

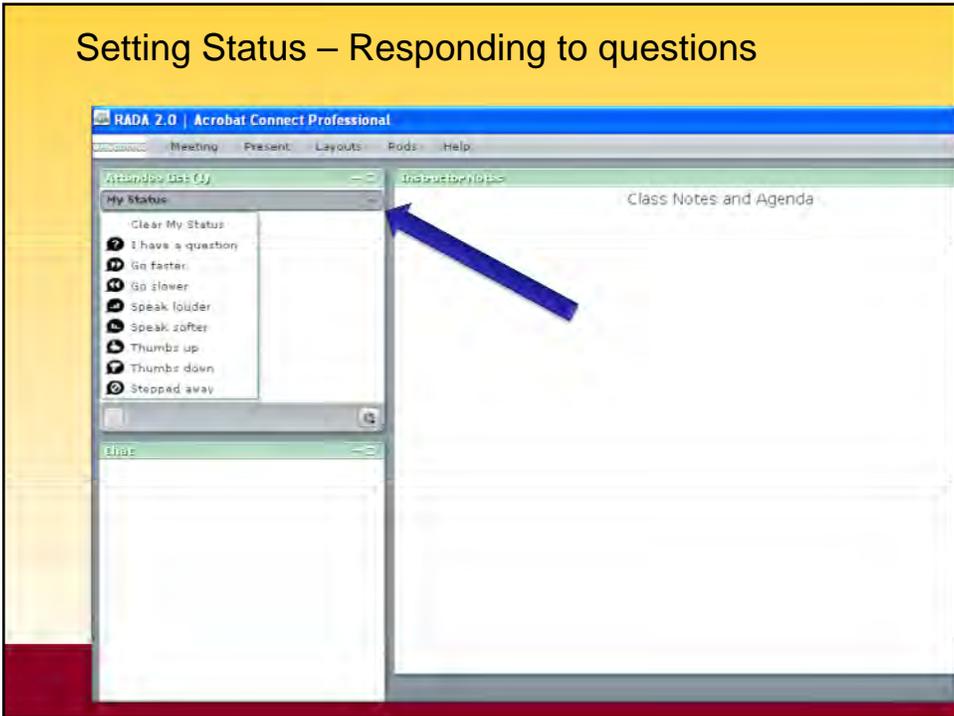


Road Side Advertising
in a Digital Age

Understanding your Point of
Interest within the Global
Positioning System

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Setting Status – Responding to questions

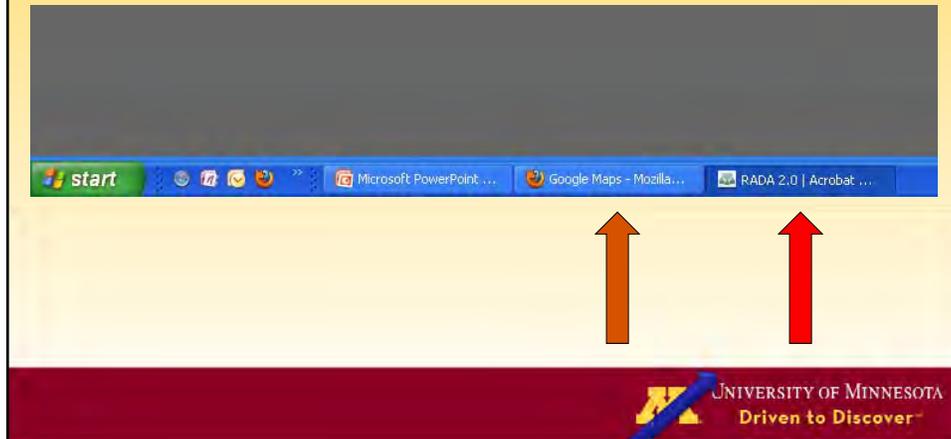


The screenshot shows the RADA 2.0 interface with a menu titled "My Status" open. A blue arrow points to the menu. The menu items are:

- Clear My Status
- I have a question
- Go faster
- Go slower
- Speak louder
- Speak softer
- Thumbs up
- Thumbs down
- Stepped away

Other visible interface elements include "Attendee List (1)", "Instructor Tools", and "Class Notes and Agenda".

