dito

Save money and optimize Google Map searches for your business

Dito's Cache Smart makes Geocoding brilliant

Here's the story… potential customers search **Google Maps** to find your business. You put money in it and you've seen a return on investment. What if you could continue to leverage Google Maps searches and at the same time, save money?

Every time a potential customer performs a search, it goes into Google Maps Geocoding Web Services cache and remains for 30 days. The **Dito Cache Smart** program checks if the same request is stored in the cache and uses that previous search - saving you money!

Here's how it really works

Locators in Google Maps convert a location entered by a potential customer into a latitude and longitude to localize the search. Potential customers usually use the name of the city or a zip code to begin their search - think about when you're traveling and you want to find a good cafe or restaurant. Or, at home, maybe you suddenly need services so you head over to Google Maps to find some nearby. Google's Geocoding API is used to support these searches.

As you know, those searches are cached for convenience. Since there's usually not that many unique location searches - city name and Starbucks is pretty popular - the number that are geocoded is a fraction of the total number of geocodes.

The **Dito Cache Smart** program goes straight into the cache to find a search. *If it's there, voila.* If not, it makes the request to Google, returns the result, and there's a new charge.

The brilliance behind **Dito Cache Smart** is you can capitalize on previous searches. The potential customers notice nothing. It seems the same to them. The only thing that happens is you save money - and you can potentially save a lot if you're a business that depends on Map searches.

A public storage company implemented our Cache Smart program and saw a 80-percent reduction in geocoding usage.

Right now, if one potential customer finds you through a search, you're charged. Then, if yet another customer types in the same search and finds you, you're charged again. With **Dito Cache Smart** - you only get charged for the first one (we've gone in, found it in the cache, and use that for the search).

And, guess what? It's absolutely FREE for the first year.

There's no cost to you to start saving money - that's the best deal out there.

There's value and then, there's real value.

There are some limitations and we're happy to go over them with you. Let's begin the conversation and begin optimizes your Google Maps experience!

It's brilliant. It's easy. It saves money. **It's another Dito magnus opus.**