

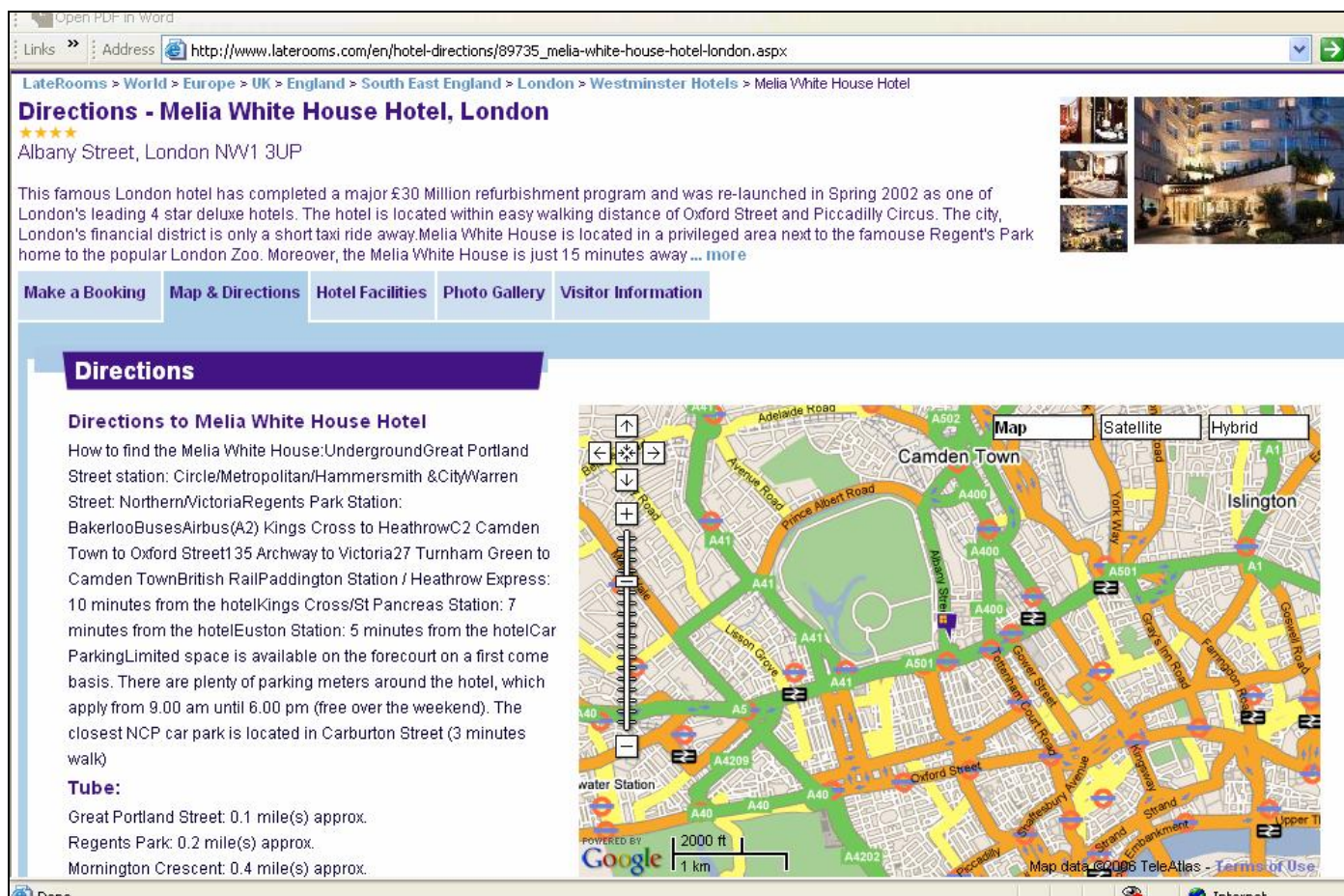
SEO using Google Maps

SearchForecast suggest clients use Google Maps to increase natural search engine indexation. The rationale is that Google will most likely index pages that contain their Google Sitemaps compared to other competitor website pages which do not, assuming all other web page elements are equal.

What are Google Maps?

Google has released an Application Programming Interface (API) for website developers to integrate Google maps into web pages. This API allows web developers to create an administration where non-technical persons can browse the map using the zoom in and zoom out functions to select a location. This user-friendly navigation automatically generates the geographical coordinates of the location, rendering the map in real time in the users Internet browser.

The below screen capture shows the use of Google Maps for search engine optimization by LateRooms.com, a large European accommodation online aggregation website.



Open PDF in Word
 Links » Address http://www.laterooms.com/en/hotel-directions/89735_melia-white-house-hotel-london.aspx

LateRooms > World > Europe > UK > England > South East England > London > Westminster Hotels > Melia White House Hotel

Directions - Melia White House Hotel, London

★★★★★
 Albany Street, London NW1 3UP

This famous London hotel has completed a major £30 Million refurbishment program and was re-launched in Spring 2002 as one of London's leading 4 star deluxe hotels. The hotel is located within easy walking distance of Oxford Street and Piccadilly Circus. The city, London's financial district is only a short taxi ride away Melia White House is located in a privileged area next to the famous Regent's Park home to the popular London Zoo. Moreover, the Melia White House is just 15 minutes away... [more](#)

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Directions

Directions to Melia White House Hotel

How to find the Melia White House: Underground Great Portland Street station: Circle/Metropolitan/Hammersmith & City/Warren Street: Northern/Victoria/Regents Park Station: Bakerloo Buses Airbus (A2) Kings Cross to Heathrow C2 Camden Town to Oxford Street 135 Archway to Victoria 27 Turnham Green to Camden Town British Rail Paddington Station / Heathrow Express: 10 minutes from the hotel Kings Cross/St Pancras Station: 7 minutes from the hotel Euston Station: 5 minutes from the hotel Car Parking Limited space is available on the forecourt on a first come basis. There are plenty of parking meters around the hotel, which apply from 9.00 am until 6.00 pm (free over the weekend). The closest NCP car park is located in Carburton Street (3 minutes walk)

Tube:
 Great Portland Street: 0.1 mile(s) approx.
 Regents Park: 0.2 mile(s) approx.
 Mornington Crescent: 0.4 mile(s) approx.

The map shows the location of the Melia White House Hotel in Albany Street, London NW1 3UP, with surrounding streets like Oxford Street, Piccadilly, and Regent's Park. The map is powered by Google and includes a scale bar (2000 ft / 1 km) and map data from 2006.

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