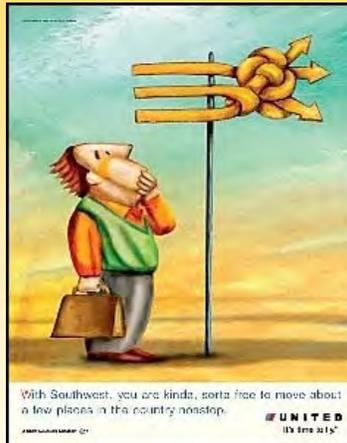
We will be switching screens between the presentation and your internet browser



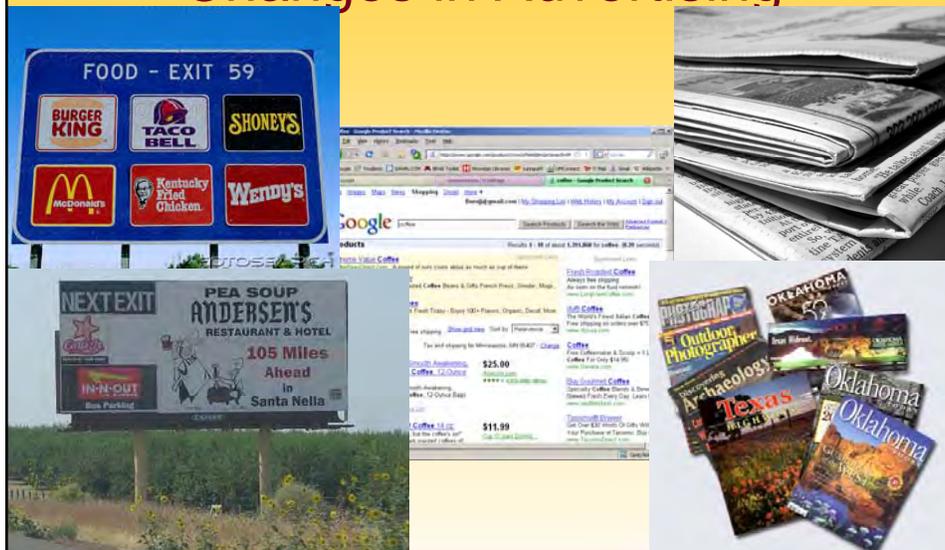
Agenda

- Introduction to Digital Mapping and GPS
- Check you Business Location
- Enhance your Point of Interest

Connecting with People on the Move



Changes in Advertising





Location Based Services



MAPQUEST.



