



# The State of Search

*How Google is Monetizing the 1<sup>st</sup> Page*

Will Ferris

Vice President of Search Marketing and Operations

GCommerce Solutions



- A little about me
- Premise
- Google's evolution
- Google Hotel Finder
- ZMOT
- Tips for top placement



# *About Me*





Premise...Google has changed



**Not Found**



# Google



Google Search

I'm Feeling Lucky

- 100 Billions Searches Per Month
- 30 Billion have location intent
- \$50 billion in Revenue in 2012
- 97% of revenue is based in AdWords advertising
- Everyone wants to be on the first page



Google

Google Search

I'm Feeling Lucky

*To organize the world's information and make it universally accessible  
and useful*

*.... To make more money for Google*





**Web**

Images

Maps

Shopping

More ▾

Search tools

About 53,900,000 results (0.49 seconds)

Ads related to **downtown long beach hotel** ⓘ

**Downtown Long Beach Hotel - TheVardenHotel.com**  
[www.thevardehotel.com/](http://www.thevardehotel.com/)

**Downtown Boutique Hotel in Long Beach Rooms From \$99. Book Now!**

**Downtown Long Beach Hotel - QueenMary.com**  
[www.queenmary.com/](http://www.queenmary.com/)

A Unique **Long Beach** Stay In Our Historic Rooms & Suites. Book Now.

**Hotels in Long Beach, CA on Google**

Compare **hotels** based on reviews, prices, photos, Street View and more.

Hotels from	3 stars from	4 stars from	5 stars from
<b>\$39</b>	<b>\$53</b>	<b>\$57</b>	<b>\$164</b>

Prices per night [More Google hotels results »](#)

**Long Beach Hotels: Compare 53 Hotels in Long Beach, with 6,500 ...**  
[www.tripadvisor.com](http://www.tripadvisor.com) > United States > California (CA) > Long Beach ▾

★ ★ ★ ★ ☆ Rating: 3.5 - Review by TripAdvisor Travelers' Score

"This is a nice **hotel** in the heart of **downtown Long Beach**. There are quite a few restaurants withing walking distance as well as attractions and activities.

**Renaissance Long Beach Hotel - Marriott**

[www.marriott.com](http://www.marriott.com) > Renaissance Hotels > Long Beach ▾

The Renaissance **Long Beach Hotel**, located in **downtown Long Beach**, California, offers world-class luxury **hotel** accommodations and is near many popular ...

**Long Beach California Hotels | Courtyard ...**

[www.marriott.com](http://www.marriott.com) > Courtyard > Long Beach

Score: **23** / 30 · 98 Google reviews - \$169 ▾

**Hotels in Long Beach CA - Hilton Long B...**

[www3.hilton.com](http://www3.hilton.com) / ... / **hotels** / ... / **hilton-long-bea...**

Score: **22** / 30 · 91 Google reviews - \$98 ▾

**Hotel Maya - DoubleTree by Hilton**

[doubletree3.hilton.com](http://doubletree3.hilton.com) / ... / **hotels** / ... / **hotel-may...**

Score: **22** / 30 · 55 Google reviews - \$188 ▾

**The Varden**

[www.thevardehotel.com/](http://www.thevardehotel.com/)

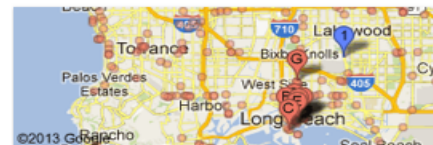
Score: **22** / 30 · 22 Google reviews - \$119 ▾

500 E 1st St  
Long Beach  
(562) 435-8511

701 W Ocean Blvd  
Long Beach  
(562) 983-3400

700 Queensway Dr  
Long Beach  
(562) 435-7676

335 Pacific Ave  
Long Beach  
(562) 432-8950



**Map for downtown long beach hotel**

Ads ⓘ

**Long Beach Hotel**

[longbeach.hyatt.com/](http://longbeach.hyatt.com/)

Book a Hyatt **Long Beach Hotel** Now.  
Best Rates Online, Guaranteed.

**Hotels in Long Beach, CA**

[www.booking.com/Downtown-Long-Beach](http://www.booking.com/Downtown-Long-Beach)

★★★★★ 2,398 seller reviews

20 **Hotels** near **Downtown Long Beach**.

No reservation costs. Great rates

Booking.com has 1,061,802 followers on Google+

**Long Beach Hotel**

[www.orbitz.com/Long-Beach-Hotels](http://www.orbitz.com/Long-Beach-Hotels)

★★★★★ 163 reviews for orbitz.com

Great Deals on **Long Beach Hotels**.

Low Price Guarantee - Book Now!

Orbitz has 521,985 followers on Google+

**Long Beach Hotels**

[priceline.com/Downtown\\_Long\\_Beach](http://priceline.com/Downtown_Long_Beach)

★★★★★ 735 reviews for priceline.com

**Hotels** near City Center **Long Beach**.

Over 200,000 **hotels** worldwide.

**Courtyard Long Beach CA**

[www.courtyardlb.com/](http://www.courtyardlb.com/)

1 (877) 860 0912

Brand New **Hotel** by **Long Beach** Airport. Free Wifi, Bristo & more.

3841 N Lakewood Blvd, Long Beach  
(562) 429-5803 - [Directions](#)



# *Google's Evolution*



# 2008-2009




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

Web [Maps](#)

Results

## [FTD.COM - Mother's Day Flowers and Gifts](#)

Trust online **florist** FTD to send all of your flower arrangements, because flower ... FTD uses a nationwide network of **florists** to deliver fresh flower ...

[www.ftd.com/](#) - 105k - [Cached](#) - [Similar pages](#)

## [Florist.com - Local florist delivered flowers and gifts. Best same ...](#)

Same day delivery of fresh flowers, roses, and unique gift baskets from the best local **florists**.

Flower delivery online by local **florists** for birthday ...

[Birthday Flowers](#) - [Bouquets](#) - [Roses](#) - [Wedding Flowers](#)

[www.florist.com/](#) - 62k - [Cached](#) - [Similar pages](#)

## [Florist Designed Flowers from Florists at 1-800-FLOWERS.COM](#)

**Florists** artistically design and hand-deliver flowers by a **florist** at 1-800-FLOWERS.COM.

Send flowers with our select **florists** today!

