How to Capture **Online Buyers in Your Local Market**

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Download the presentation slides:
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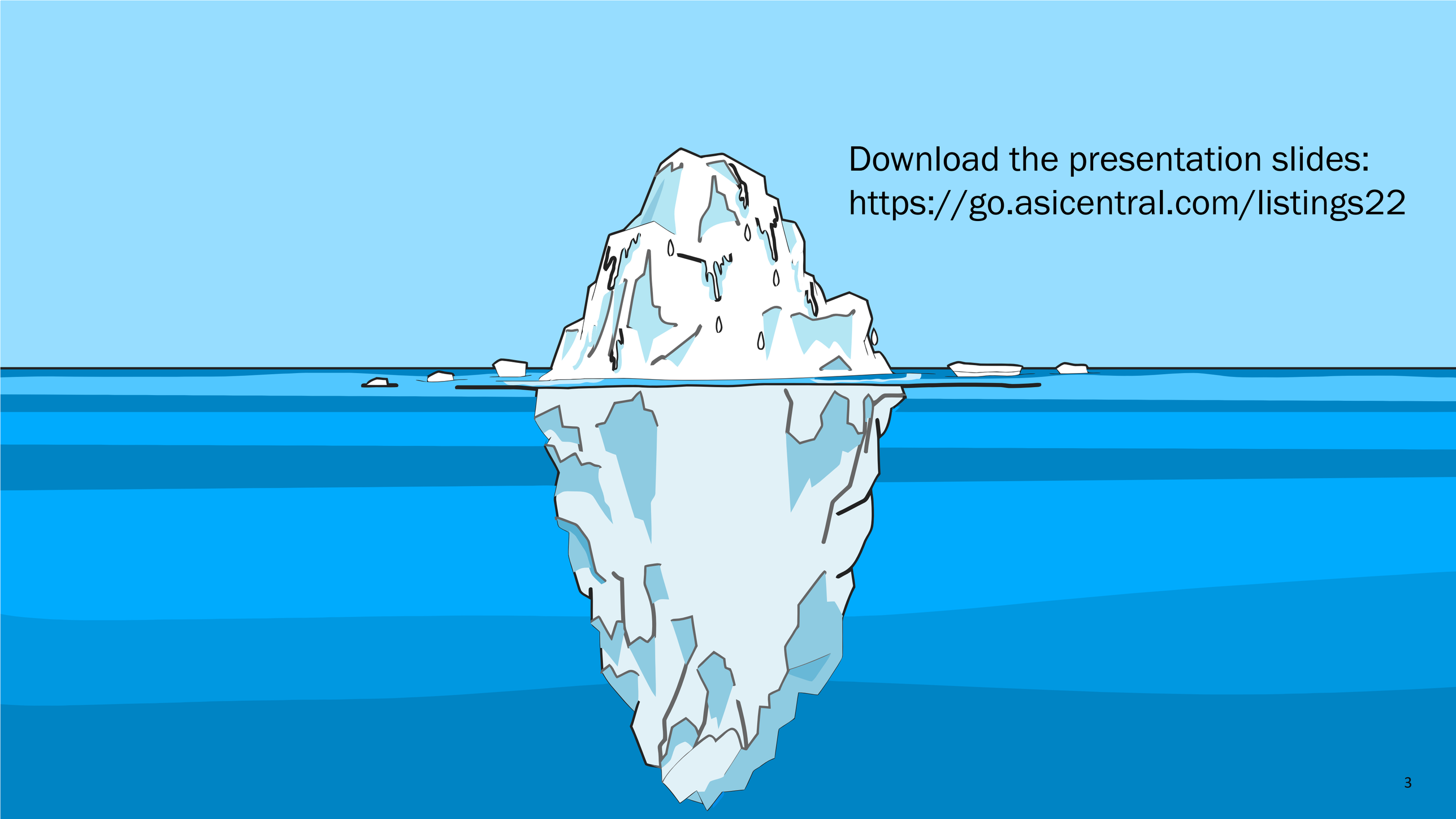
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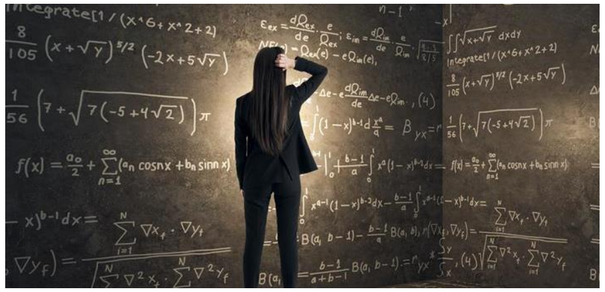
AGENDA

01. Why Local Search Optimization?



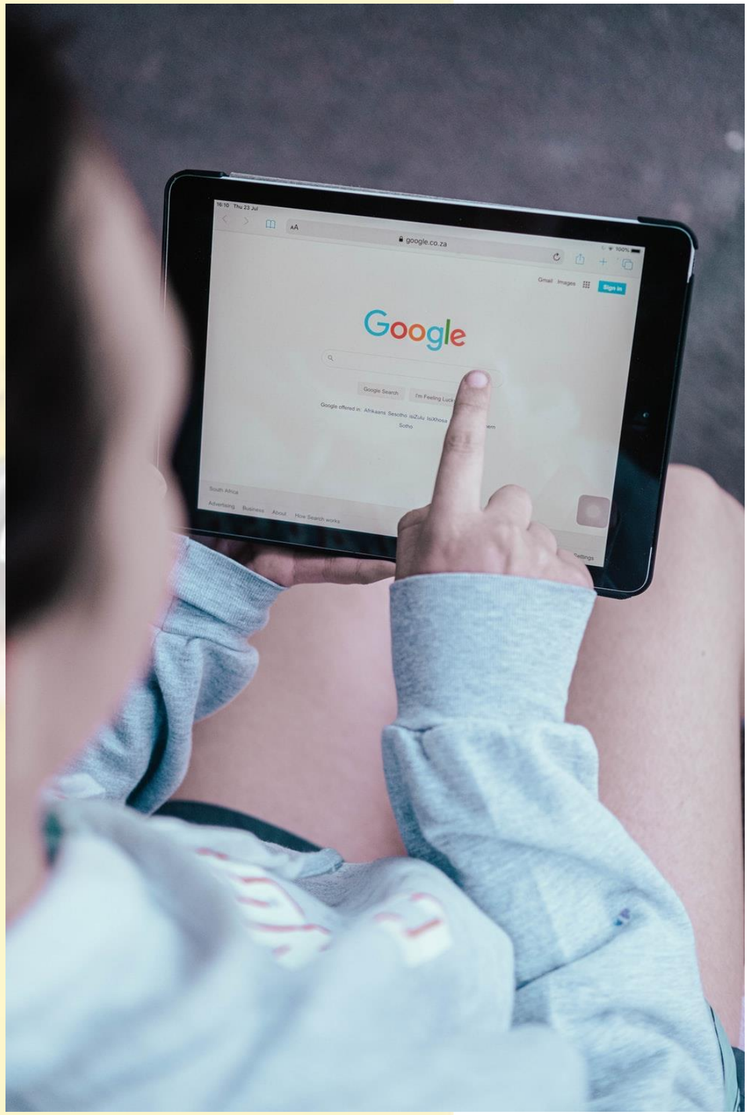
02. Google’s Local Algorithm

03. Name Address Phone

04. Google Business Profile

05. Online Directories & Listings Management

Why Local Search Optimization?



46%

of searches have a local intent

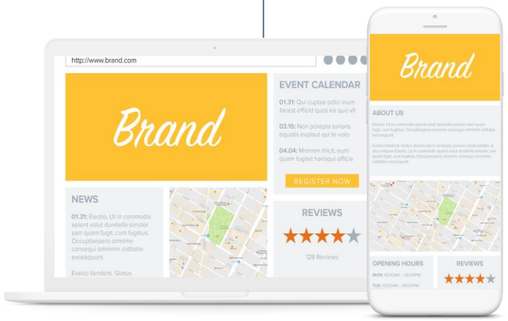
Source: Google, 2019.

Q: Why Local Search Optimization?

