

Metro Publisher ROUNDUPS

are great



Metro Publisher Roundups are great! That's really the takeaway here, we highly recommend using them more. They're super popular with readers and this type of content has a crack-like aspect for search engines!

Location Roundups are

- ❑ easy to create
- ❑ crawler crack
- ❑ popular topics
- ❑ user-friendly
- ❑ incoming organic traffic



The first reason they're great is that they're easy to make. If you have your locations entered you type your title, description, and text and select your locations, done. We'll give a demo of that in a bit.

Popular Searches?

- ❑ places to go with kids san diego
- ❑ child-friendly restaurants boston
- ❑ road trip attractions usa
- ❑ best pastry shop vienna
- ❑ dog-friendly bed & breakfast
- ❑ star ratings for campsites germany
- ❑ used book shops in neighborhood
- ❑ bilingual nurseries in berlin and brandenburg



The second reason is that they cater to what people want to know, and therefore to what they search for. People type in things like best restaurants london, or...

Best Restaurants Toronto

NEWS • LIFESTYLE • **FOOD & DRINK** • MUSIC • MOVIES • STAGE • ART & BOOKS • LISTINGS • CLASSIFIEDS

HOME / FOOD & DRINK / TORONTO'S 25 HOTTEST RESTAURANTS 2014

TORONTO'S 25 HOTTEST RESTAURANTS 2014

Nobody said anything about best. These are the restos everyone talks about, the joints du jour where the music is loud and the chef's likely covered in ink.

BY STEVEN DAVEY APRIL 3, 2014 8:00 PM

1 **BAR ISABEL**
797 College Street, Toronto, Ontario M5G 1C7
416-522-2222 [Website](#)

Who makes the **BEST BRUNCH?**

RESTAURANT GUIDE

EAT CHEAP 2014
WHERE TO GET MAXIMUM BANG FOR MINIMUM BUCKS

GOING OUT • **EATING AND DRINKING** • FEATURES • THINGS TO DO • PRACTICAL • CLASSIFIEDS • DIRECTORY

RESTAURANT DIRECTORY • **BAR AND CLUB GUIDE**

The 15 best burgers in Barcelona

March 22, 2015

Do you like this?

455 people like this.

YES RITE

Fancy a burger? There's no need to settle for less than gourmet in Barcelona. Here are our 15 favourite places to sink our teeth into a juicy burger...

LITTLE BANDA
Colomines 2, 08003 Barcelona Tel: 93 268 9548 [Website](#)
A pioneer on the city's burger scene, this long-time favourite was opened by Australian Brad Answorth (who went on to open Kookoo and Bacos). Located in front of the Mercat Santa Caterina, there are some good reasons why this tiny place has been such a hit. The burger