[www.1800flowers.com/flower-type/florist-designed](#) - 66k - [Cached](#) - [Similar pages](#)

## [Local business results for florist near New York, NY - \[Change location\]\(#\)](#)



- A. [Ariston Florist](#) - [www.aristonflorist.com](#) - (212) 929-4226 - [9 reviews](#)
- B. [Flowers of the World](#) - [www.flowersoftheworld.com](#) - (800) 582-0428 - [7 reviews](#)
- C. [Flowers Naturally](#) - [www.flowersnaturallynewyork.com](#) - (212) 302-4090 - [5 reviews](#)
- D. [Alaric Flowers](#) - [www.alaricflowers.com](#) - (212) 308-3794 - [36 reviews](#)
- E. [Big Apple Florist](#) - [www.bigappleflorist.com](#) - (212) 687-3434 - [8 reviews](#)
- F. [FLOWERS BY RICHARD](#) - [www.myfsn.com](#) - (800) 311-0810 - [23 reviews](#)
- G. [Roses and Blooms Florist](#) - [www.rosesandblooms.com](#) - (212) 758-7673 - [15 reviews](#)
- H. [Flowers On First](#) - [www.flowersonfirst.com](#) - (212) 758-3005 - [13 reviews](#)
- I. [Zeze Flowers](#) - [www.zezeflowers.com](#) - (212) 753-7767 - [7 reviews](#)
- J. [Matles Florist](#) - [www.matlesflorist.com](#) - (212) 246-1181 - [1 review](#)

[More results near New York, NY >](#)

# 2010

Web Images Videos Maps News Shopping Gmail more ▾

Google

plumber montreal

Search

About 243,000 results (0.34 seconds)

Advanced search

Everything

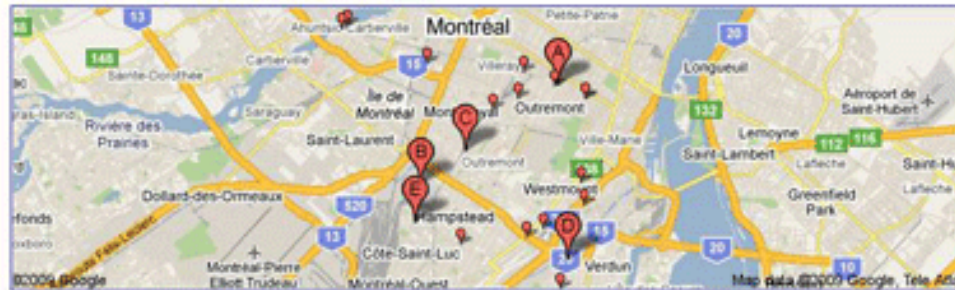
- Maps
- Images
- Video
- News
- Blogs
- Books
- Shopping
- Forums
- Less

Any time

- Recent results
- Past hour
- Past 24 hours
- Past week
- Past year
- Custom range...

Show search tools

Plumber near Montreal, QC, Canada 1



**A** [Bat-Air Plumbing & Heating](#) - 27 Rue Maguire, Montreal - (514) 274-4348  
maps.google.com - More

**B** [Abe Cohen Plumbing & Heating Inc.](#) - 8145B Chemin Devonshire, Mont-Royal - (514) 731-3446  
www.abecohenplumbing.com - More

**C** [JW Plumbing & Heating Inc.](#) - 3880 avenue De Courtrai, Montreal - (514) 735-5583  
www.jwplumbingco.com - More

**D** [Plomberie Charbonneau Inc.](#) - 1955 Rue Cabot, Montreal - (514) 766-3531  
maps.google.com - 1 review and more >

**E** [Empire Plumbing](#) - 5875 boulevard Cavendish, Cote-St-Luc - (514) 484-0322  
maps.google.com - More

More results near Montreal, QC, Canada >

Plumbing Contractors in Montreal, QC | 1 | YellowPages.ca™ 2

Business listings for **Plumbing Contractors** in **Montreal, QC**, brought to you by YellowPages.ca (TM)  
- Page 1.

www.yellowpages.ca/search/si/1/Plumbing.../Montreal,+QC - Cached - Similar - Filter

Sponsored links:

[Water heater emergencies](#)

Since 1966, Chauffe-Eau SOS is Quebec's water heater expert  
[www.chauffeaussos.ca](http://www.chauffeaussos.ca)

[Plomberie Supreme 24hrs](#)

Commercial, Residential, Industrial  
Service Calls, Repair & Renovation  
[WWW.PLOMBERIESUPREME.CA](http://WWW.PLOMBERIESUPREME.CA)

[Plumber Montreal](#)

Hiring skilled trade workers in MTL  
Find Construction & Trade Jobs  
[Montreal.Kijji.ca](http://Montreal.Kijji.ca)

See your ad here >

# Late 2011


[Sign in](#)

About 49,500,000 results (0.45 seconds)



Ads related to long beach hotel

Why these ads?

## 25 Long Beach CA Hotels - Lowest price guarantee

[www.booking.com/Long-Beach-Hotels](http://www.booking.com/Long-Beach-Hotels) - ★★★★★ 1,360 seller reviews

Book your Hotel in Long Beach CA

4,455 people +1'd Booking.com

→ Most Popular Hotels - Budget Hotels - Best Reviewed Hotels - Luxury Hotels

## Downtown Long Beach Hotel | TheVardenHotel.com

[www.thevardenhotel.com/](http://www.thevardenhotel.com/)

Downtown Boutique Hotel in Long Beach Rooms From \$99. Book Now!

335 Pacific Ave, Long Beach, CA  
(562) 432-8950 - [Directions](#)

## 25 Long Beach, CA Hotels | Expedia.com

[expedia.com/Long\\_Beach\\_CA\\_Hotels](http://expedia.com/Long_Beach_CA_Hotels) - ★★★★★ 486 seller reviews

Summer Sale: Hotels up to 35% Off. Book Long Beach California Hotels

1,810 people +1'd Expedia

→ Most Popular Hotels - Highest Guest Ratings - Cheap Hotels - Luxury Hotels

## Book hotels in Long Beach

[www.google.com/hotelfinder](http://www.google.com/hotelfinder)

2-star hotels from \$47 4-star hotels from \$199

3-star hotels from \$55 5-star hotels

[Book hotels](#)

## Downtown Hyatt Long Beach Hotel Rese...

[longbeach.hyatt.com/](http://longbeach.hyatt.com/)

Score: 13 / 30 - 33 Google reviews

→ Rooms & Rates - Maps & Directions

200 South Pine Avenue  
Long Beach  
(562) 491-1234

## Long Beach NY Hotels | Allegria Hotel | New York

[www.allegriahotel.com/](http://www.allegriahotel.com/)

The Allegria is ready to assume its place among the best Long Beach, NY hotels. Be one of the first to discover why.

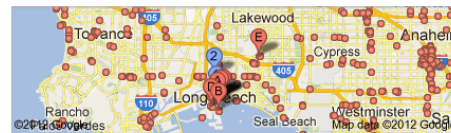
→ Contact - Guest Rooms - Cuisine & Nightlife - L'onda Lounge

## Long Beach Hotels: Check out 48 hotels, with 4500 reviews

[www.tripadvisor.com/Hotels-g32648-Long\\_Beach\\_California-Hotels...](http://www.tripadvisor.com/Hotels-g32648-Long_Beach_California-Hotels...)

48 Hotels - May 29, 2012: Long Beach Hotels on TripAdvisor: Find 4500 traveler reviews, 3200 candid photos, and prices for 48 hotels in Long Beach, California.

## Map for long beach hotel



Ads - Why these ads?