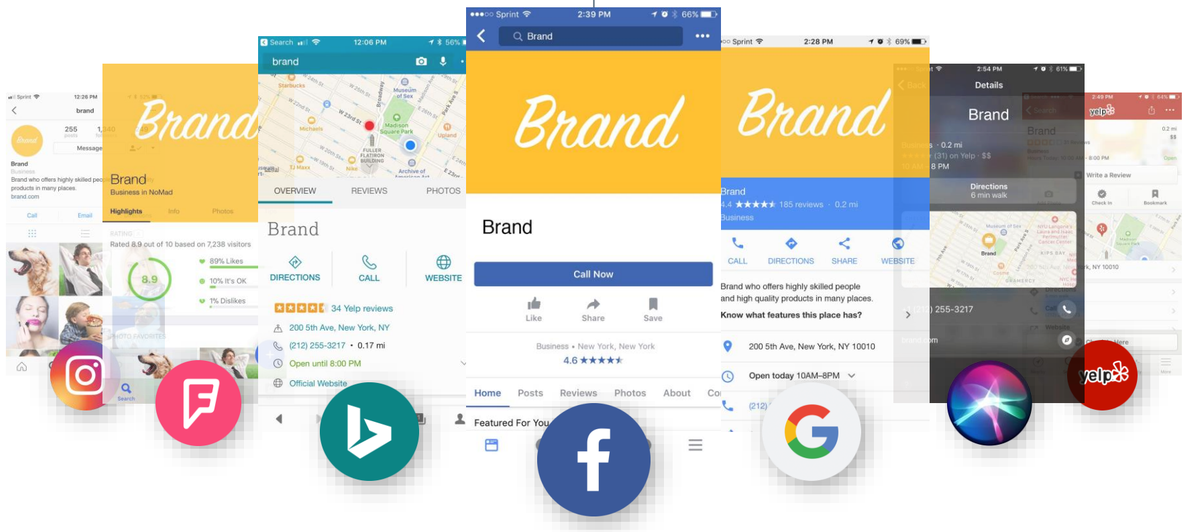
A: Critical if you want your business to stay relevant.