Maps

Directions

Yellow Pages

Local

Gas Prices

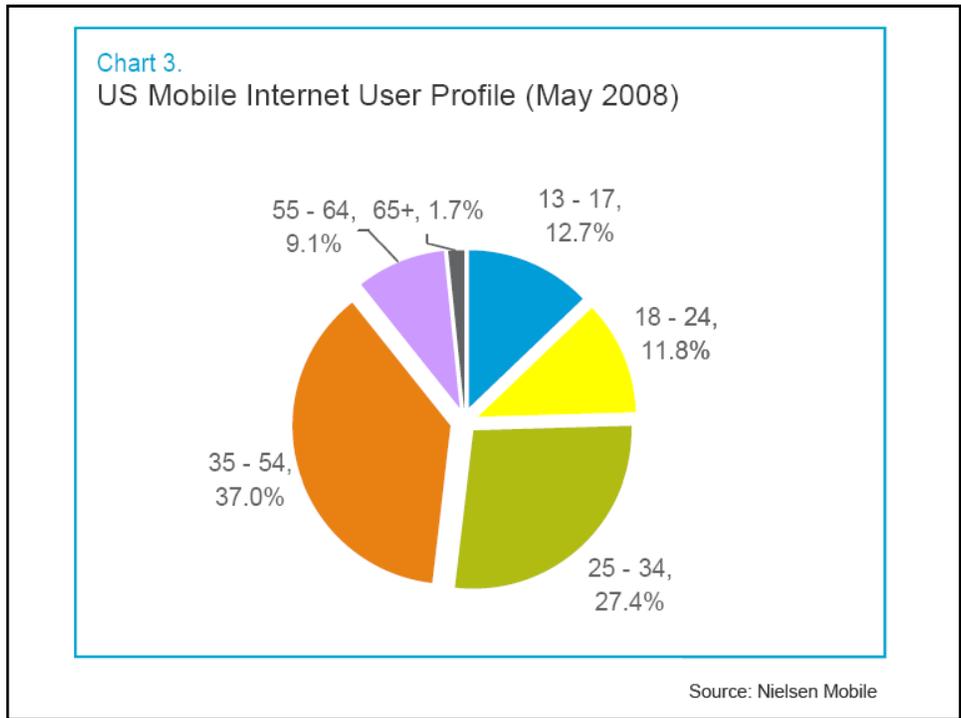
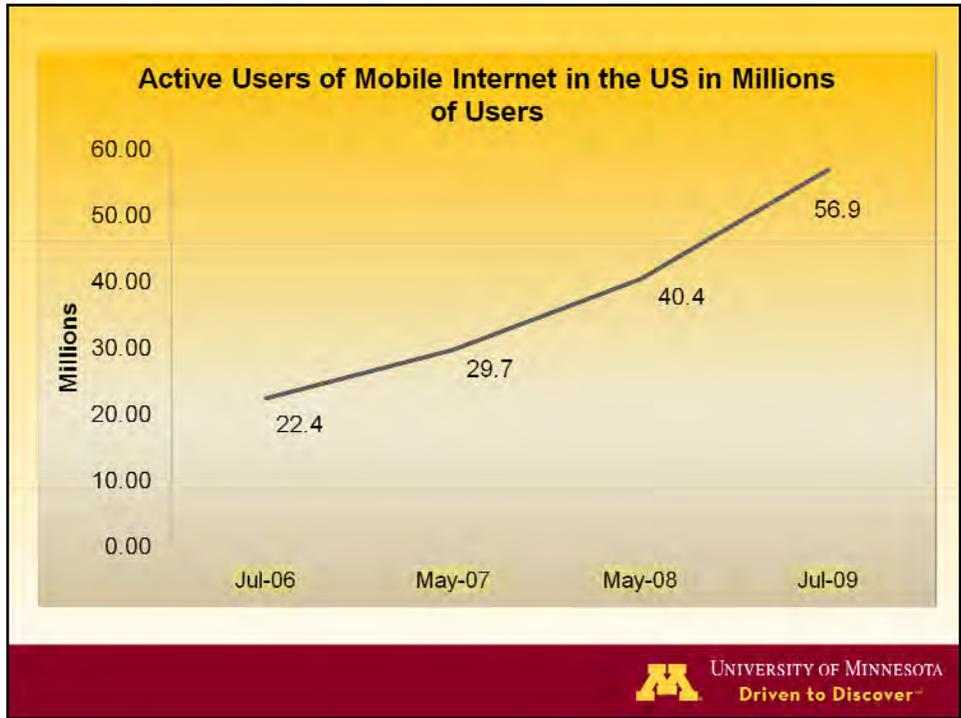


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Usage of Location Based Services

- 15.6 percent of mobile subscribers (254 million) in the US, actively use the mobile Internet.
- That's 40 million active users out of a total of 95 million who pay for the service.
- Usage is increasing despite current recession!