## 40 Long Beach Great Hotel

[www.hotels.com/LongBeachHotels](http://www.hotels.com/LongBeachHotels)

hotels.com is rated ★★★★★

Great Hotels in Long Beach.

Hotel Deals to Call Home About!

## Holiday Inn Express Hotel

[www.hiexpress.com/](http://www.hiexpress.com/)

Expect Great Rooms, Rates & Service

in Long Beach, CA. Book Now & Save!

## Long Beach Hotels

[www.starwoodhotels.com/LongBeach](http://www.starwoodhotels.com/LongBeach)

The Westin® Long Beach Hotel.

Our Best Rates Guaranteed. Book Now

## Long Beach Hotels

[www.priceline.com/Long\\_Beach](http://www.priceline.com/Long_Beach)

priceline.com is rated ★★★★★

Find a Cheap Room in Long Beach.

Priceline: Great Deals Every Day.

## Long Beach Hotels

[www.choicehotels.com/Beaches](http://www.choicehotels.com/Beaches)

Low Rates on Hotels near the Beach


Book Early & Save Up to 20%

## Downtown Long Beach

[longbeach.hotelreservations.com/](http://longbeach.hotelreservations.com/)

Save at Long Beach Hotels

# 2013



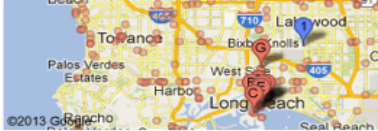
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**Downtown Long Beach Hotel - QueenMary.com**  
[www.queenmary.com/](http://www.queenmary.com/)  
A Unique **Long Beach** Stay In Our Historic Rooms & Suites. Book Now.



**Map for downtown long beach hotel**

**Hotels in Long Beach, CA on Google** Sponsored ⓘ

Compare **hotels** based on reviews, prices, photos, Street View and more.

Hotels from	3 stars from	4 stars from	5 stars from
<b>\$39</b>	<b>\$53</b>	<b>\$57</b>	<b>\$164</b>

Prices per night [More Google hotels results »](#)

**Long Beach Hotels: Compare 53 Hotels in Long Beach, with 6,500 ...**  
[www.tripadvisor.com](http://www.tripadvisor.com) › [United States](#) › [California \(CA\)](#) › [Long Beach](#) ▾  
★ ★ ★ ★ ☆ Rating: 3.5 - Review by TripAdvisor Travelers' Score  
"This is a nice **hotel** in the heart of **downtown Long Beach**. There are quite a few restaurants with walking distance as well as attractions and activities.

**Renaissance Long Beach Hotel - Marriott**  
[www.marriott.com](http://www.marriott.com) › [Renaissance Hotels](#) › [Long Beach](#) ▾  
The Renaissance **Long Beach Hotel**, located in **downtown Long Beach**, California, offers world-class luxury **hotel** accommodations and is near many popular ...

**Long Beach California Hotels | Courtyard...**  
[www.marriott.com](http://www.marriott.com) › [Courtyard](#) › [Long Beach](#)  
Score: **23** / 30 · 98 Google reviews - \$169 ▼

**Hotels in Long Beach CA - Hilton Long B...**  
[www3.hilton.com](http://www3.hilton.com) /.../hotels/.../hilton-long-bea...  
Score: **22** / 30 · 91 Google reviews - \$98 ▼

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[doubletree3.hilton.com](http://doubletree3.hilton.com) /.../hotels/.../hotel-may...  
Score: **22** / 30 · 55 Google reviews - \$188 ▼

**The Varden**  
[www.thevardenhotel.com/](http://www.thevardenhotel.com/)  
Score: **22** / 30 · 22 Google reviews - \$119 ▼

**Long Beach Hotel**  
[longbeach.hyatt.com/](http://longbeach.hyatt.com/)  
Book a Hyatt **Long Beach Hotel** Now.  
Best Rates Online, Guaranteed.

**Hotels in Long Beach, CA**  
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★ ★ ★ ★ ★ 2,398 seller reviews  
20 **Hotels** near **Downtown Long Beach**.  
No reservation costs. Great rates  
Booking.com has 1,061,802 followers on Google+

**Long Beach Hotel**  
[www.orbitz.com/Long-Beach-Hotels](http://www.orbitz.com/Long-Beach-Hotels)  
★ ★ ★ ★ ★ 163 reviews for orbitz.com  
Great Deals on **Long Beach Hotels**.  
Low Price Guarantee - Book Now!  
Orbitz has 521,985 followers on Google+

**Long Beach Hotels**  
[priceline.com/Downtown\\_Long\\_Beach](http://priceline.com/Downtown_Long_Beach)  
★ ★ ★ ★ ★ 735 reviews for priceline.com  
**Hotels** near **City Center Long Beach**.  
Over 200,000 **hotels** worldwide.

**Courtyard Long Beach CA**  
[www.courtyardlb.com/](http://www.courtyardlb.com/)  
1 (877) 860 0912  
Brand New **Hotel** by **Long Beach** Airport. Free Wifi, Bristo & more.

500 E 1st St  
Long Beach  
(562) 435-8511

701 W Ocean Blvd  
Long Beach  
(562) 983-3400

700 Queensway Dr  
Long Beach  
(562) 435-7676

335 Pacific Ave  
Long Beach  
(562) 432-8950

3841 N Lakewood Blvd, Long Beach  
(562) 429-5803 - [Directions](#)



## GCommerce Client Data

*10 clients Jan 1 2012 – April 15 2012 vs. Jan 1 2013 – April 15 2013*

6 out of 10 clients	Organic traffic decreased 15.48%
9 out of 10 clients	Local traffic increased 38.57%
8 out of 9 clients who saw an increase	Participated in a local marketing program



# Google's Hotel Finder



Destinations for you:

Honolulu, HI

London, United Kingdom

Las Vegas, NV

Paris, France

New York City, NY

- OTA's and CRS providers
- Rates and Availability












# Google's Hotel Finder

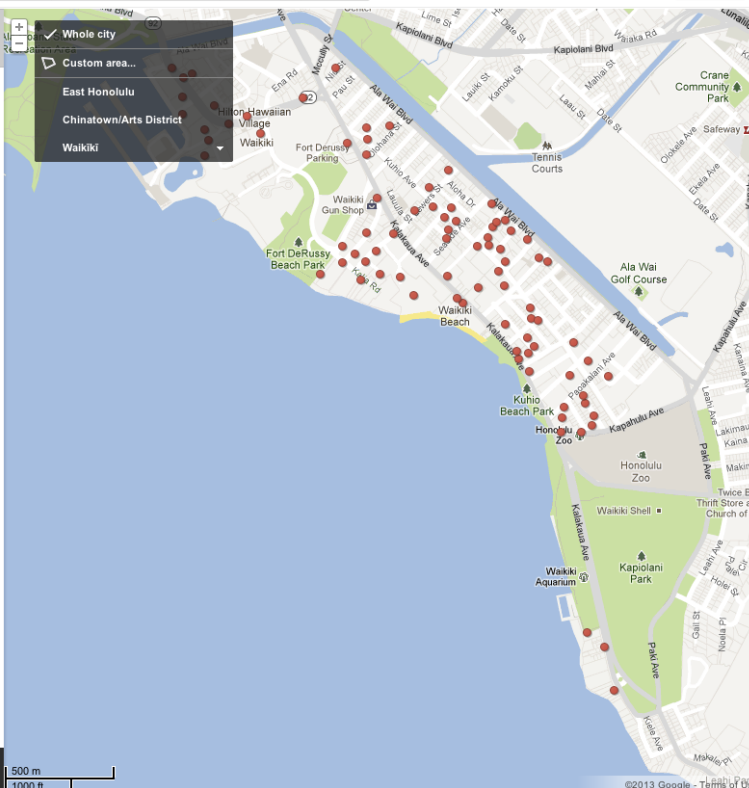
## Feature: Pricing & Availability

Google   matt farinelli 0 + Share

**Hotel Finder**  4 nights

111 hotels

	<b>Marriott's Ko Olina Beach Club</b> 25 22 reviews ★★★★★	<b>\$369</b> 16% more than usual
	<b>Sheraton Princess Kaiulani</b> 15 ZAGAT ★★★	<b>\$147</b> 7% more than usual
	<b>Sheraton Waikiki</b> 19 ZAGAT ★★★★★	<b>\$247</b> same price as usual
	<b>Aqua Waikiki Wave</b> 16 43 reviews ★★★	<b>\$141</b> 10% more than usual
	<b>Moana Surfrider, A Westin Resort &amp; Spa</b> 21 ZAGAT ★★★★★	<b>\$260</b> 13% more than usual
	<b>The Outrigger Waikiki on the Beach</b> 19 ZAGAT ★★★★★	<b>\$269</b> 7% more than usual
	<b>Hyatt Regency Waikiki Beach Resort ...</b> 20 ZAGAT ★★★★★	<b>\$281</b> 18% more than usual
	<b>Park Shore Waikiki an Aqua Hotel</b> 19 23 reviews ★★★	<b>\$155</b> 20% more than usual
	<b>Equus Hotel</b>	<b>\$108</b>












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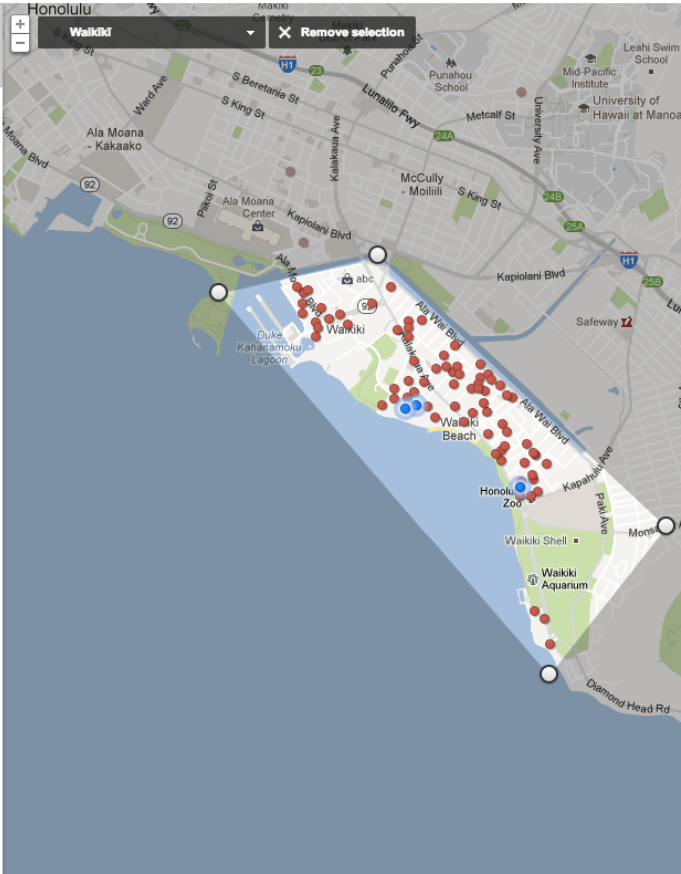
# Google's Hotel Finder

## Feature: Geo/Location Searches

94 hotels

Sort

	<b>Hilton Hawaiian Village Waikiki Beach Resort</b>	<b>\$246</b>	16% more than usual
	<b>Aqua Lotus Honolulu</b>	<b>\$259</b>	14% more than usual
	<b>Sheraton Princess Kaiulani</b>	<b>\$147</b>	7% more than usual
	<b>Sheraton Waikiki</b>	<b>\$247</b>	same price as usual
	<b>Aqua Waikiki Wave</b>	<b>\$141</b>	10% more than usual
	<b>Moana Surfrider, A Westin Resort &amp; Spa</b>	<b>\$260</b>	13% more than usual
	<b>The Outrigger Waikiki on the Beach</b>	<b>\$269</b>	7% more than usual
	<b>Hyatt Regency Waikiki Beach Resort</b>	<b>\$281</b>	18% more than usual
	<b>Park Shore Waikiki an Aqua Hotel</b>	<b>\$155</b>	20% more than usual



Map showing hotel locations in Waikiki, Honolulu. The map includes labels for major roads like Ala Moana Blvd, Kapiolani Blvd, and Diamond Head Rd, as well as landmarks like the University of Hawaii and Waikiki Beach.



# Google's Hotel Finder

## Feature: Reviews

Hotel Finder

Mon, Mar 11 – Fri, Mar 15

4 nights

Price

Star rating


User rating

Amenities

Brand

94 hotels

Sort




Aston Waikiki Beach Tower

21 16 reviews

★★★★

\$514

1% less than usual




Aqua Waikiki Pearl

★★★

\$146

28% more than usual




Aqua Bamboo Waikiki

19 14 reviews

★★★

\$196

35% more than usual




Halekulani

25 ZAGAT

★★★★★

\$443

5% less than usual




Ambassador Hotel Waikiki

18 11 reviews

★★★

\$116

14% more than usual




Waikiki Parc Hotel

19 ZAGAT

★★★★

\$274

14% more than usual




Maile Sky Court

14 29 reviews

★★

\$110

16% more than usual




Ilikai Hotel & Suites- an Aqua Boutique

18 45 reviews

★★★

\$219

38% more than usual



Waikiki Sand Villa Hotel










17 16 reviews

★★

\$139

26% more than usual

Shortlist

Waikiki Parc Hotel

Remove from shortlist

Book at Olotels.com \$274

More

\$319 incl of taxes & fees. Booking

Travelocity

\$328 incl taxes & fees

\$290

Booking.com

\$330 incl taxes & fees

\$290

Expedia.com

\$328 incl taxes & fees

\$290

waikikiparc.com


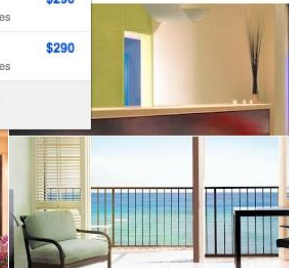
Owner site

Overview

Photo

Location

Rooms

High-rise Hotel with modern guest accommodations; situated in the heart of Waikiki, close to the beach.