Bigger Channel for Customer Engagement

Website & Mobile Website

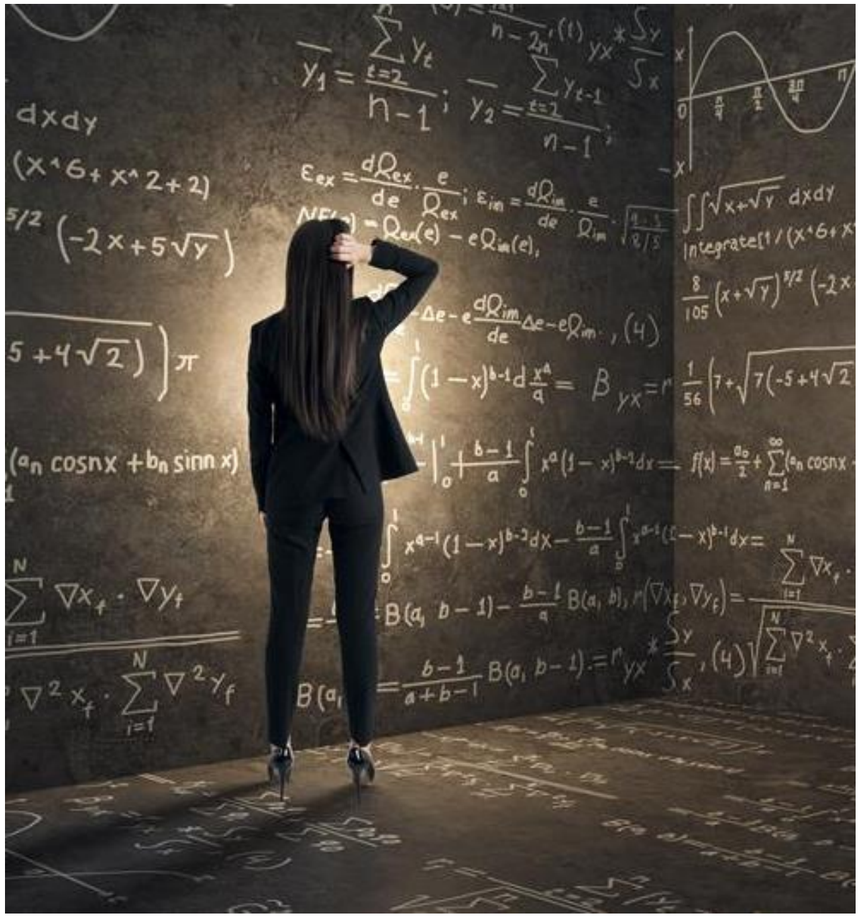


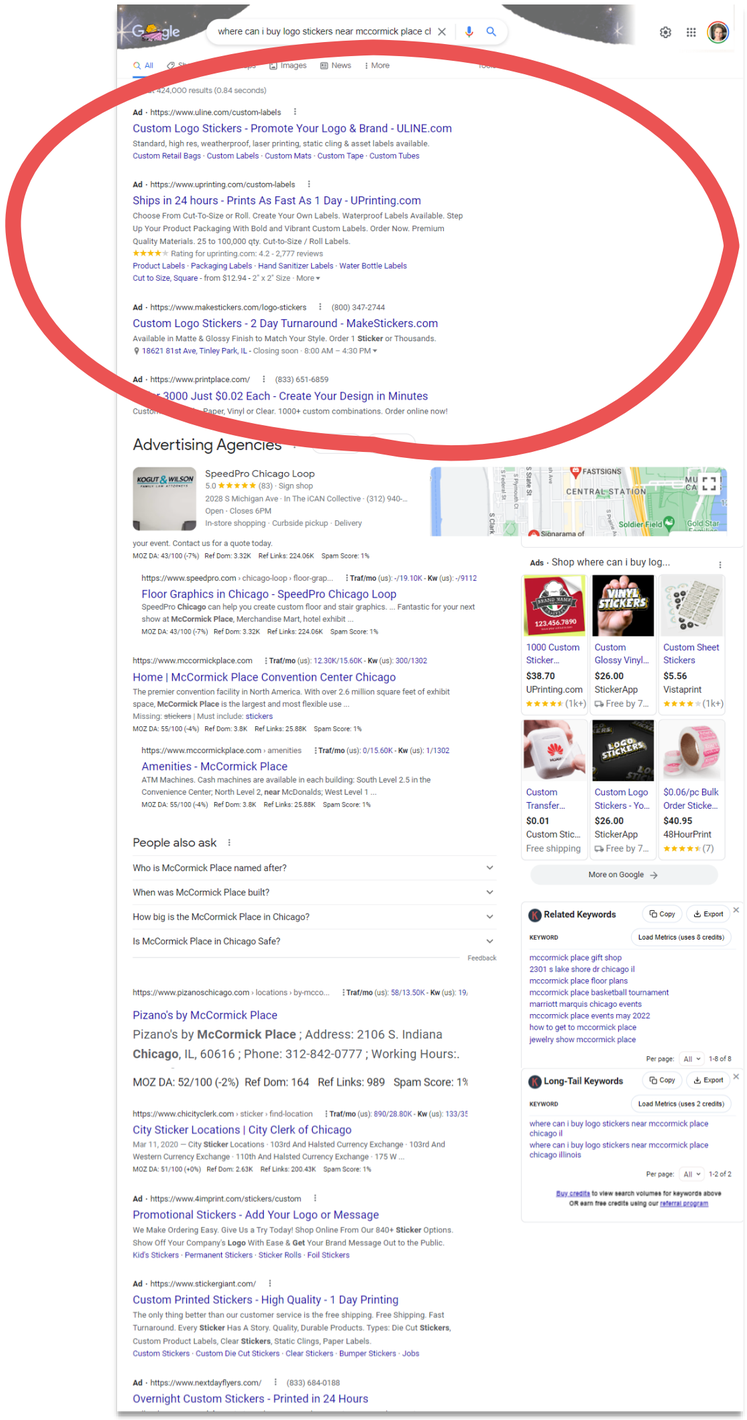
Search, Maps, Directories, Voice, Chat



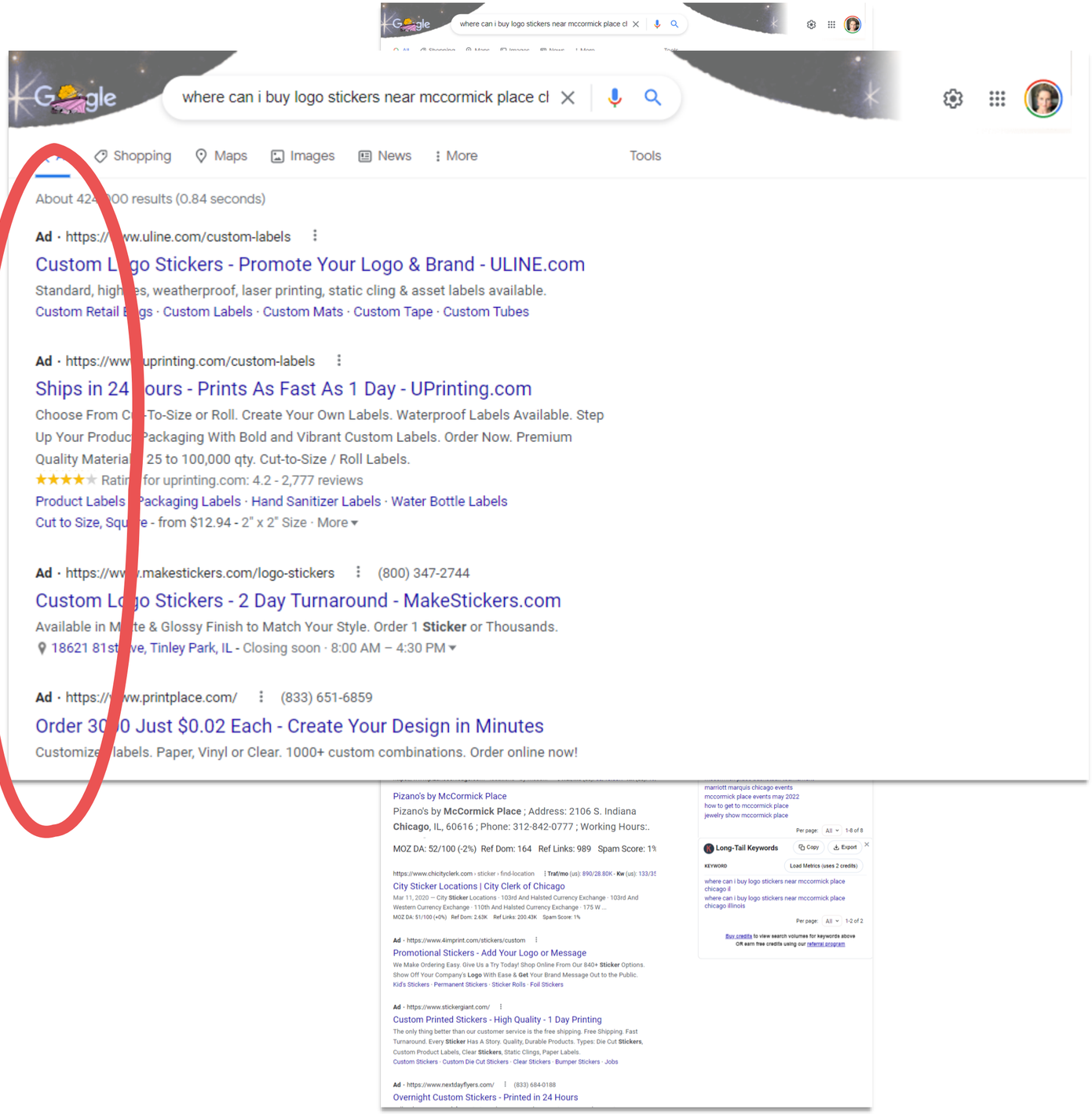
73% of high-intent traffic is coming from these sites

