**Category Matching**

# **Data Sources**

**Matching Between GoogleMyBusiness & Local Tales**

Source: 5thAugustLocal Tales Categories - Google Matching1pmversion (3) (1)

* See tab “David”.

**Local Tales Categories**

Source: <https://docs.google.com/spreadsheets/d/1OPy-1OR-il4v-7FWMfti9-eFUTHHdu2x5vWJEfZ0jz4/edit#gid=0>

**Zomato & Truelocal**

Business Directory Listings

# **Process:**

1. We crawled True Local and Zomato to determine the business listings and their information. This information should be stored in the backend database. Let’s call these databases:
   1. truelocaldirectory
   2. zomatodirectory
2. Based on the two crawls, we have inputted all of these businesses through Google My Business to “verify” the details/ data. All of this data should now be in the backend of the database. Let’s call this database:
   1. googledirectory
3. We have a database of the Local Tales categories (<https://docs.google.com/spreadsheets/d/1OPy-1OR-il4v-7FWMfti9-eFUTHHdu2x5vWJEfZ0jz4/edit#gid=0>). Let’s call this database:
   1. localtalescategories
4. The googledirectory has a column for “primary category”, which has been picked up from Google. The localtalesdirectory also has two columns; primarycategory and secondarycategory.
5. The fifth data set is a spreadsheet that matches up what we want to call the Google Categories on Local Tales. This is “5thAugustLocal Tales Categories - Google Matching1pmversion (3) (1)”. Let’s call this database:
   1. googlelocalmatching

# **What You Need to Do?**

1. Take the data from googledirectory and do a simple SQL “join” based on “category” against the googlelocalmatching data to find the new category on Local Tales.

## **Example:**

This entry came from Zomato

John’s Florist

128 Newcastle Road

Montmorency

3094, VIC

Phone: 03 8542 5689

Website: johnflorist.com.au

***Added these details to zomatolocaldirectory, alongside all the other details.***

We then verified this listing against Google My Business and found the exact business on Google, verified the details, and added a few extra columns including Google Category, number of reviews etc.

***We added these details to the database googledirectory***

The primary category on Google was “florist” for this listing. You can see this Google Category on row 2156 of the spreadsheet

On row 2156, the matching Local Tales category (as per our category tree on <https://docs.google.com/spreadsheets/d/1OPy-1OR-il4v-7FWMfti9-eFUTHHdu2x5vWJEfZ0jz4/edit#gid=0>) is “Florists”.

***We then add “Florists” to the main Local Tales Listing Directory for John’s Florists.***

**NOTE: To do this multiple times it is a fairly simplistic inner join using SQL.**