★★★★

waikikiparc.com

Accessible facilities · Air-conditioned · Business center · Children welcome · Free WiFi · Gym · Laundry · Outdoor pool · Paid parking · Restaurant · Room service

ZAGAT

QUALITY 19

FACILITIES 16

SERVICE 20

35 reviews

Write a review

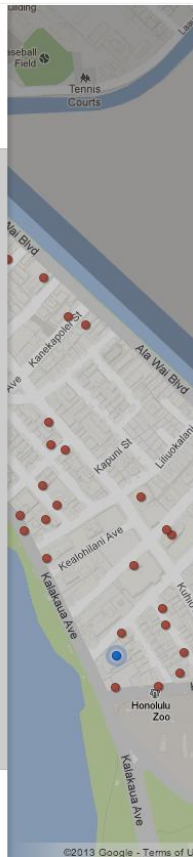
From Zagat: A "quaint" boutique-style sister to the Halekulani, this recently redesigned boutique with a "convenient" Waikiki location is great "if you're watching your budget", boasting "prompt" service, personalized surf lessons, biweekly wine mixers and rooms with "gorgeous views of the ocean"; P.S. the on-site Nobu outpost is "a classy touch."

Reviews

Overall **Very Good** – Rooms are slightly small, but clean and with everything you need. The hotel itself is hip, modern, and perfectly located across the street from its much more expensive big sister Halekulani – so ...

Overall **Excellent** – My husband and I just got back from 9 days and 8 nights at this fantastic hotel. It is in an amazing location. Walk across the street to the beach, catamaran trips, surf lessons, etc. Amazing ...




From the owner: In the heart of an exotic and vibrant beachfront city is a boutique hotel infused with contemporary style, bold experiences and unpretentious hospitality. Unrivaled as the chicest



# Google's Hotel Finder

## Feature: Shortlist

**Shortlist**

	<b>Aston Waikiki Beach Hotel</b> <b>18</b> 41 reviews ★★★★★ 15% more than usual
	<b>Waikiki Parc Hotel</b> <b>19</b> ZAGAT ★★★★★ 14% more than usual
	<b>Halekulani</b> <b>25</b> ZAGAT ★★★★★ 5% less than usual

Clear shortlist

# Google's Hotel Finder Valuable Real Estate on 1<sup>st</sup> Page

Ads related to **hotels in brooklyn** ⓘ

**75 Hotels in Brooklyn - Lowest price guarantee - booking.com**

[www.booking.com/Brooklyn-Hotels](http://www.booking.com/Brooklyn-Hotels)

★★★★★ 2,986 reviews for booking.com

Book your **Hotel in Brooklyn** online

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Most Popular Hotels

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**Brooklyn, New York Hotels - Expedia.com**

[www.expedia.com/Brooklyn\\_Hotels](http://www.expedia.com/Brooklyn_Hotels) - ★★★★★ 17,754 seller reviews

Best Rates or Refund + \$50 Coupon. Save on **Hotels in Brooklyn, NY**.

805,719 people +1'd or follow Expedia

Most Popular - Highest Rated - Cheap Hotels - Luxury Hotels

**New York hotels on Google**

[www.google.com/hotels](http://www.google.com/hotels)

Check in Sun, March 10

Check out Mon, March 11

Hotels from

**\$59**

3 stars from

**\$65**

4 stars from

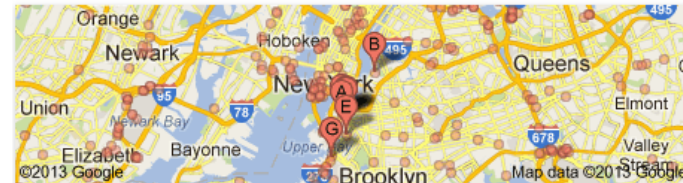
**\$99**

5 stars from

**\$235**

Prices are per night.

[All Google Hotel Finder results](#)



**Map for hotels in brooklyn**

Ads ⓘ

**Cheap Brooklyn Hotels**

[www.kayak.com/Hotels](http://www.kayak.com/Hotels)

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**Brooklyn Hotels from \$99**

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Find Discounts on Top **Hotels** Today.

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**Hotels In Brooklyn**

# Google's Hotel Finder Inside Google Maps

Google hotels in brooklyn ny

gcommerce@jackrabbitsystems.com

Get directions My places

## hotels near Brooklyn, NY

**Williamsburg Hotel - K&G**  
Official Site. Modern & Chic Hotel in Vibrant Brooklyn. Reserve Now!  
[www.kingandgrove.com/Williamsburg](http://www.kingandgrove.com/Williamsburg)  
160 North 12th Street, Brooklyn  
(718) 218-7500

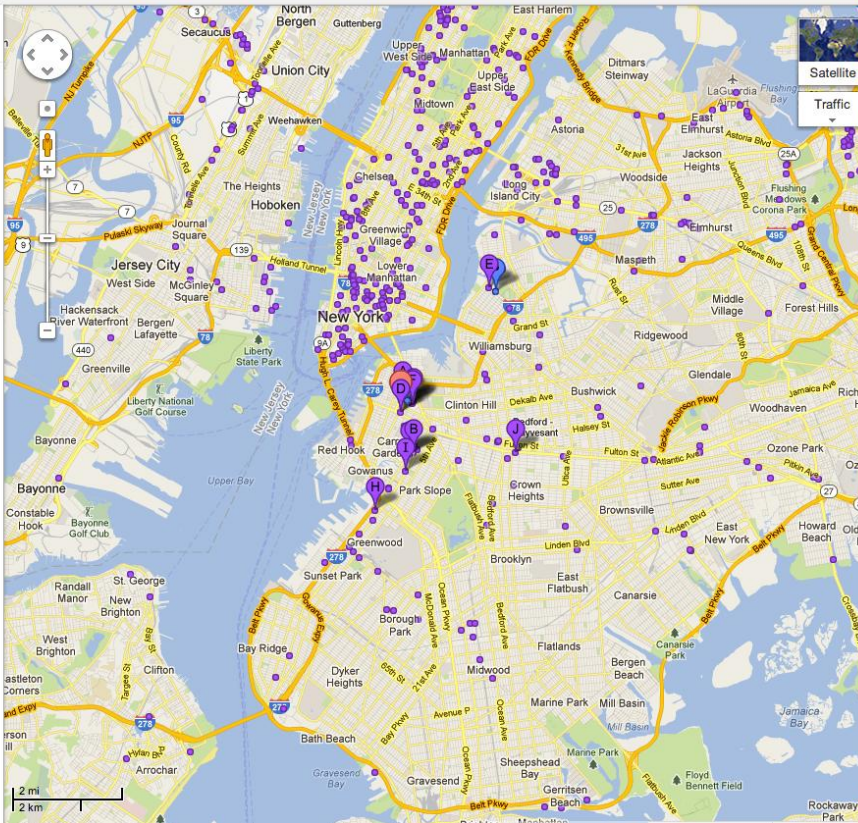
**75 Hotels in Brooklyn**  
Half-Price Hotels  
Book your Hotel in Brooklyn online  
[www.booking.com/Brooklyn-Hotels](http://www.booking.com/Brooklyn-Hotels)

Check in: May 6 Check out: May 10

**A New York Marriott at the Brooklyn Bridge** \$362 Book  
333 Adams St, New York, NY  
(718) 246-7000 - marriott.com  
Category: Hotels  
19 68 reviews  
high speed internet access - subway station - grand ballroom - lap pool - car service  
"getting there, they gave us the wrong room. the service was extremely ..."