Google’s Local Algorithm



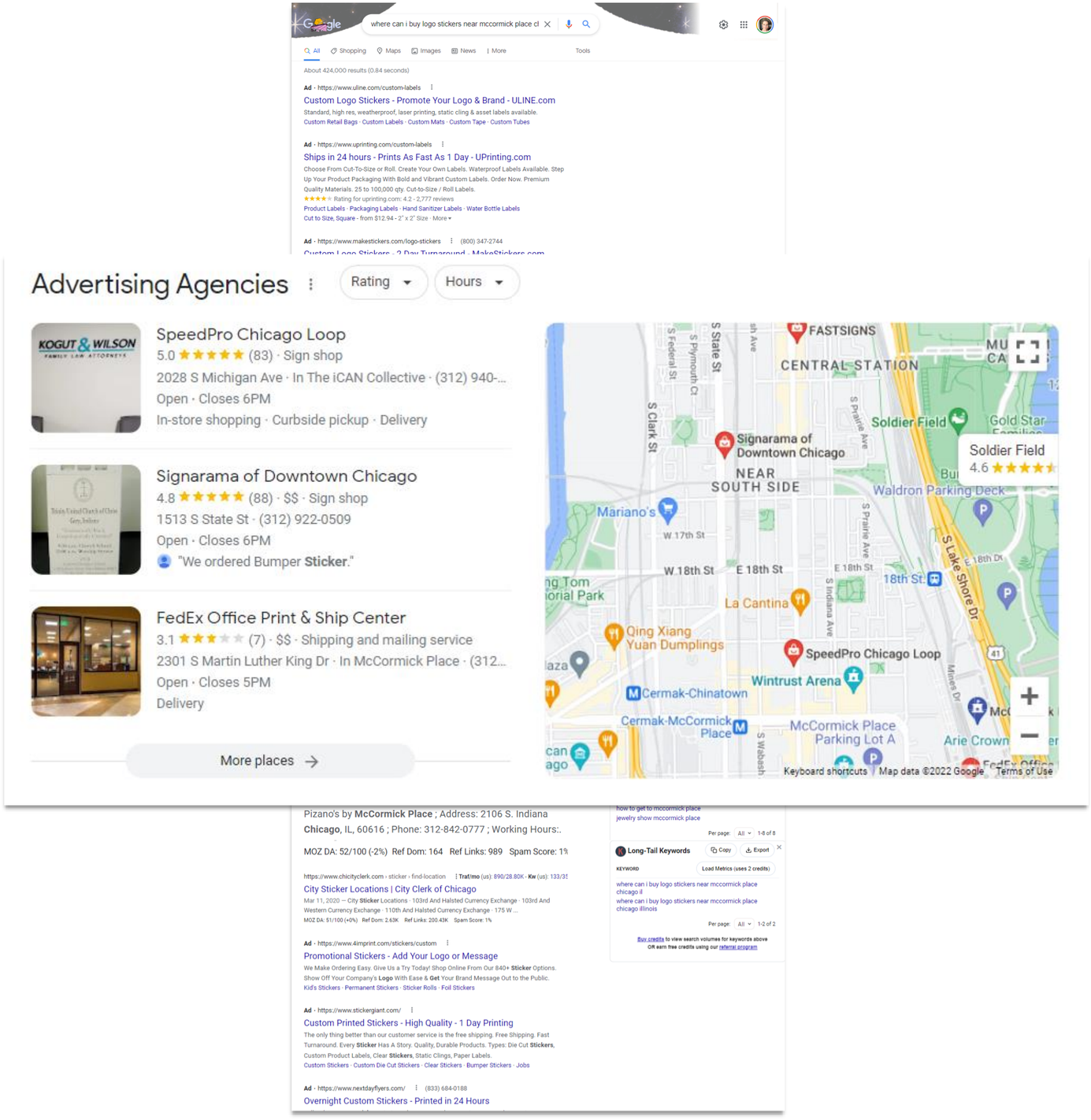


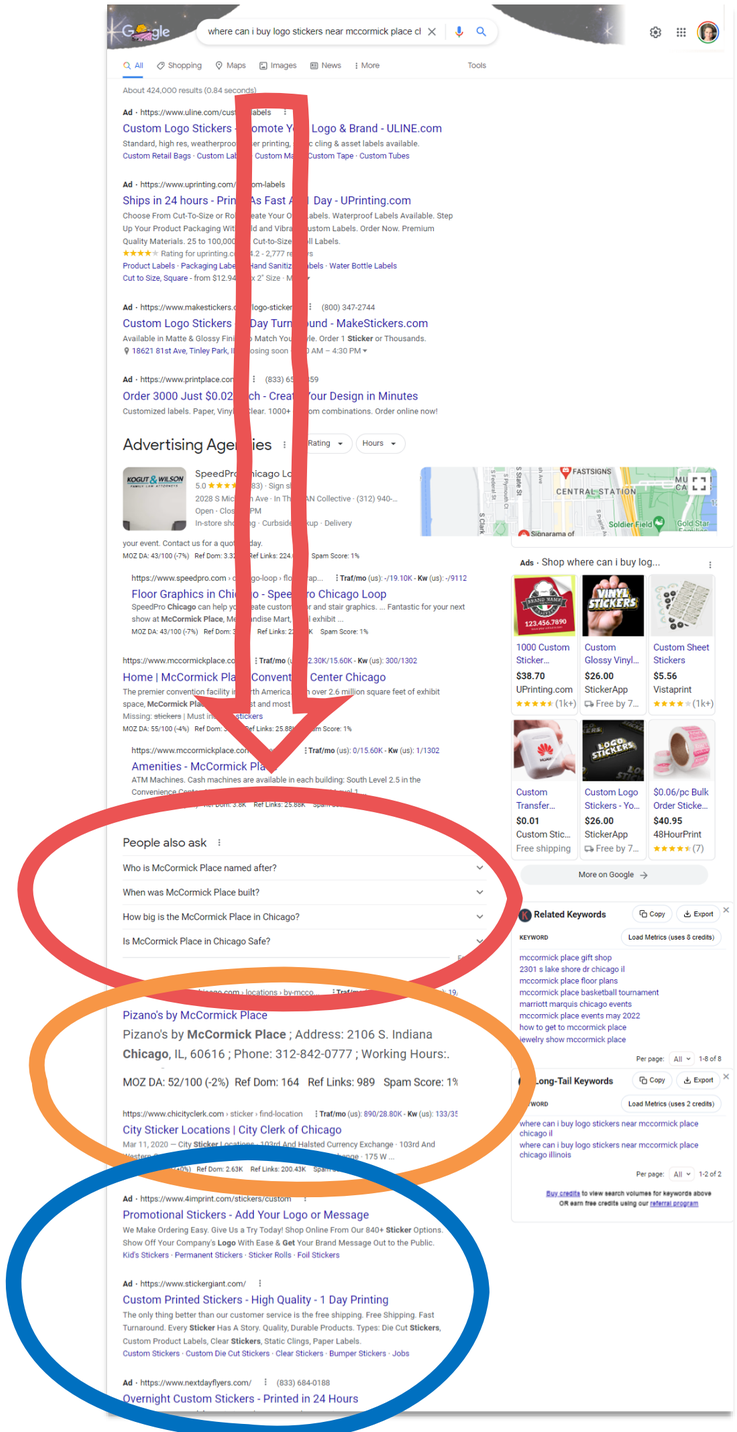
Google Results Page



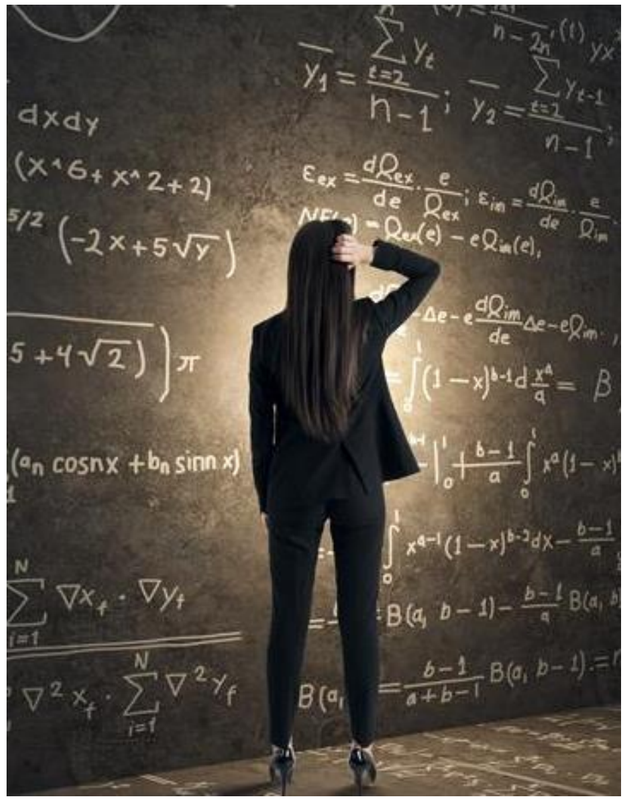
Google Results Page – Paid Keyword Ads

Google Results Page – Local Results





Google Results Page – Local Results



Google’s Local Algorithm

We do our best to keep the search algorithm details confidential, to make the ranking system as fair as possible for everyone.

TOP SECRET

Source: Google Business Profile (https://support.google.com/business/answer/7091

HOW GOOGLE DETERMINES LOCAL RANKING

Relevance

How well a local Business Profile matches what someone is searching for.

Distance

How far each potential search result is from the location term used in a search.

Prominence

How well known a business is

Source: Google Business Profile (https://support.google.com/business/answer/7091

RELEVANCE

How well a local Business Profile matches what someone is searching for

Hours

Services

Products

Brands

Add **complete** and **detailed** business information to your profile...

DISTANCE

How far each potential result is from the location term used in a search

- “marketing giveaways near me”
- “team sports uniform store in 19053”
- “custom employee gifts closest to Philadelphia”

“

If a user doesn't specify a location in their search, we’ll calculate distance based on what we do know about their location.

PROMINENCE

How well known a business is.

Links

Directory Listings

Articles

Review Count & Score

“

...based on information that Google has about a business, from across the web, like links, articles, and directories. Google review count and review score factor in...

Name Address Phone

Top Tip

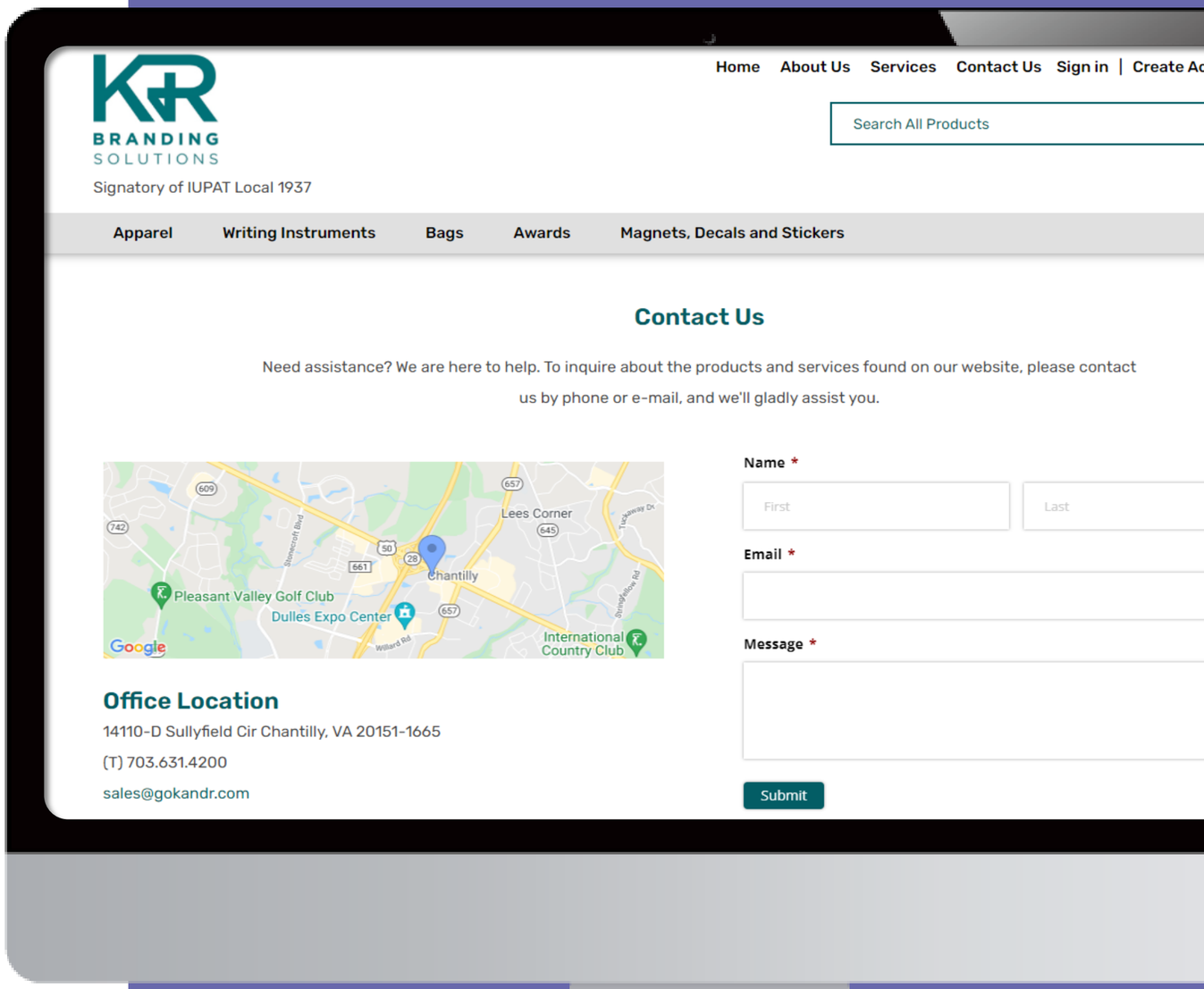
Check your Name, Address, Phone (NAP)

Check for consistency, update your website

Promo Shop, Inc.
110 Main St, #2
Philadelphia, PA 19001

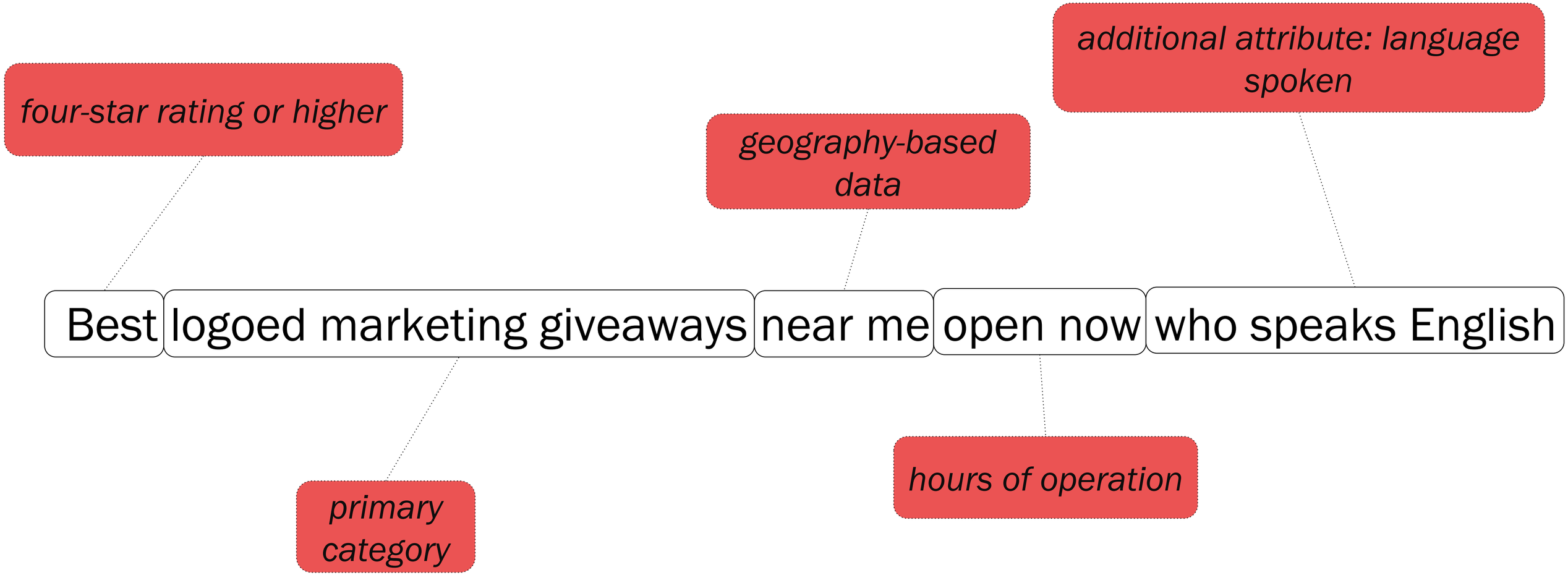
VS.