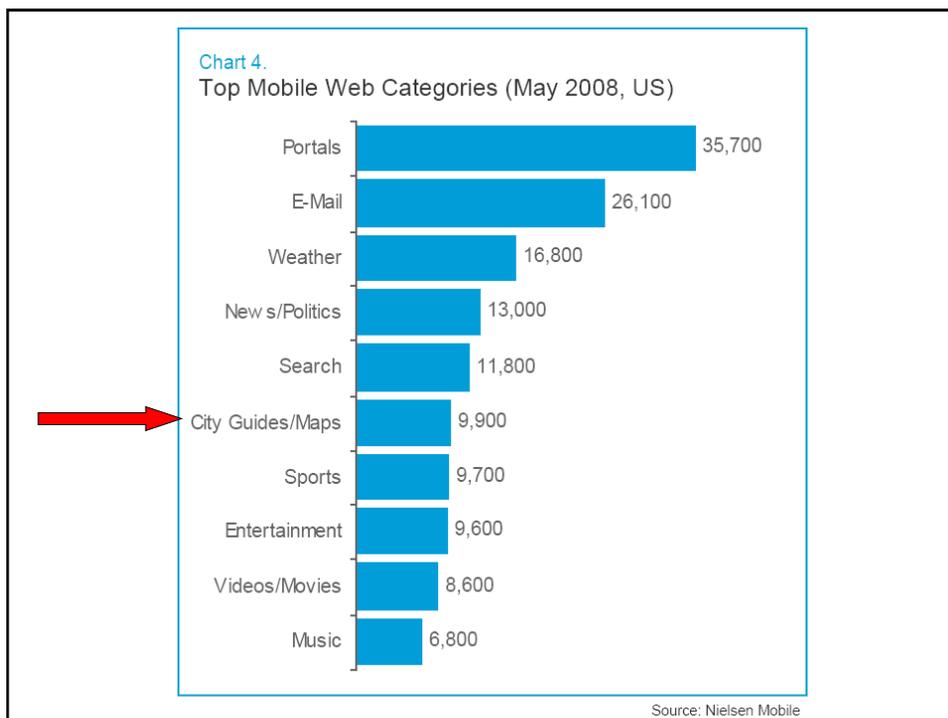
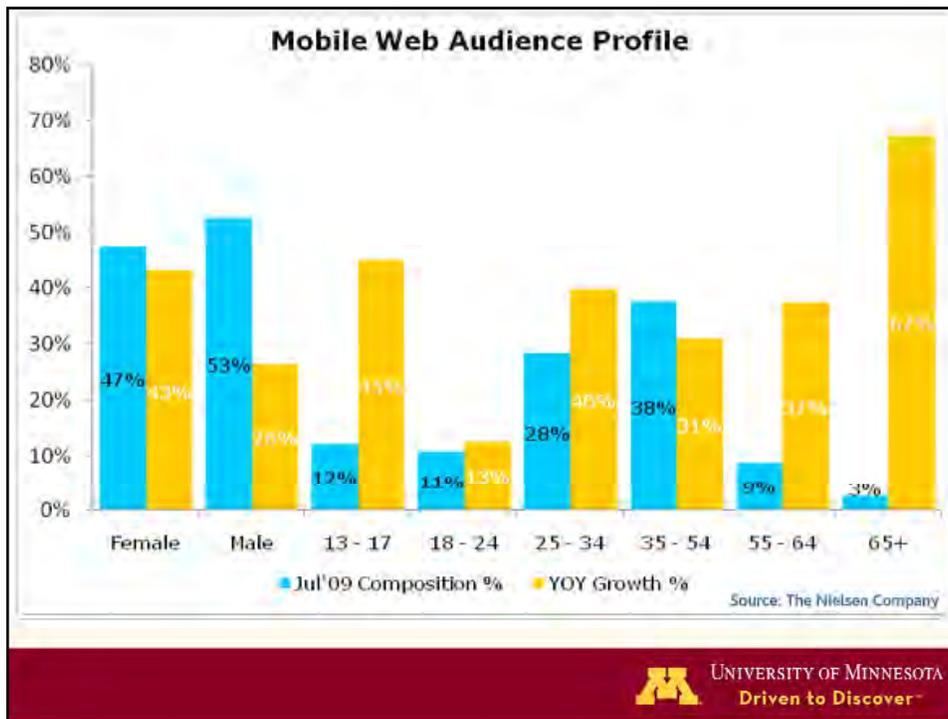