**B Holiday Inn Express New York-Brooklyn** \$209 Book  
625 Union St, Brooklyn, NY  
(718) 797-1133 - hixpress.com  
Category: Hotel  
13 14 reviews  
subway station - high speed internet access - continental breakfast - non smoking room - free breakfast  
"Dont ever stay here trust me. The staff is very rude"

**C Super 8 Brooklyn / Park Slope Hotel** \$144 Book  
267 3rd Ave, Brooklyn, NY  
(800) 454-3213 - super8.com







# Google's Hotel Finder Inside Local

**Hotels in New York, NY on Google**  
Compare hotels based on reviews, prices, photos, Street View and more.

Sunday, May 12 to Monday, May 13

Hotels from	3 stars from	4 stars from	5 stars from
\$55	\$79	\$97	\$220

Prices per night [More Google hotels results »](#)

**Brooklyn Hotels: Compare 47 Hotels in Brooklyn, with 6,267 ...**

[www.tripadvisor.com/Hotels-g60827-Brooklyn\\_New\\_York-Hotels.html](http://www.tripadvisor.com/Hotels-g60827-Brooklyn_New_York-Hotels.html)

★ ★ ★ ★ Rating: 4.3 - Review by TripAdvisor Travelers' Score

47 hotels - Brooklyn Hotels on TripAdvisor: Find 6267 traveler reviews, 3084 candid photos, and prices for 47 hotels in Brooklyn, New York.

**BEST WESTERN PLUS** ... - King & Grove Williamsburg - The Condor Hotel

**Brooklyn Hotels: Find Hotel Deals near Brooklyn in New York, NY**

[www.expedia.com](http://www.expedia.com) ... United States of America > New York > New York

Need a Brooklyn hotel in New York, New York? Choose from over 35 hotels in New York with great savings.

**Cheap Hotels in Brooklyn, New York - Priceline**

[www.priceline.com/cheap-hotels-brooklyn-new-york-NY-tk-c286180-hl...](http://www.priceline.com/cheap-hotels-brooklyn-new-york-NY-tk-c286180-hl...)

Cheap Hotels in Brooklyn: Compare rates, star-ratings and amenities, see customer reviews and photos for 498 Cheap Hotels in Brooklyn. Guaranteed best ...

**Nu Hotel**

[nuhotelbrooklyn.com/](http://nuhotelbrooklyn.com/)

Score: 21 / 30 · 38 Google reviews - \$161 ▼

**Hotel Le Bleu**

[www.hotelbleu.com/](http://www.hotelbleu.com/)

Score: 15 / 30 · 53 Google reviews - \$199 ▼

**Days Inn Brooklyn | Brooklyn, NY 11232 ...**

[www.daysinn.com](http://www.daysinn.com) ... Brooklyn Hotels

Score: 11 / 30 · 20 Google reviews - \$126 ▼

**Wythe Hotel**

[www.wythehotel.com/](http://www.wythehotel.com/)

Score: 19 / 30 · 28 Google reviews

**New York Marriott at the Brooklyn Bridge**

[www.marriott.com/hotels/.../nycbk-new-york-...](http://www.marriott.com/hotels/.../nycbk-new-york-...)

Score: 20 / 30 · 157 Google reviews - \$184 ▼

**Sheraton Brooklyn New York Hotel**

[www.sheratonbrooklyn.com/](http://www.sheratonbrooklyn.com/)

Score: 19 / 30 · 73 Google reviews - \$149 ▼

**Super 8 Brooklyn / Park Slope Hotel**

[www.super8.com/hotels/new-york/brooklyn/...](http://www.super8.com/hotels/new-york/brooklyn/...)

Score: 24 / 30 · 10 Google reviews - \$152 ▼

A 85 Smith St  
New York  
(718) 852-8585

B 370 4th Ave  
Brooklyn  
(718) 625-1500

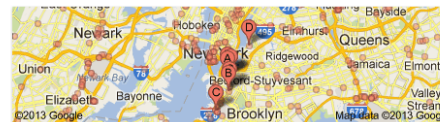
C 437 39th St  
Brooklyn  
(718) 853-4141

D 80 Wythe Ave  
Brooklyn  
(718) 460-8000

E 333 Adams St  
New York  
(718) 246-7000

F 228 Duffield St  
Brooklyn  
(718) 855-1900

G 267 3rd Ave  
Brooklyn  
(718) 534-0451



[Map for hotels in brooklyn ny](#)

Great Deals on Brooklyn Hotels.  
Low Price Guarantee - Book Now!

**49 Brooklyn Hotels Found**

[www.tripadvisor.com/Brooklyn](http://www.tripadvisor.com/Brooklyn)

★ ★ ★ ★ 65 reviews for tripadvisor.com

Check Traveler Reviews & Find Deals  
on Hotels in Brooklyn

**Marriott Brooklyn Bridge**

[marriott.hotelsavings.com/](http://marriott.hotelsavings.com/)

Savings up to 50% Off at  
Marriott Brooklyn Bridge. Book Now

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[www.hilton.com/New\\_York](http://www.hilton.com/New_York)

Save Up to 20% with Advanced  
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**Brooklyn Hotels New York**

[www.liveloal.net/New.York.NYC](http://www.liveloal.net/New.York.NYC)