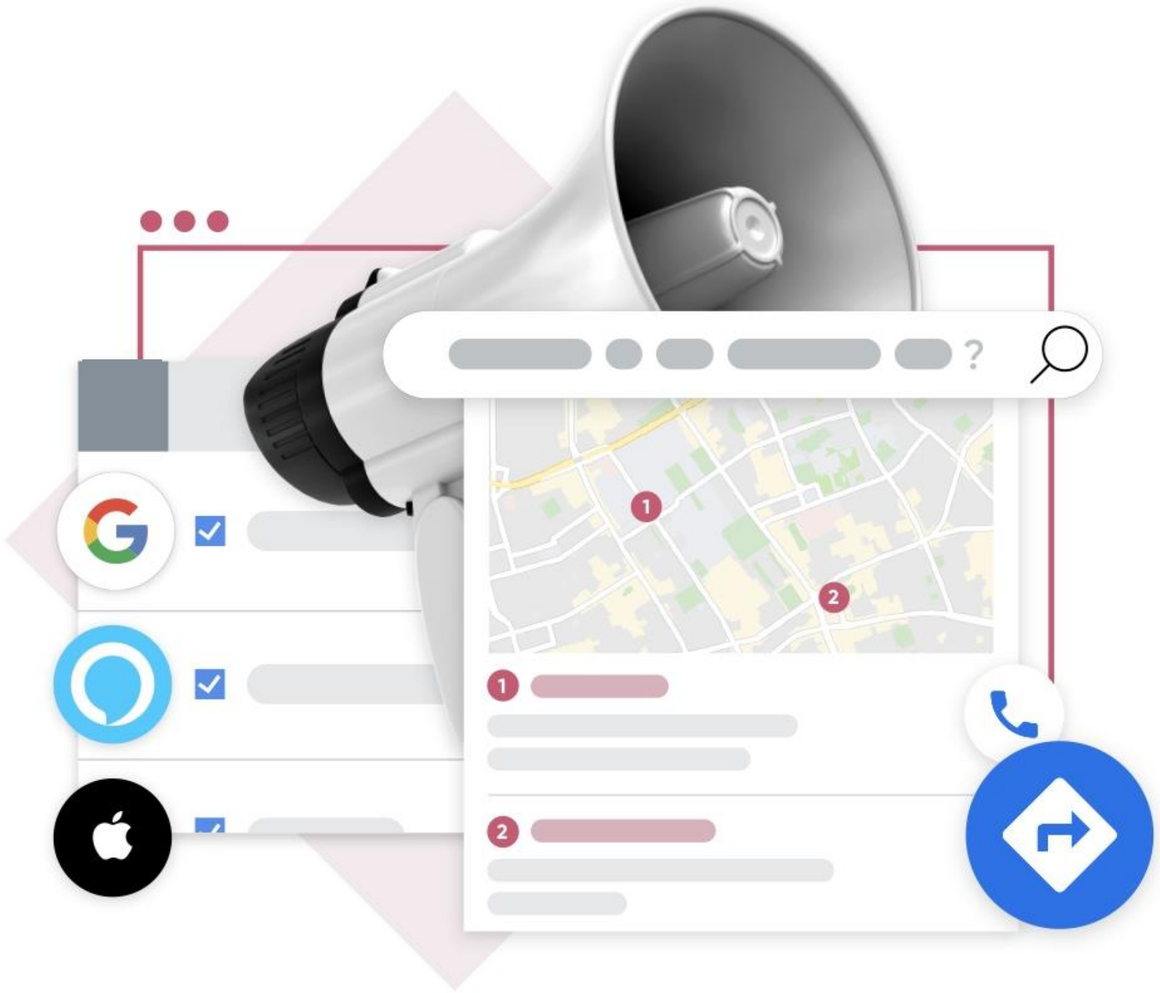
Promo Shop
110 Main Street, Suite 2
Philadelphia, PA 19001-1234