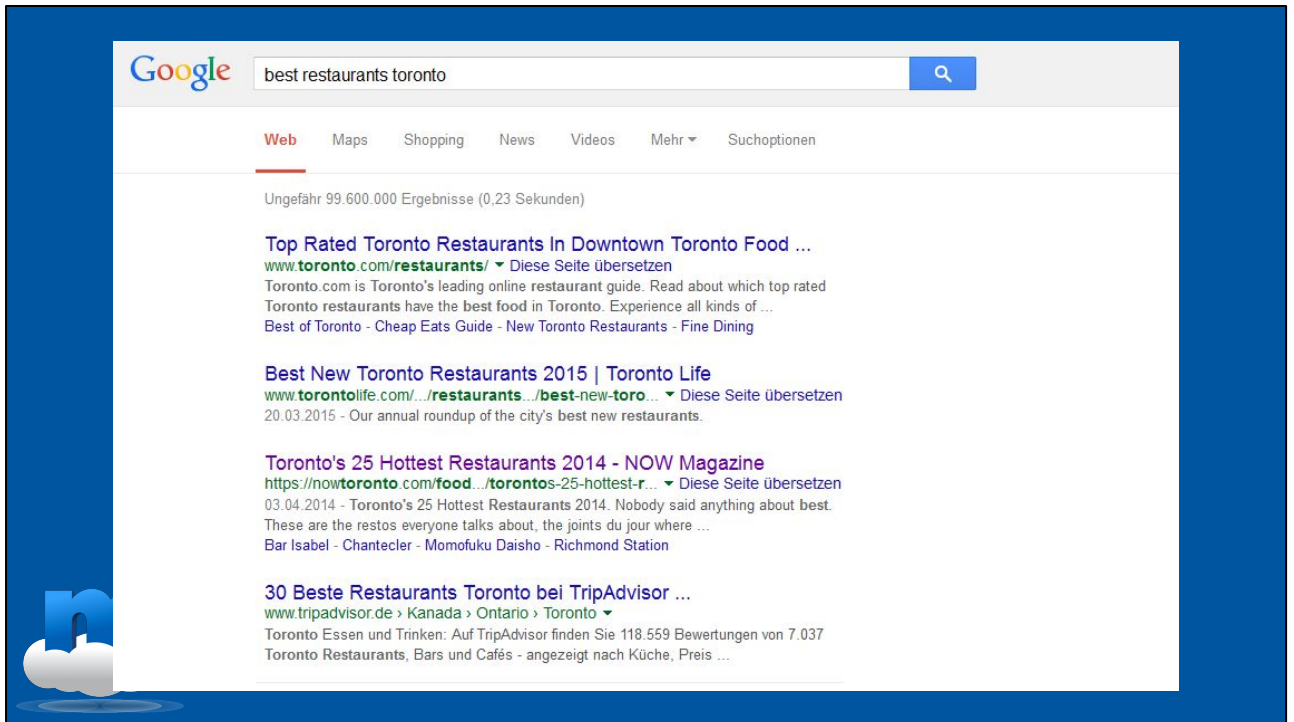
RESTAURANT DIRECTORY

Best Burgers Barcelona

The third reason is that with searches like these, you're getting the desired organic traffic which ups your page ranks. Here are two examples from our clients.

Roundups work so well for traffic because with Metro Publisher the strings and numbers on your location list are clearly marked for the search engines, so they don't have to read out from the content what those letters and numbers are for.

It says phone number next to the phone number and the search engine recognizes that and can crawl the content more efficiently. You get appreciation points so to speak, with this intelligent presentation of content.



If I search for 'best restaurants toronto', which is what people do, NOW Toronto's 'Hottest Restaurants' roundup is in the top Google results.

What's noteworthy here is that all the other hits are for 'best restaurants' and not 'hottest restaurants'. So even though they are better title matches for my search terms, the Metro Publisher roundup, with attention to the details by NOW editors, is in the top results.

HOME / FOOD & DRINK / TORONTO'S 25 HOTTEST RESTAURANTS 2014

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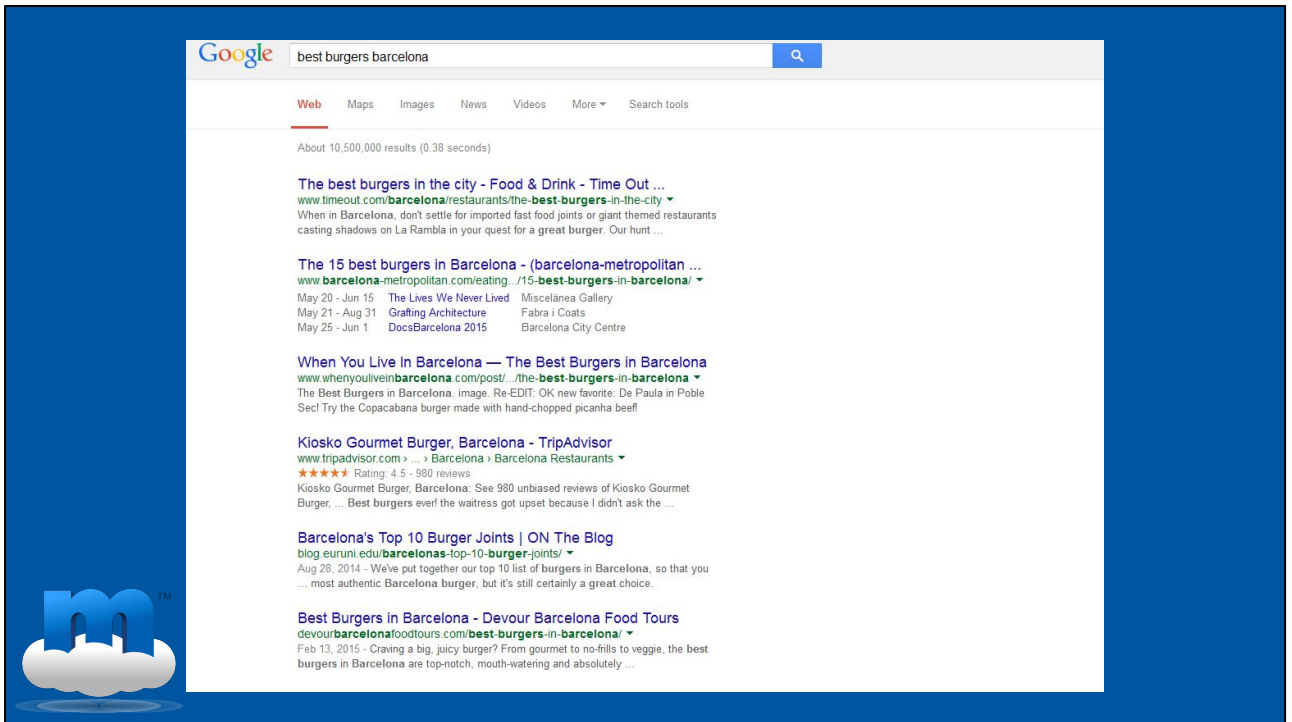


