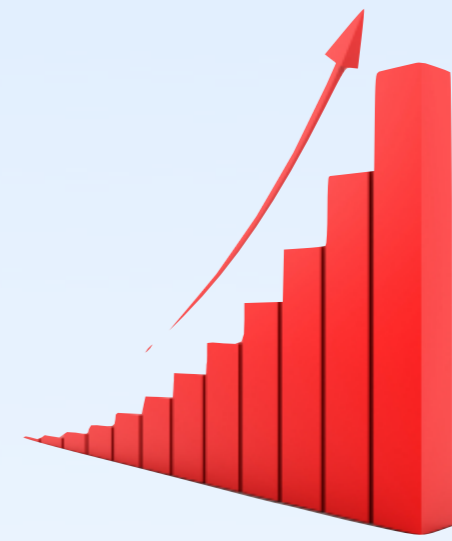
# More Revenue



- Sponsored display advertising
- Video
- Constant Contact® newsletter
- Offline print campaigns
- Adsense, monetizing traffic.



# The Sale



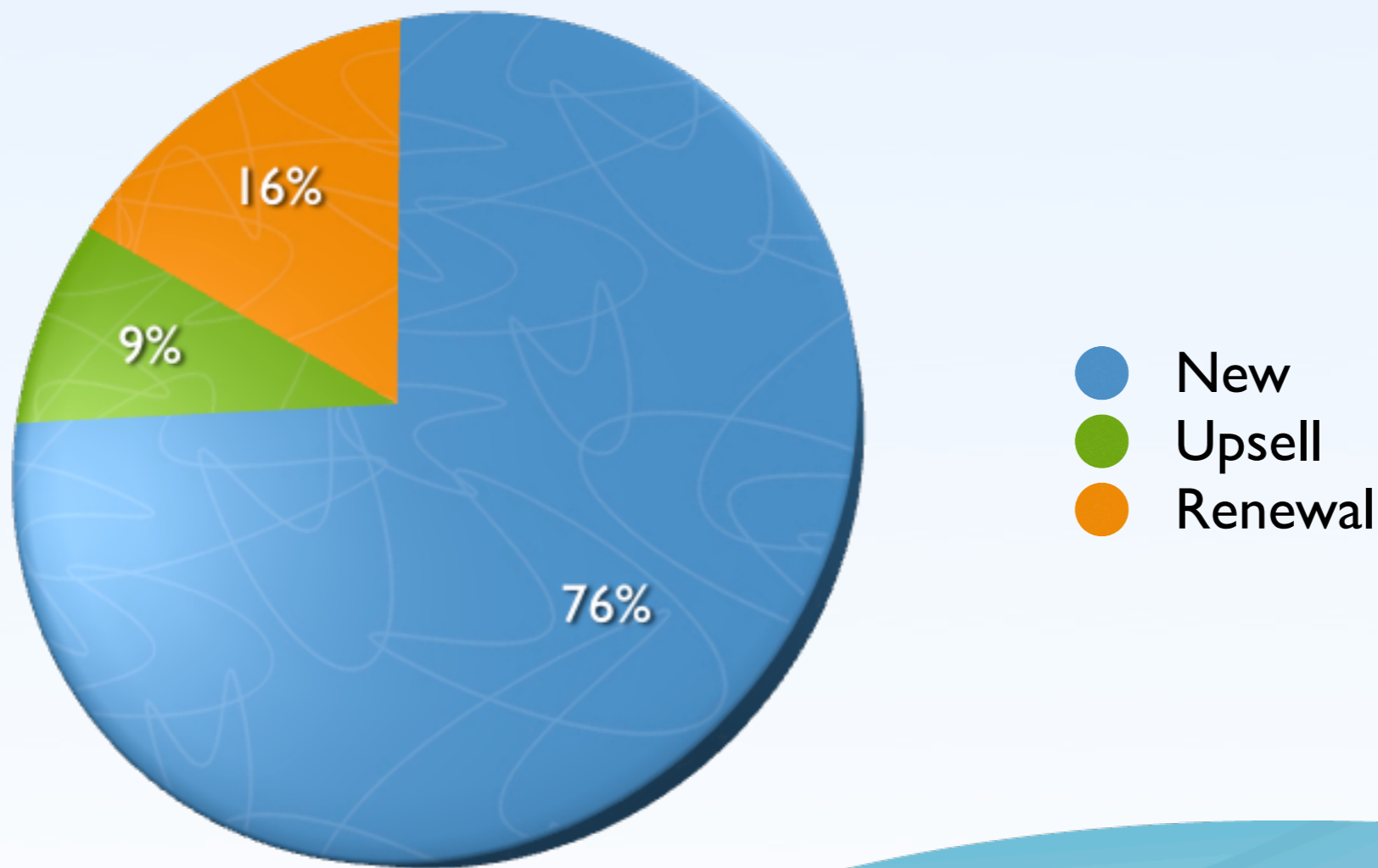
- 6 inside agents today, including sales manager.
- Smiling and Dialing.
  - Value proposition - gotta sell it.
  - You're on "the Google!"
- Inbound prospects, leads, sales.
  - Claiming
  - Correcting
  - Adding
  - Very different value proposition.

