



web hosting    domain names  
web design    online marketing  
eCommerce    affiliate

## New At Aplus.net

- ▶ Aplus.net is pleased to offer a **new relationship with Authorize.Net** payment gateway provider.
- ▶ Aplus.net has the Best Windows Hosting according to FindMyHost.
- ▶ We're revamping our affiliate program in early 2010. Keep listening for details.

### Featured Blog posts

- **Social Media Optimization**
- **Microsoft Retail Stores**
- **Affiliate Programs for You**

## Localize Your Business Using Google™ Local to Increase Web Traffic



If you're a small business chances are you're customer base is centered around a particular geographic area near your physical location. It's also like that you are advertising via local venues, such as the Yellow Pages, community magazines, local radio, etc. What you may not know is that you can expand your business's exposure to potential customers by including your company in the Google™ Local directory.

So what's so great about Google Local?

- Customers are already searching online for your products & services.
- It's free!
- You can display your address, phone number, hours of operation, and more.
- Google insights allow you to learn how your customers are finding you.

Google Local places your business at the forefront of search for local customers even if they **don't type in a location**. Google matches the web surfer's IP address to their geographical location allowing them to display local businesses like yours increasing your opportunities to appear in front of potential customers. And now you can even see what keywords users are searching to find you and where they are coming from through the use of Google's **online dashboard**.

Adding your business to Google local takes only a few minutes:

1. Create an account at <http://www.google.com/local/add>.
2. Verify your email address and select Manage your Account.
3. Under Local Business Center, click Add a New Business.
4. Enter your company information.
5. Select a validation method: phone or postcard.
6. Click Finish!

Need Help?

[Knowledge Base](#)

[Technical Support](#)

[Control Panel](#)

It's that simple.

For more tips on optimizing local search, check out the articles below:

[5 Reasons to Use Local Search Engine Optimization](#)

[How to Use Local Search to Grow your Small Business](#)

[Dos and Don'ts: Local Search](#)

## **Buzzword:** **Application Programming Interface (API)**

Application Programming Interface, or API, allows a website or service to talk to another website or service without any user intervention needed. It is a set of programming instructions and standards that create a software-to-software communications interface. A company may release an API to the public so software developers can mix information and media from other companies' services into their own site or application. Companies such as Google, Amazon, Yelp, and Twitter all offer robust API technology. For example, many developers have built applications such as TweetDeck or TwitPic which connect via the Twitter API.

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