Data Ecosystem is Ever-Evolving

Anatomy of a Question

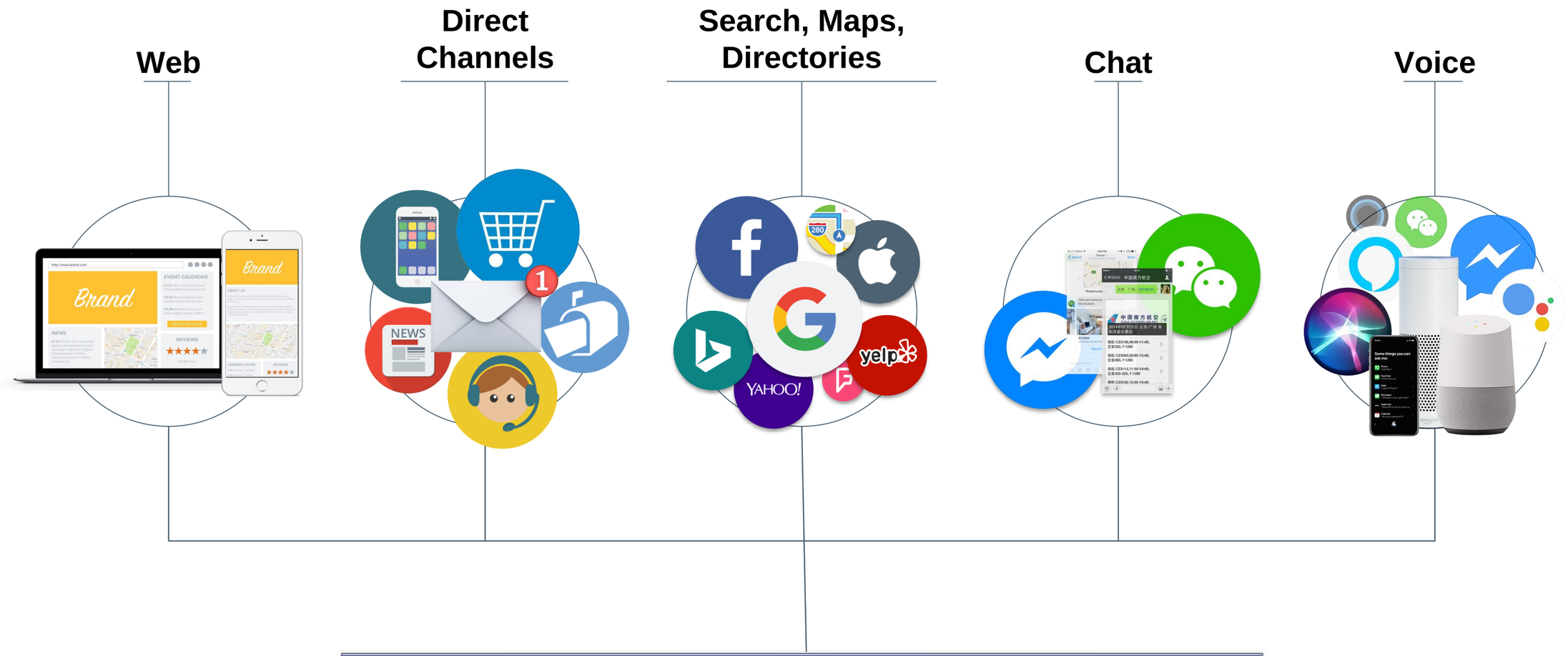


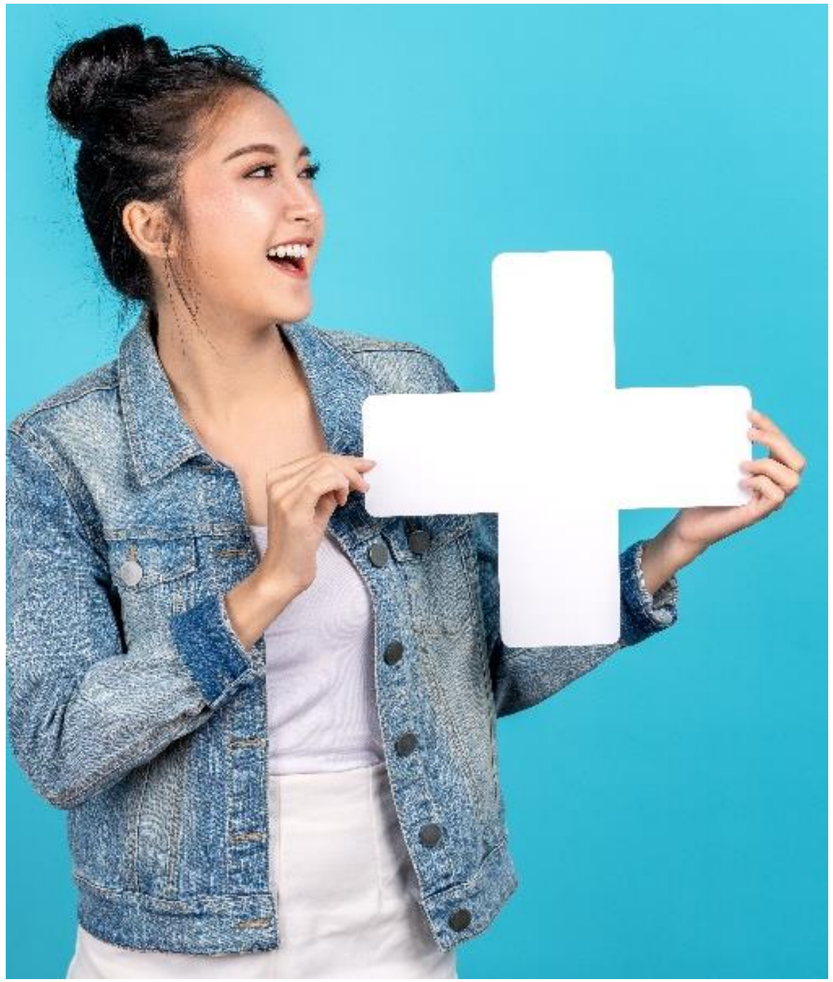


KNOWLEDGE GRAPH

Speak the Language of
Search Engines

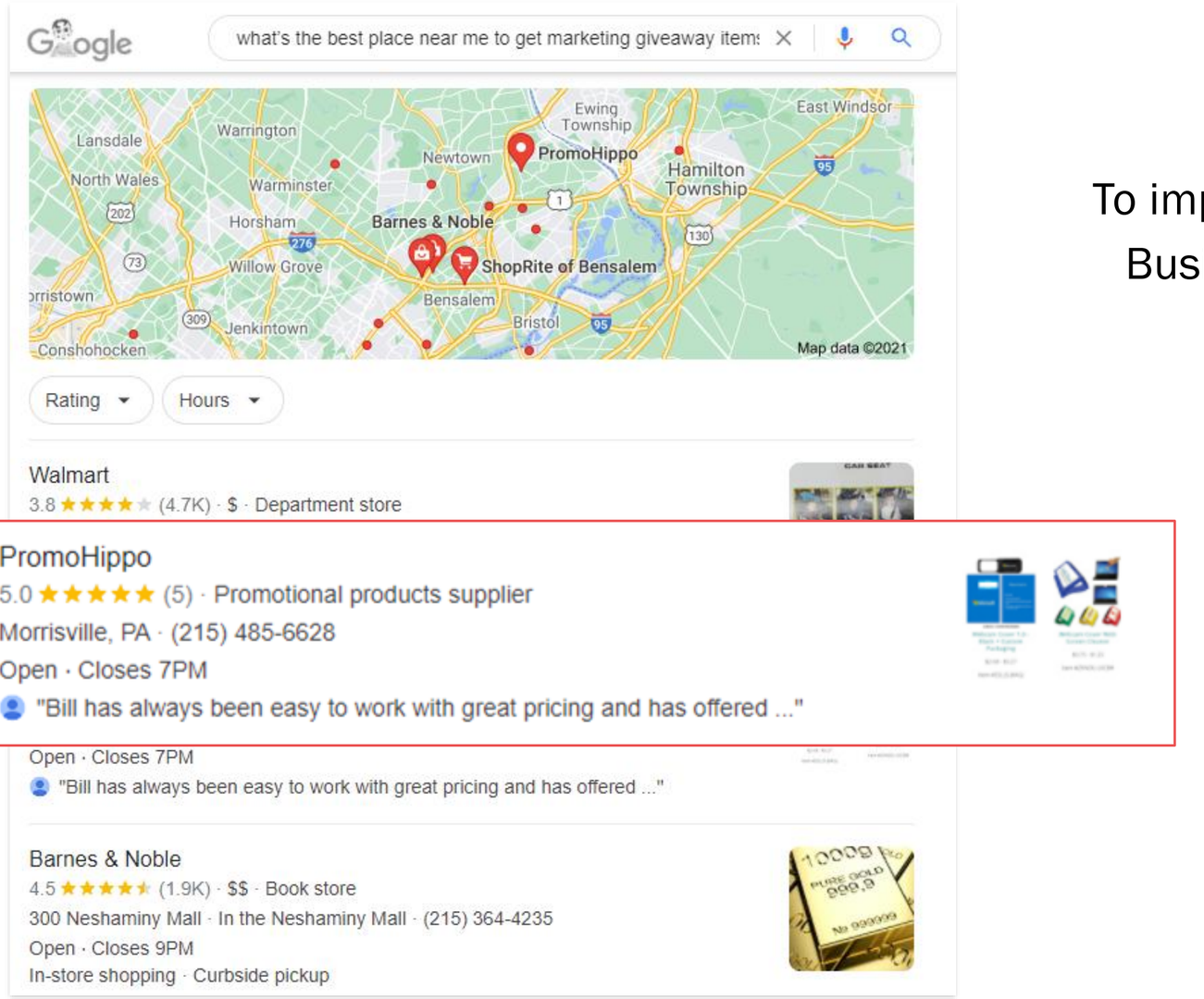
What is a Knowledge Graph?





Google Business Profile

Improving Your Local Ranking

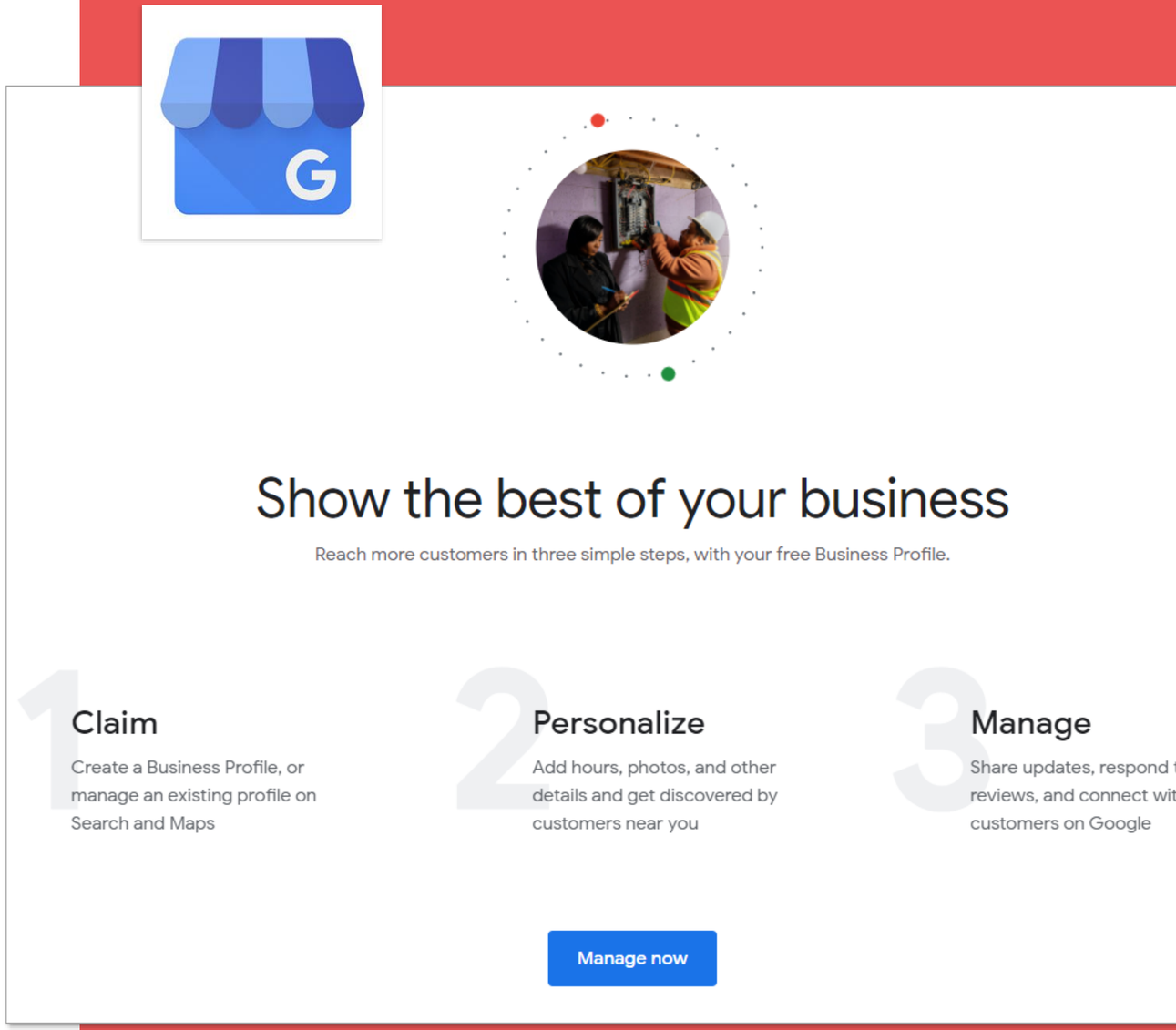


To improve your business's local ranking, use Google Business Profile to claim and update your business information.