1
BAR ISABEL
797 College, Toronto, Ontario M6G 1C7
416-532-2222 Website



<https://nowtoronto.com/food-and-drink/torontos-25-hottest-restaurants-2014/>

Here is how this renders in Metro Publisher - you can choose to exclude the map.



Barcelona Metropolitan Best Burgers

This one is also on the first page of Google search results, the 3rd one when I did my search a few days ago on a different machine, yesterday it was 2nd..

<http://www.barcelona-metropolitan.com/eating-and-drinking/15-best-burgers-in-barcelona/>

Keep in mind that in this case I'm searching from Germany, using Google Germany - location does affect results. People also have things like safe search enabled that can affect results as well.

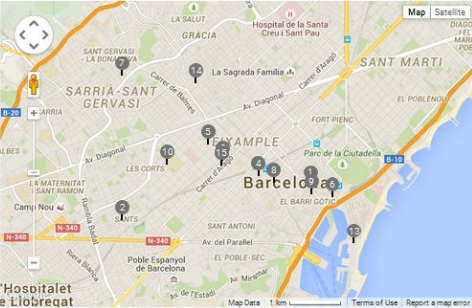
So when you're checking your roundups in search engines, know that other people will be seeing slightly different results.

GOING OUT EATING AND DRINKING FEATURES THINGS TO DO PRACTICAL CLASSIFIEDS DIRECTORY
 RESTAURANT DIRECTORY BAR AND CLUB GUIDE

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March 22, 2015
 Do you like this?
 Like 455 people like this.
 RSS Print

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JOIN US ON FACEBOOK
 Like 8,372
 15 hrs
 Tomorrow is the last day to take part in the city-wide clothes swap. Renova la teva roba.

Renova la teva roba
 Give your wardrobe a makeover with this continuous clothes exchange at different points around the city through May.
BARCELONA-METROPOLITAN.COM
 2 Likes
 Comment Share



Another reason is that if you create some clever roundups of places people in your area would be interested in, you might just capture their interest in the rest of your magazine, even if it's not directly related and at the very least you're generating traffic.

Something like dog-friendly places to go that offer family events, like a zoo that allows dogs, parks, campsites, beaches, botanical gardens, child-friendly cafes that allow dogs, all that might be a variation on your usual parenting magazine themes and would reach additional readers.

None of this has to be on your homepage by the way, if you get readers coming in the side door on your section or subsection pages that is upping traffic to them which is a good thing.

Sample Roundup

“The best cups of coffee in San Francisco”



I'm going to create a sample for you to see how easy creating a Roundup is and which options you have.

Title*

The Best Cups of Coffee in San Francisco

Subtitle

Description

(206 characters left)

San Francisco's three best cafés for coffee.

Print-only Description

Content Type

Roundup Location

Roundup Settings

Ascending List Descending List

Tour Type

Not a tour Drive Cycling Walk

Hide Map

Locations

Add Location

Basic Settings

URLName*

the-best-cups-of-coffee-in-san-franisco

Relative URL

/the-best-cups-of-coffee-in-san-franisco

Section

Top-Level / Root

Evergreen content

State*

draft

Issued

YYYY-MM- Time HH :