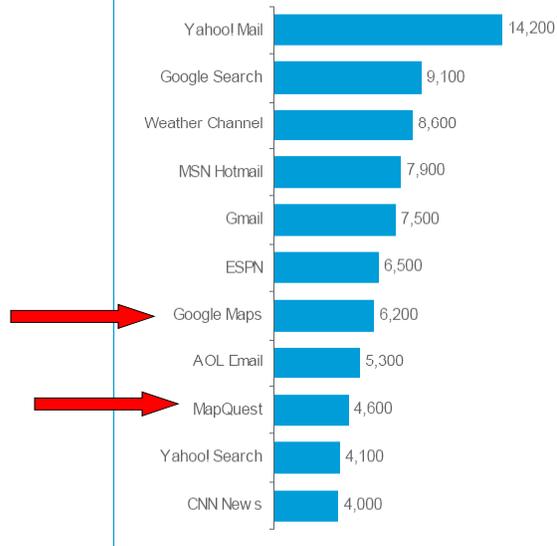
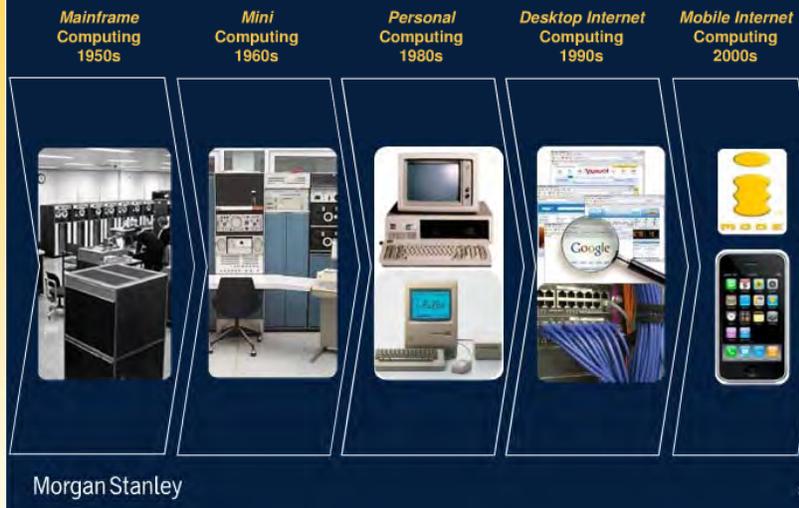