Top Tip

Claim & Optimize Your Business Profile

- Claim & optimize your business listing on Google Business Profile
- Free
- One of the simplest ways to gain traffic and, ultimately, customers
- Go to ***google.com/business*** and follow the steps



THE END.

You created your Google Business Profile. You're all done!

Sorry... wrong!

It's not that easy.

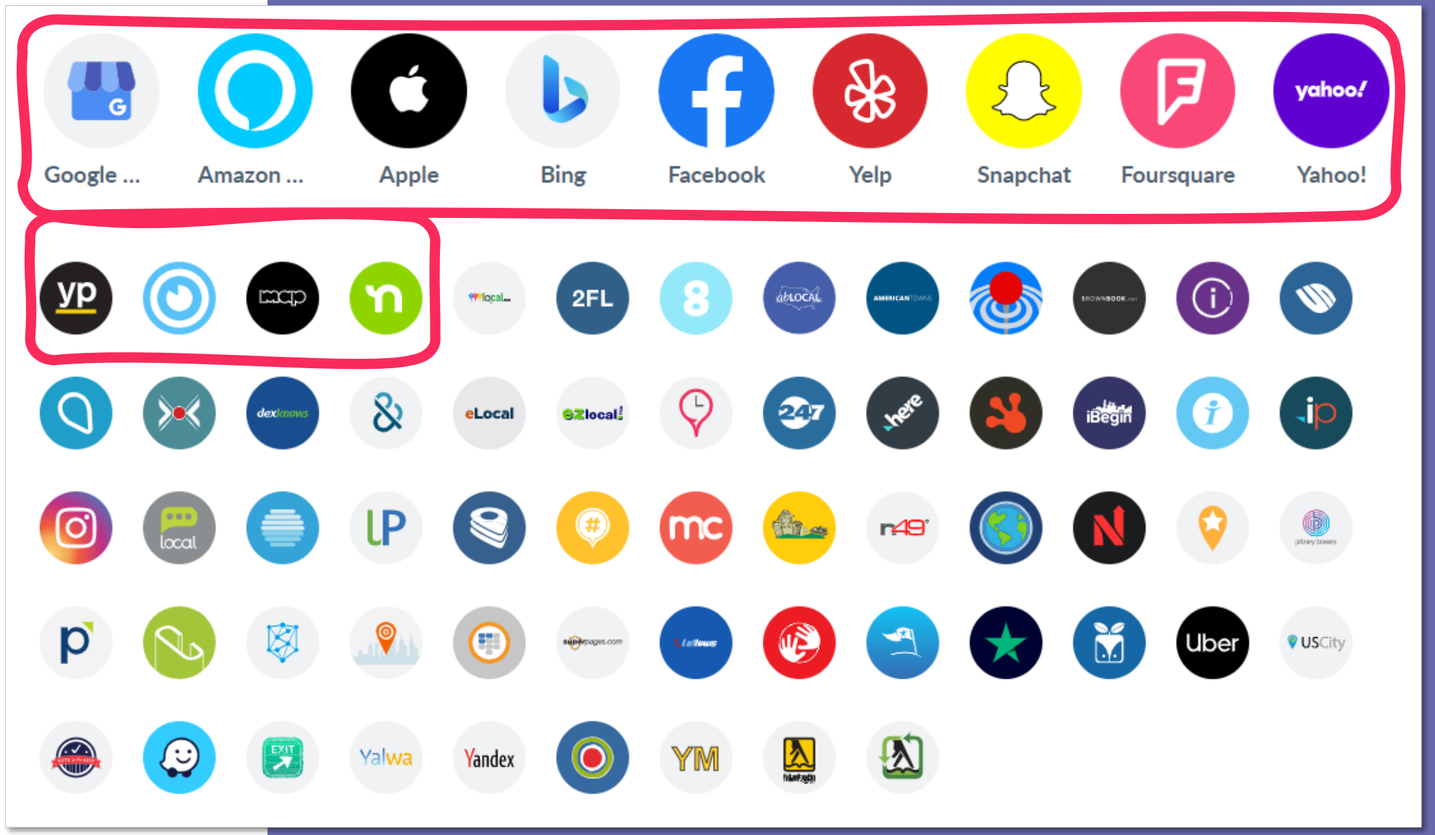
Online Directories & Listings Management

Businesses with complete, optimized location listings receive 52% more clicks from local search

Top Tip:

Make Your Knowledge Graph

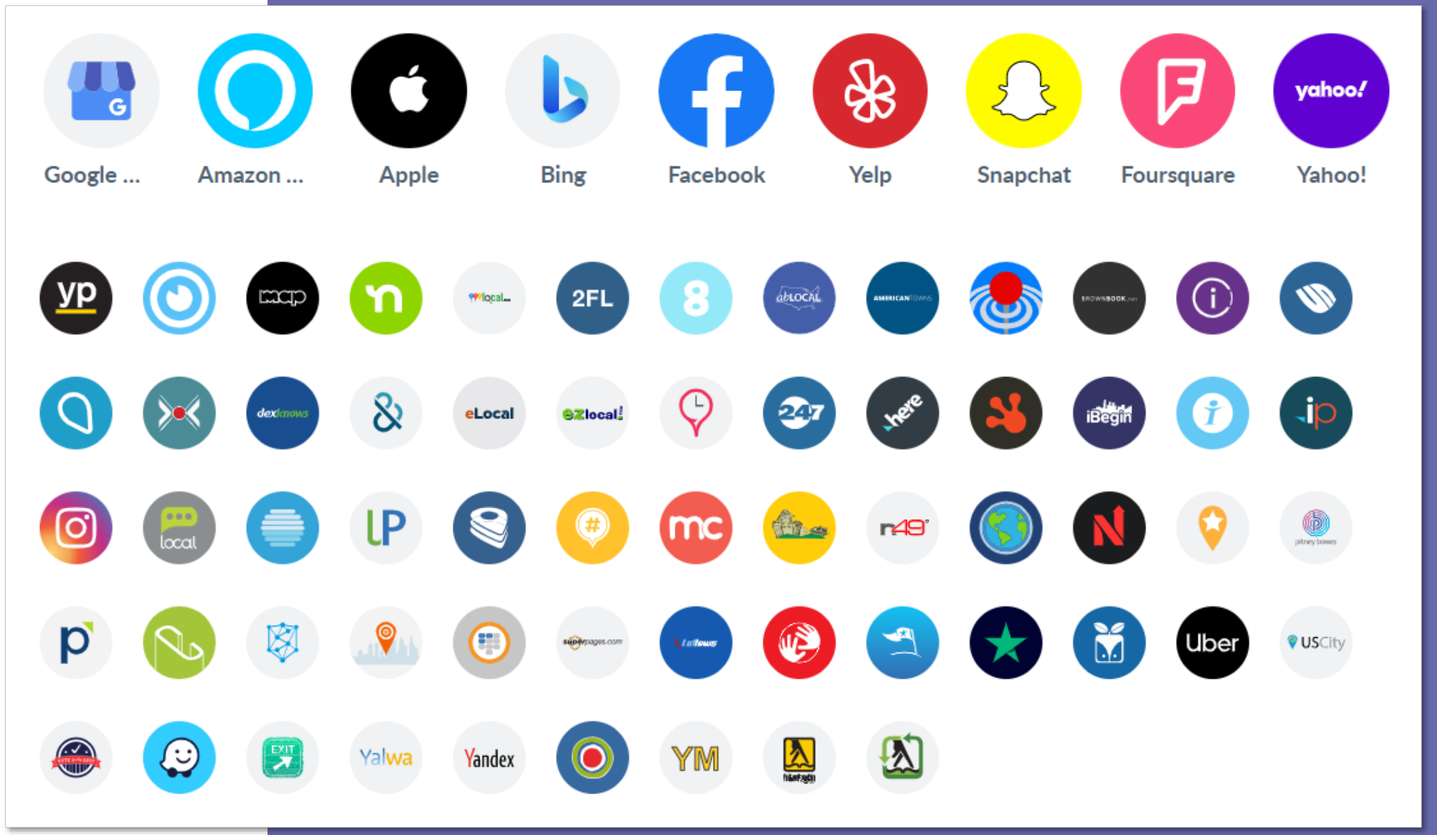
- Manual
  - Focus on top 13 directories →
  - Ensure information is accurate & consistent across all sites
    - Name
    - Address
    - Phone
    - Hours
    - Payment Methods Accepted
    - Website
    - Brands, Services, Products