MM 24 hours

Teaser Image

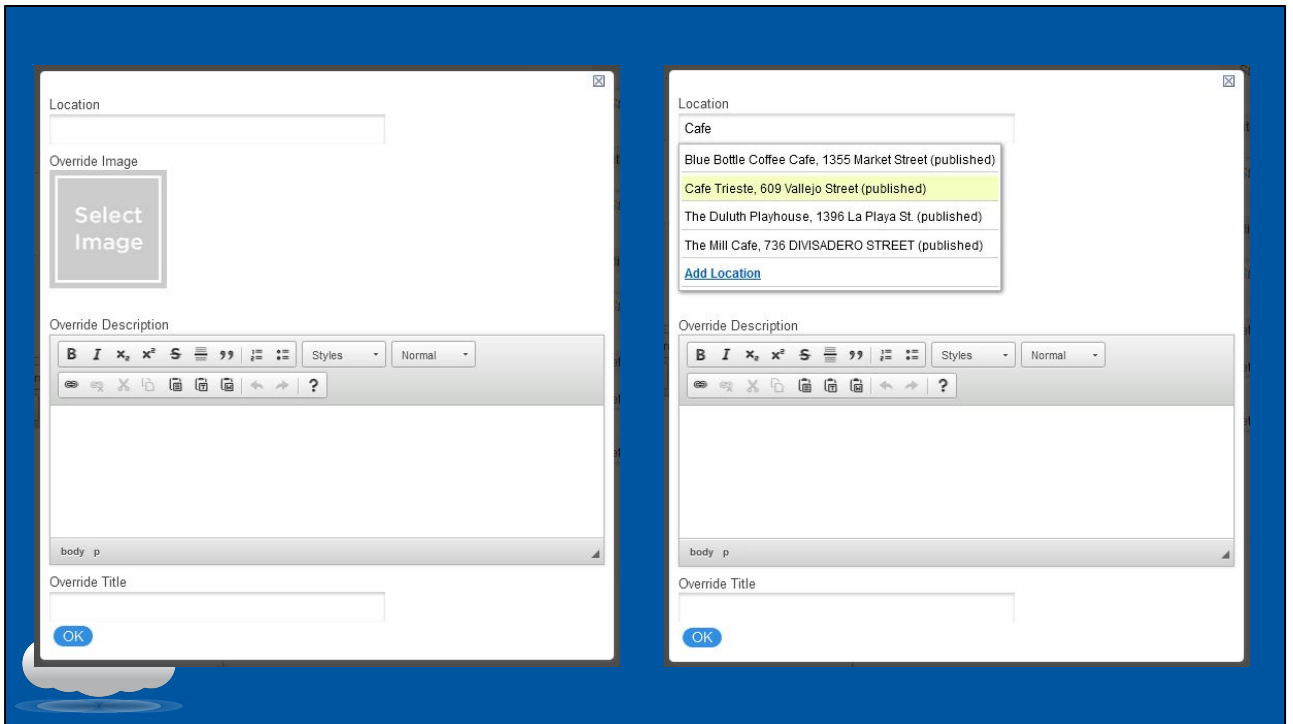
Tag

Start typing to search tags

Browse

First create a new piece of content and add the usual info, title, description, etc. With our 2.15 release you now have the option to set the list order and hide the map if you wish.

Next select 'Roundup' as the content type and now let's add the list of restaurants - Click "Add Location." and search by the name of the locations.



You'll see that you have the option to add a title, description, or image. By default Metro Publisher will display the title, description, and image from the location. But, if you want to, you can override those here.

Add the others one by one. It can help to add a word to the location names as I've done with these, I added 'cafe' to help me find the locations, 'coffee shop' would have worked well too.

The screenshot displays a user interface for managing content. On the left, a 'Locations' section lists three items:

- 01 The Mill Cafe**: Description: 'The Mill by Four Barrel Coffee: Bread and Coffee made for San Fransisco'. Address: '736 DIVISADERO STREET'. Includes an 'Edit' button and a photo of a cafe interior.
- 02 Cafe Trieste**: Description: 'Donec sit amet nunc. Fusce nibh. Suspendisse luctus. Mauris at felis ut dui tristique gravida. Nullam nibh. Aenean et nisi eget odio eleifend consectetur. Nam pellentesque elit in nulla. Praesent lacinia leo at tortor.'. Address: '609 Vallejo Street'. Includes an 'Edit' button and a photo of a street scene.
- 03 Blue Bottle Coffee Cafe**: Description: 'The most famous coffee shop in San Francisco.'. Address: '1355 Market Street'. Includes an 'Edit' button, an 'Add Location' button, and a photo of coffee cups.

On the right, a sidebar contains several sections:

- Tag**: Shows 'Coffee' and 'Out & About' tags with red 'x' icons for removal.
- Author**: Includes a search box with the placeholder 'Start typing to search tags' and a 'Browse' button. A tag 'Jane Doe' is visible below.
- Editor**: Similar to the Author section, with a search box and a 'Browse' button.
- Meta Data**: Includes fields for 'Meta Title' and 'Meta Description'.