# Stats to Track

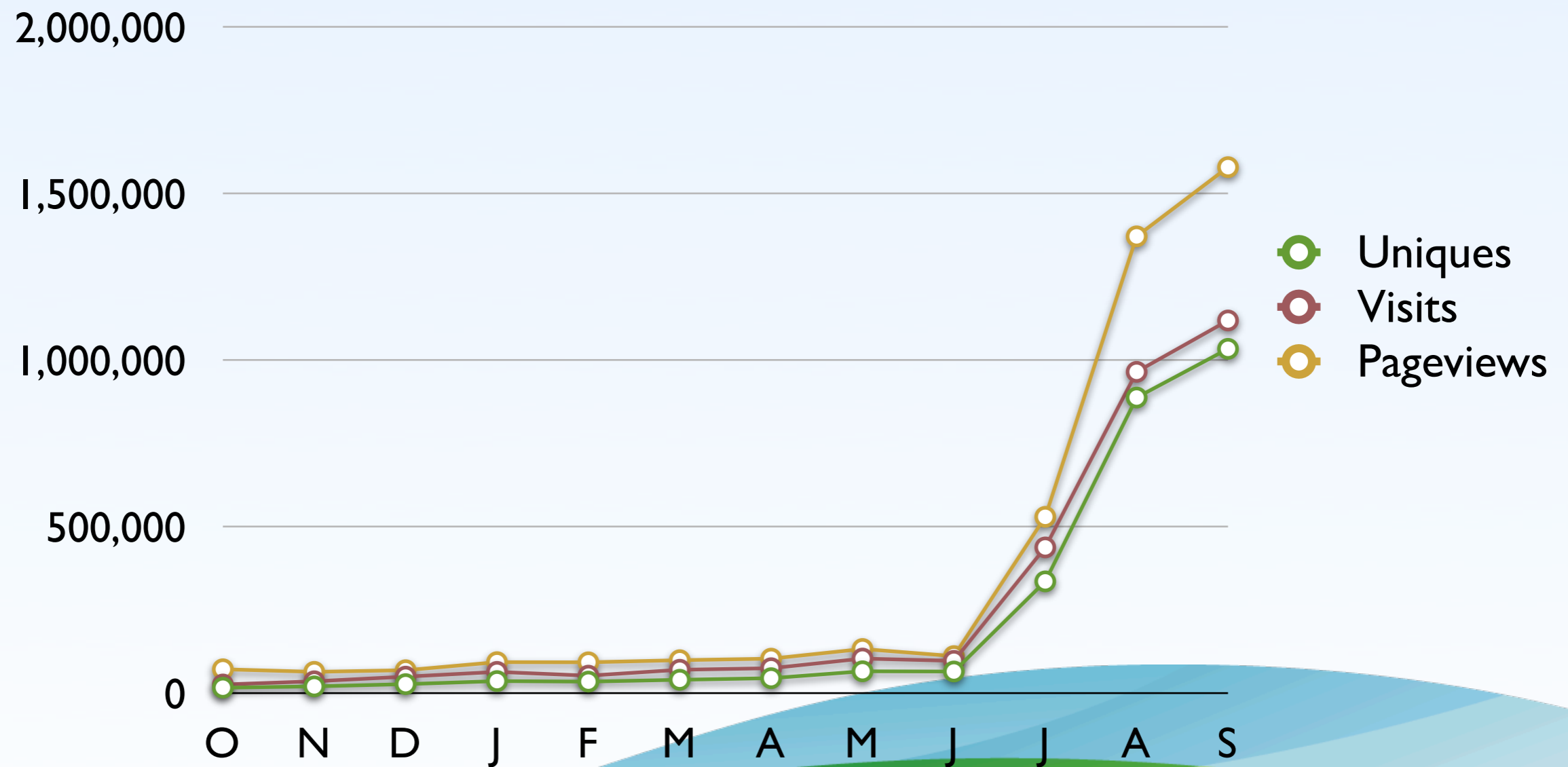
- New customers
- Up-sells
- Renewal rates - critical
- Impressions, CTRs
- Geographic trends - where are they coming from? Why?
- Unique visitors
- Repeat visitors
- Page-views per visit
- Time on site
- Engagement
- Geographics, demographics



# 12 Month Sales by Type



# 12 Month Traffic



# Growth



- 3 years old, funded.
- Monetizing our traffic.
- Providing value to businesses, advertisers.
- Increasing inbound sales.
- National advertisers as we expand.
- Increase site stickiness and user value proposition.
- More value for the community.

# The Real World

- This is not about eCommerce, or virtual goods.
- This is personal, real-world stuff.
- Again, Digital Delivery - Analog Relationships.
- A resource, much like a newspaper - Engaging, resourceful, credible.
- Community organizations, bulletin boards, public information.
- And yes, classifieds!



# What does that mean?

- Classifieds is largely in the real-world.
- Local stuff for sale, local jobs, music instruction, etc.
- Oftentimes its *hyper-local* too.
- A natural synergy between local-search, community, classifieds.
- Browser, mobile, others?
- I can only begin to imagine.
- **That's why I'm here, to learn from you.**



# Thank you

Ben Saren  
Founder & CEO

[bsaren@citysquares.com](mailto:bsaren@citysquares.com)