Chart 5.
Top Mobile Web Channels (May 2008, US)

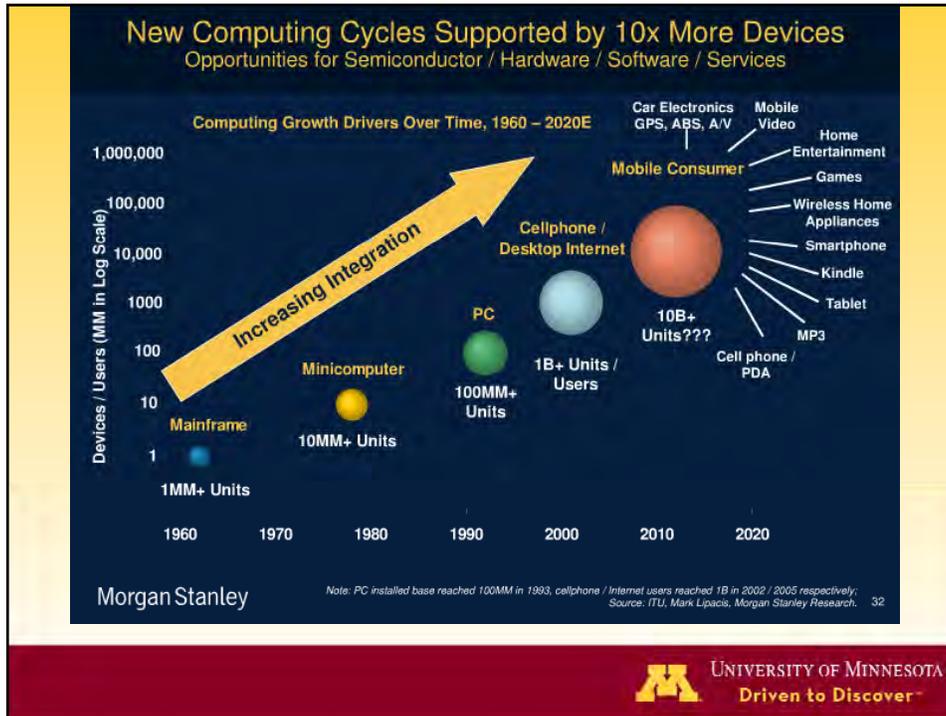


Source: Nielsen Mobile

Mobile Internet Next Major Computing Cycle



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Location Based Services The Key to the Mobile Internet

- Thanks to the iPhone 3G and, to a lesser extent, Google's Android phone, millions of people are now walking around with a gizmo in their pocket that not only knows where they are but also plugs into the internet to share that info, merge it with online databases, and find out what – and who – is in the immediate vicinity...Simply put, location changes everything. This one input – our coordinates – has the potential to change all the outputs. Where we shop, who we talk to, what we read, what we search for, where we go – they all change once we merge the location and the Web

- Mathew Honan, WIRED magazine, 1/19/09

Location Based Service

Mobile
Phone



Internet
Databases



Global Positioning
System



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**This class is about ensuring
that people are able to
connect with your business
via Location Based Services
(LBS)**

- So we will show you how people search
- What they find
- And more importantly what they don't find



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Demo how people search



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How do People Search for You?

- What words do they use?
- Is Location important/
- For hotel possible choices may include
 - Motel
 - Inn
 - Cottage
 - Accomodations
- Use a Dictionary or Thesaurus to fingure this out.
- Or try 
 - Keyword Tool



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Google AdWords [Help](#) | [Contact Us](#)

Keyword Tool

Use the Keyword Tool to get new keyword ideas. Select an option below to enter a few descriptive words or phrases, or type in your website's URL. [Keyword Tool Tips](#)

Important note: We cannot guarantee that these keywords will improve your campaign performance. We reserve the right to disapprove any keywords you add. You are responsible for the keywords you select and for ensuring that your use of the keywords does not violate any applicable laws.

Want more keyword ideas? Try the [Search-based Keyword Tool](#), a new tool that will generate ideas matched to your website.

Results are tailored to **English, United States** [Edit](#)

