

# For Immediate Release

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## **Innkeepers invite local businesses to Google local search workshop**

Mike Blumenthal, a recognized expert in Google local search, will be presenting a workshop in New Orleans on Monday, January 5, 2015. All local businesses who can benefit from knowing how to maximize visibility and ratings by customer Google searches are encouraged to attend.

This 4-hour “crash course” titled LocalU is brought to New Orleans as part of the national conference of innkeepers presented by the Professional Association of Innkeepers International (PAII) and this pre-conference workshop is sponsored by the social marketing company Living Social. Understanding that local businesses throughout Louisiana might benefit from having Blumenthal, a globally recognized expert, offer his expertise, PAII is now offering this workshop to the local business public. Admission for the workshop is \$119.

Running from 1:30-5:30 pm on Monday, January 5, the program includes the “ABCs of Local Search,” Ranking in Local Search Results, Website Optimization Basics, Understanding Website Traffic, Internet for Marketing for Do-It-Yourselfers, Case Studies and more.

“Mike Blumenthal is the author of the industry's most respected blog: Understanding Google Maps & Local Search...In addition to his work as blogger, speaker and Local Search consultant, Blumenthal has over 30 years of experience in the world of computers and the Internet, helping to run Blumenthals.com, a web hosting and design business.” Read more about Blumenthal at <http://blumenthals.com/MikeBlumenthal>.

Register for this workshop at the Innkeeping Conference & Tradeshow website:  
[www.innkeepingshow.com/attendee-registration](http://www.innkeepingshow.com/attendee-registration)

*Professional Association of Innkeepers International (PAII) is a 25+ year old trade association of owners and operators of specialty, boutique and bed & breakfast inns. PAII presents an annual conference and provides monthly, web-based, educational programs. 295 Seven Farms Drive, Ste C-236, Daniel Island, SC 29402. Phone 856.310.1102. [www.innkeeping.org](http://www.innkeeping.org).*