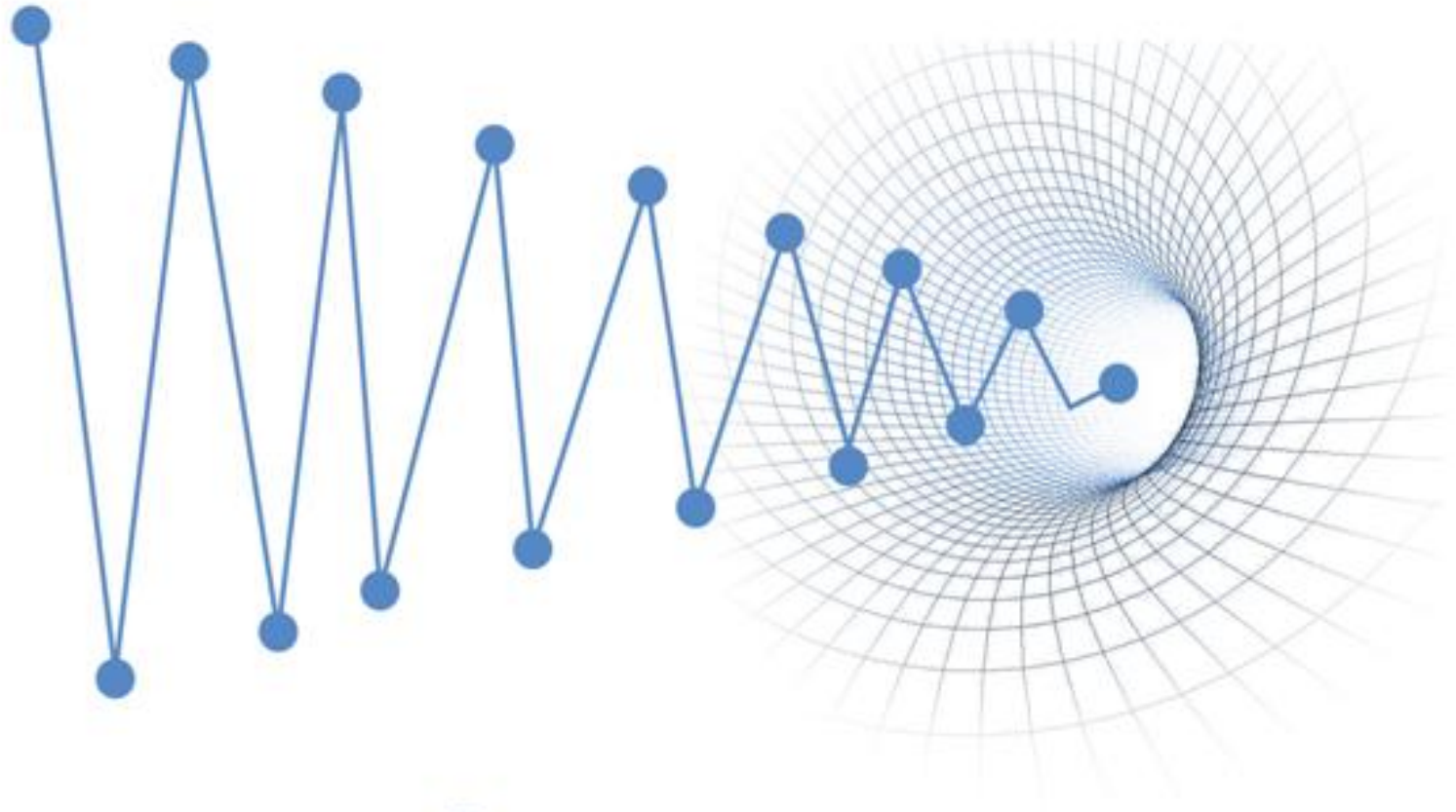
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Find Brooklyn Hotels Now!

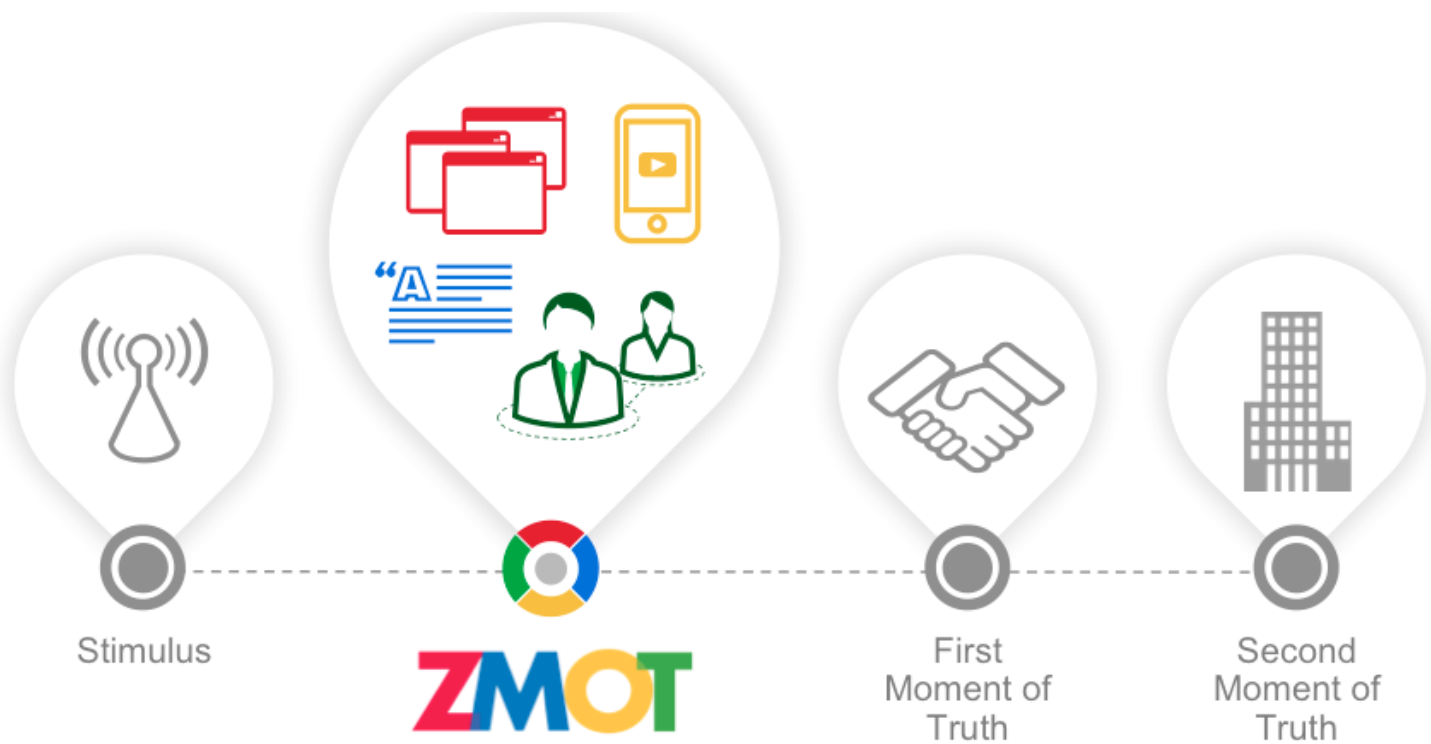
[See your ad here »](#)



