

---

<b><i>Step 5: Paying for position</i></b>	<b>185</b>
Match driver selection	189
Ad text optimization	192
Landing page optimization	194
Campaign management	198
<b><i>Step 6: Making the map</i></b>	<b>202</b>
Language optimization	202
Geographical optimization	204
Google Maps and Google Earth	212
Priming for local search	221
<b><i>Step 7: Tracking and tuning</i></b>	<b>224</b>
Google Analytics	224
Google Webmaster Tools	228
Other useful tools	229
Tuning the campaign	237
<b><i>Getting to the top</i></b>	<b>239</b>
Seven top tips for success	239
Continuing your journey – the SEO Expert Forum	240
Index	242