You can also add media to the content area just as you would with any other piece of content and you can do more to dress these up if you want to. For example, the locations usually display an image of the businesses. In this context, maybe you want to add an image of coffee cups or coffee drinkers at these locations instead. To do that just go to the location and click “edit.” Now add the image you want.

Home / Dining

Dining



The Best Cups of Coffee in San Francisco

San Francisco's three best cafés for coffee. [more »](#)
May 31, 2015 3:49 PM Jane Doe Dining



Cheese shop

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis,

ultrices nec, pellentesque eu, pretium. [more »](#)
Jan 12, 2015 3:36 PM Sample Subsection 2

Local Eats

SAMPLE LIST SPROCKET

RSS



Photo by Sasquatch

Article 01

This is descriptive text for an article. This should be catchy and concise to hook readers and encourage them to

read more. The length of this text is limited to 250 characters which is about 2 to 3 sentences. [more »](#)

Jane Doe, James Smith Stay 10



James Dean

LA County Surf Madness

This is descriptive text for a blog entry. This should be catchy and concise to hook readers and encourage them to read more. The length of

this text is limited to 250 characters which is about 2 to 3 sentences. [more »](#)



Here's what it looks like on the section level

May 31, 2015 3:49 PM

The Best Cups of Coffee in San Francisco

by Jane Doe

Coffee lovers in San Francisco rejoice! The city offers some of the best cups of coffee in the world. Here's our top pick of the three best cups of coffee you'll find on your next day out.



The Mill Cafe

736 DIVISADERO STREET, San Francisco, California [Website](#)

The Mill by Four Barrel Coffee: Bread and Coffee made for San Francisco

Local Eats

SAMPLE LIST SPROCKET



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[more >](#)



Stock Photo

Downtown Comedy Jam

Nullam nibh. Aenean et nisi eget odio eleifend consectetur. Donec sit amet nunc. Fusce nibh. Suspendisse luctus.

Mauris at felis ut dui tristique gravida. [more >](#)



And this is the content page for my roundup. That took us only a few minutes to create. We didn't have to copy and paste the address info for each business. Nor did we have to upload any images. In this case, we are not showing the map.

At a minimum that is all you have to do to create a roundup. As long as you follow best practices for titles, descriptions, etc., these are great pieces of content for readers and a great vehicle for creating inbound organic traffic to your website.

New Roundups Features

- ❑ Hide map option added
- ❑ Option for ascending/descending order added
- ❑ Location title override added
- ❑ Roundup with a single location
 - ↳ changed zoom level for improved display

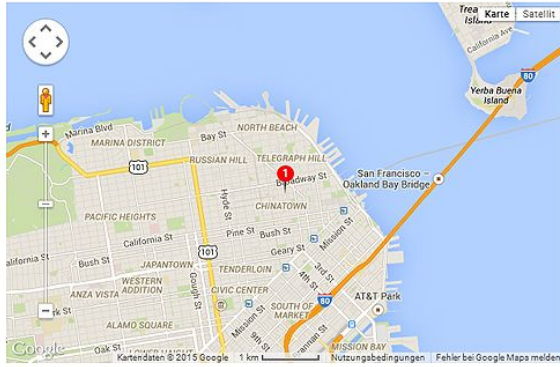


We expanded our range of Roundup features with our v2.14 release.

Roundup Sample - Single Location

June 20, 2014

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean eu venenatis arcu. Vivamus lobortis diam justo, eu commodo elit condimentum vitae. Pellentesque dapibus ut nibh non condimentum.



City Lights

261 Columbus Avenue, San Francisco, California 94133

(415) 362-8193 Website

This is descriptive text for a location. This should be catchy and concise to hook readers and encourage them to read more. The length of this text is limited to 250 characters which is about 2 to 3 sentences.



This is what the map for a Roundup with a single location looks like.

Roundups Recap

- ❑ popular with readers
- ❑ popular with search engines
- ❑ easy to make
- ❑ good for organic traffic
- ❑ doorway to sections / subsections
- ❑ low maintenance, evergreen



Here are some more sample Roundups you can take a look at for inspiration:

<https://nowtoronto.com/food-and-drink/bar-guide-2015/best-for-cocktails/>

<http://www.barcelona-metropolitan.com/practical/business-/Barcelona-best-coworking-spaces/>

Thank you!



This concludes our Metro Publisher 2015 Advanced Training in SEO and Roundups.