# *Conversion Funnel & ZMOT*

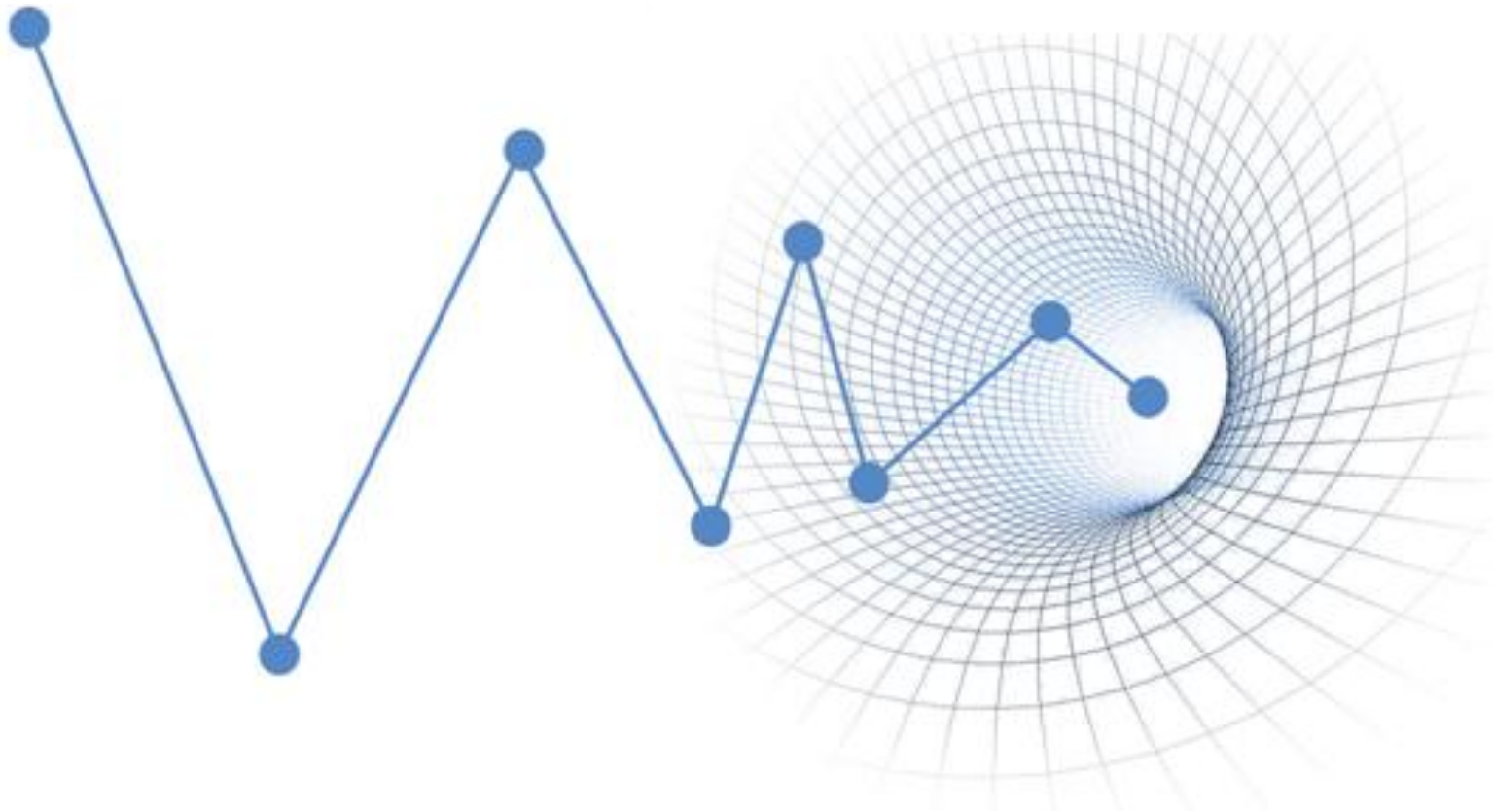
## 2011 Media Conversion Funnel





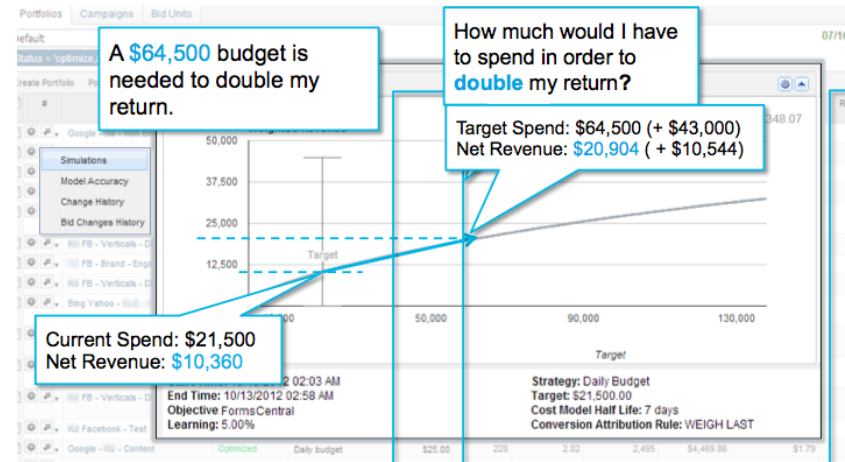


# The Future Conversion Funnel w/ZMOT

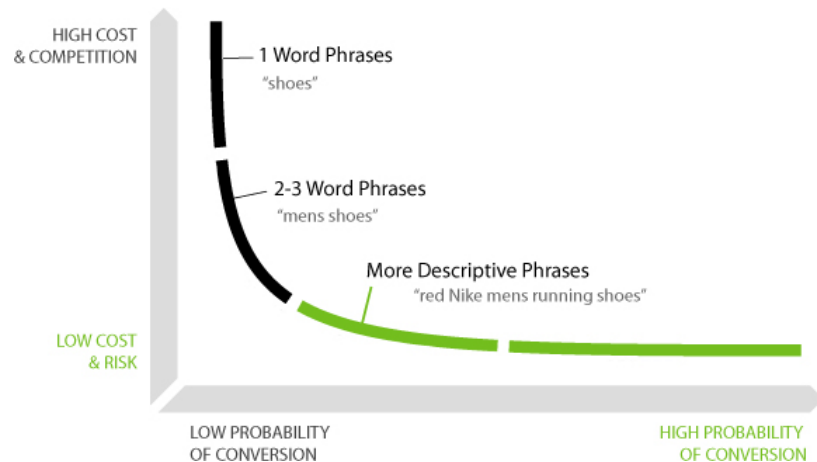


## Staying on the 1st Page: Paid Search

### 1. Attribution & Predictive Modeling



### 2. Long Tail Keywords





Staying on the 1st Page: Local

1. Content Distribution Partner



2. Solicit Reviews





## Staying on the 1st Page: Google Hotel Finder

1. Google +



2. CRS



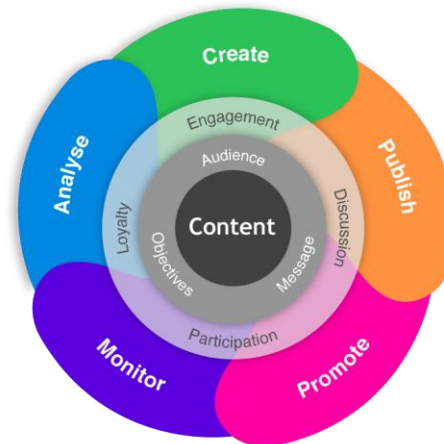


Staying on the 1<sup>st</sup> Page: Organic

1. WordPress CMS



2. Content Strategy





**THANK YOU!**

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**Twitter: Will\_GCom**