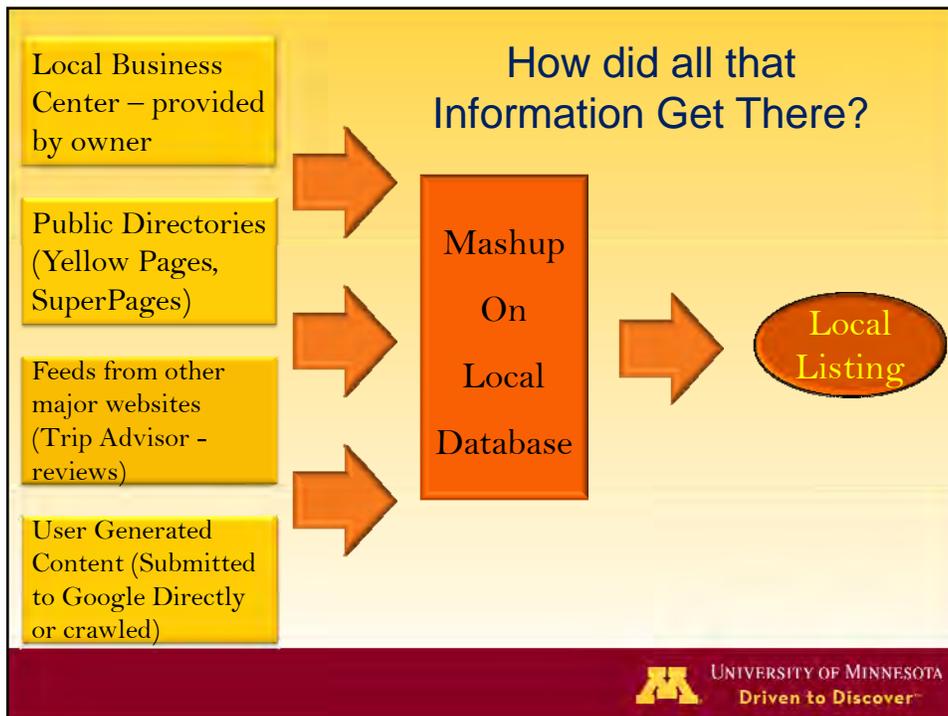
<p>How would you like to generate keyword ideas?</p> <p><input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)</p> <p><input type="radio"/> Website content (e.g. www.example.com/product?id=74893)</p>	<p>Enter one keyword or phrase per line:</p> <input type="text"/> <input type="text"/> <input type="text"/> <input checked="" type="checkbox"/> Use synonyms <p>Type the characters you see in the picture below. ?</p>  <input type="text"/> <small>Letters are not case-sensitive</small> <p>Filter my results</p> <p><input type="button" value="Get keyword ideas"/></p>	<p>Selected Keywords:</p> <p>To advertise with these keywords on Google, export them in TEXT or CSV format. Click 'Sign up for AdWords' to create your AdWords account, then paste the keywords into your new campaign.</p> <p><i>No keywords added yet</i></p> <p>+ Add your own keywords</p> <p><input type="button" value="Sign up for AdWords"/></p>
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<p>How would you like to generate keyword ideas?</p> <p><input checked="" type="radio"/> Descriptive words or phrases (e.g. green tea)</p> <p><input type="radio"/> Website content (e.g. www.example.com/product?id=74893)</p>	<p>Enter one keyword or phrase per line:</p> <input type="text" value="Farmor markets"/> <input type="text"/> <input type="text"/> <input checked="" type="checkbox"/> Use synonyms <p>Type the characters you see in the picture below. ?</p>  <input type="text" value="nibtdydn"/> <small>Letters are not case-sensitive</small> <p>Filter my results</p> <p><input type="button" value="Get keyword ideas"/></p>
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Keywords	Advertiser Competition [?]	Local Search Volume: October [?]	Global Monthly Search Volume [?]
Additional keywords to consider - sorted by relevance [?]			
farm markets		27,100	18,100
farm market		246,000	90,500
saturday market		33,100	33,100
city farmers market		Not enough data	14,800
organic markets		4,400	6,600
county farmers market		Not enough data	12,100
area farmers markets		Not enough data	2,400
public market		40,500	40,500
sappington farmer's market		Not enough data	110
farmers markets		Not enough data	91
famers markets		Not enough data	720
sappington market		Not enough data	880
saturday markets		1,300	5,400
henrys markets		Not enough data	480
find farmers market		Not enough data	260
farmers market oh		Not enough data	880
farms markets		Not enough data	480
produce markets		4,400	5,400
locally grown		14,800	14,800



Put Yourself on Maps



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Demo: Finding Inaccuracies in Google Maps



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Activity: Check Your Business Location on Google

- Search **Google Maps**:
 - Keyword(s) + [name of town, mn]
 - Address + [name of town, mn]
 - Business Name + [name of town, mn]
- Document inaccuracies in your workbook page 4 & 5



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Demo: Mapquest.com



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Activity: Check Your Business Location on MapQuest

- Search: MapQuest
 - Keyword(s) + [name of town, mn]
 - Business Name + [name of town, mn]
 - Address + [name of town, mn]
- Document inaccuracies in your workbook page 6 & 7



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Demo: NAVTEQ.com



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Activity: Check Your Business Location on NAVTEQ

- Search: NAVTEQ
 - Keyword(s) + [name of town, mn]
 - Business Name + [name of town, mn]
 - Address + [name of town, mn]
- Document inaccuracies in your workbook page 8 & 9



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Demo -Finding Latitude and Longitude

A screenshot of the EarthTools website. The browser address bar shows 'http://www.earthtools.org/'. The page title is 'EarthTools - Find places, latitude...'. The main content area features a search bar with the coordinates '45.2005°N 93.5558°W' circled in red. Below the search bar, there are navigation links: 'Home', 'Tools', 'My Places (0)', and 'DONATE'. A 'Welcome to EarthTools' section lists various tools like 'Find Places', 'Find Sunrise/Sunset Times', 'Find Elevation/Height Above Sea Level', 'Find Local Times and Time Zone', 'Browse My Places', and 'Like it? Why not Donate?'. A 'Height Contours' section is also visible. On the right side, there is a satellite map of a building complex with a red arrow pointing to a specific location. The map includes a scale bar and a north arrow.



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Activity: Earthtools.org

- The best way to find the correct the Latitude & Longitude of your location is to take a reading from a GPS unit at the site of business
- Or else find it on Digital Earth
- Remember to write it down!
 - in your workbook – pg10



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Demo - Fix your Location

Google – find your listing and click “edit”

Navteq – Search for your location

- Report Changes or
- To add location “Map Feedback”

MapQuest

- Search for your location then “edit” or
<http://help.mapquest.com/jive/mqfeedback.jspa>



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Maximize

- Own your listing
- Get the FREE stuff
- Web Presence without the website!



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Maximize

- Google
 - [Local business center](#)
- Windows Live
 - [Local Listing Center](#)
- Yahoo Maps
 - <http://listings.local.yahoo.com/csubmit/index.php>
 - Local.yahoo.com
- Map Quest
 - [Contact Us](#)
 - <http://tinyurl.com/2xvjo6>
- Navteq
 - www.navteq.com



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Demo: Maximize your Google Listing

CragunsResort@gmail.com | [Settings](#) | [Help](#) | [Sign out](#) | English (United States)

Google Local Business Center

Enter your business information below. Your listing will appear to the right. This is just a first step. After this has been completed, you will be able to upload photos and videos, specify categories, payment options and business hours and much more.

Country: United States

Company/Organization:

Street Address:

City/Town:

State: Select state

ZIP:

Main phone:
Example: (650) 555-4100 [Add more phone numbers](#)

Email address:
Example: myname@example.com

Website:
Example: http://www.example.com

Description:
200 characters max, 200 characters left.



[Fix incorrect marker location](#)

@2009 Google - [Terms of Use](#)

Popular Location Based Services (LBS) for Smartphones

YELP – LBS based review site for just about anything

- <http://www.yelp.com/business>
- Join the conversation about your business

Localeze – The brains behind mobile search

- <http://webapp.localeze.com/bizreg/>
- First check to see if you are on there then add or make corrections



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iPhone – Augmented Reality



Other Resources

- <http://extensionrada.pbwiki.com/>

Create Your Own Map

- Google Maps
 - My Maps
 - Drop in Points
 - Save
 - Copy and paste into website
 - See video



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