Top Tip

Automate Your Knowledge Graph

- Automated
  - Choose a platform
    - ASI Local Listings – visit us in the booth
    - Complete as many fields as possible
    - Connect GBP and Facebook



PROS & CONS: AUTOMATED

Pros

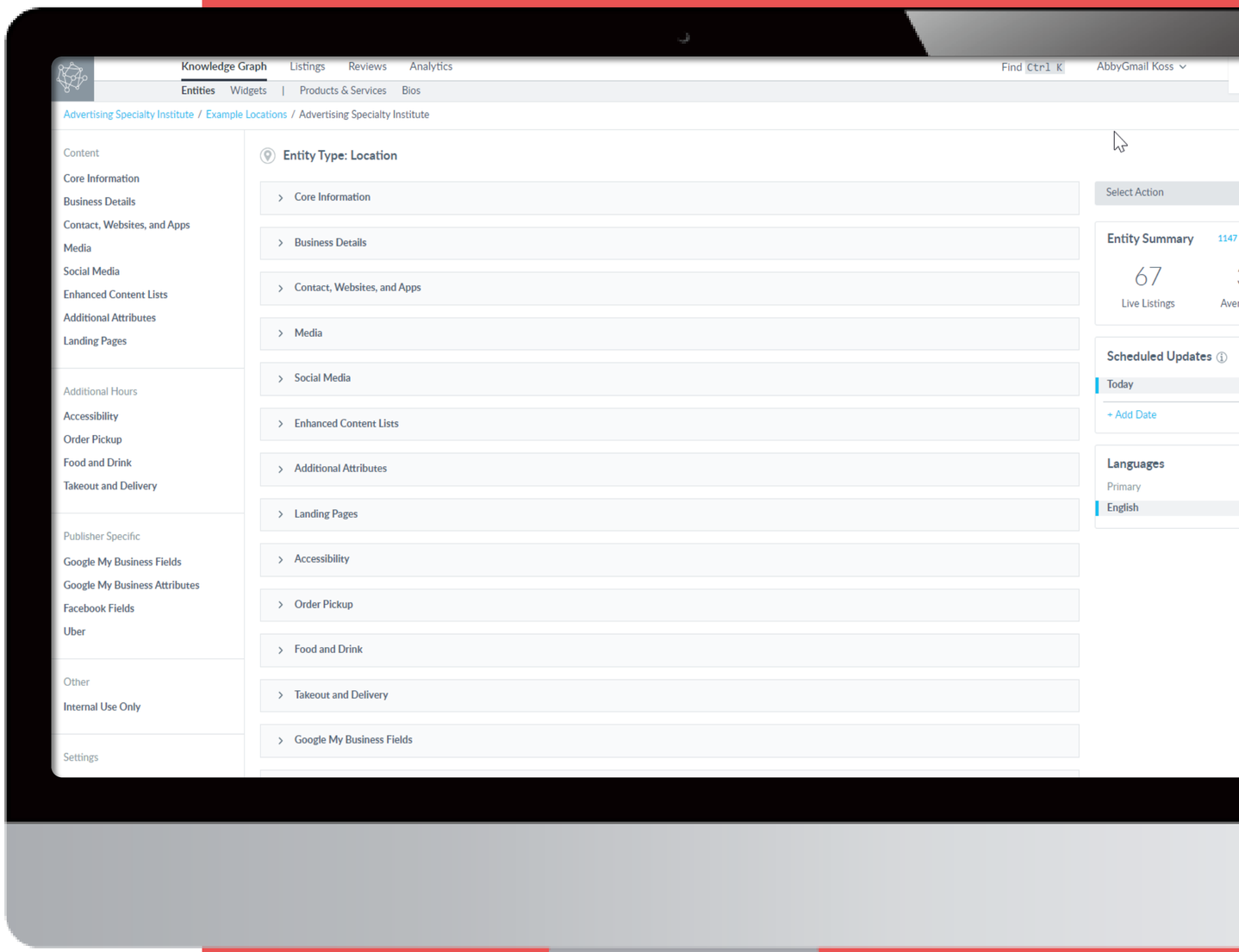
- All major listings in a single dashboard
- Automatically detects and gives you ability to resolve harmful duplicate listings
- Alerts you to incoming reviews
- Extremely easy to make changes to your business information whenever necessary, across multiple listings/directories

Cons

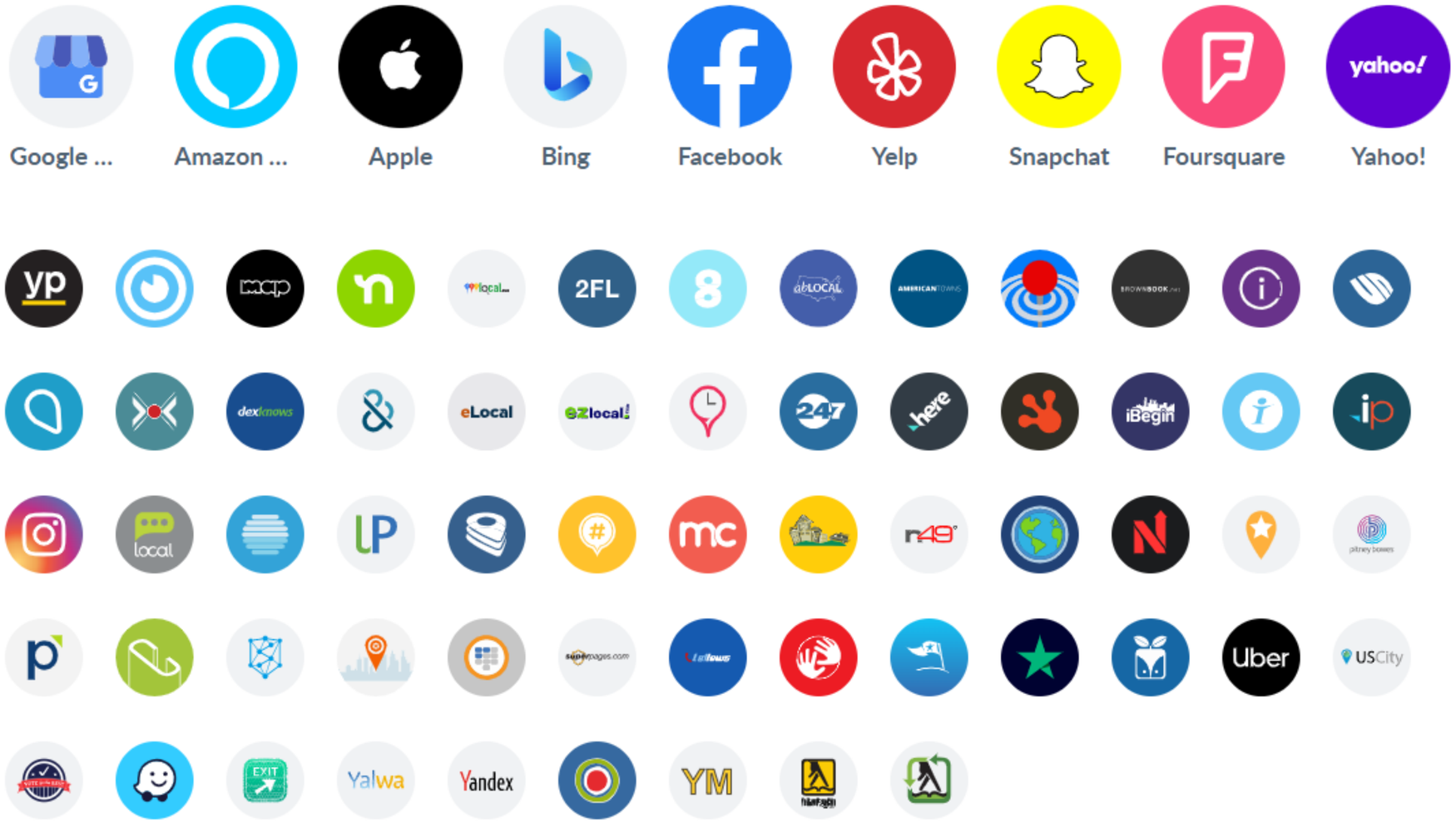
- Paying a fee in exchange for the lightening of your manual workload (reasonable business expense?)
- Not all software is of equal value

Knowledge Graph

- Wide variety of supported fields
  - Address/Service Area
  - Phone
  - Payment Methods
  - Holiday Hours
  - Product Lists
- Save time by automating updates
- Consolidate all your data



Update One Time, Sync to Network

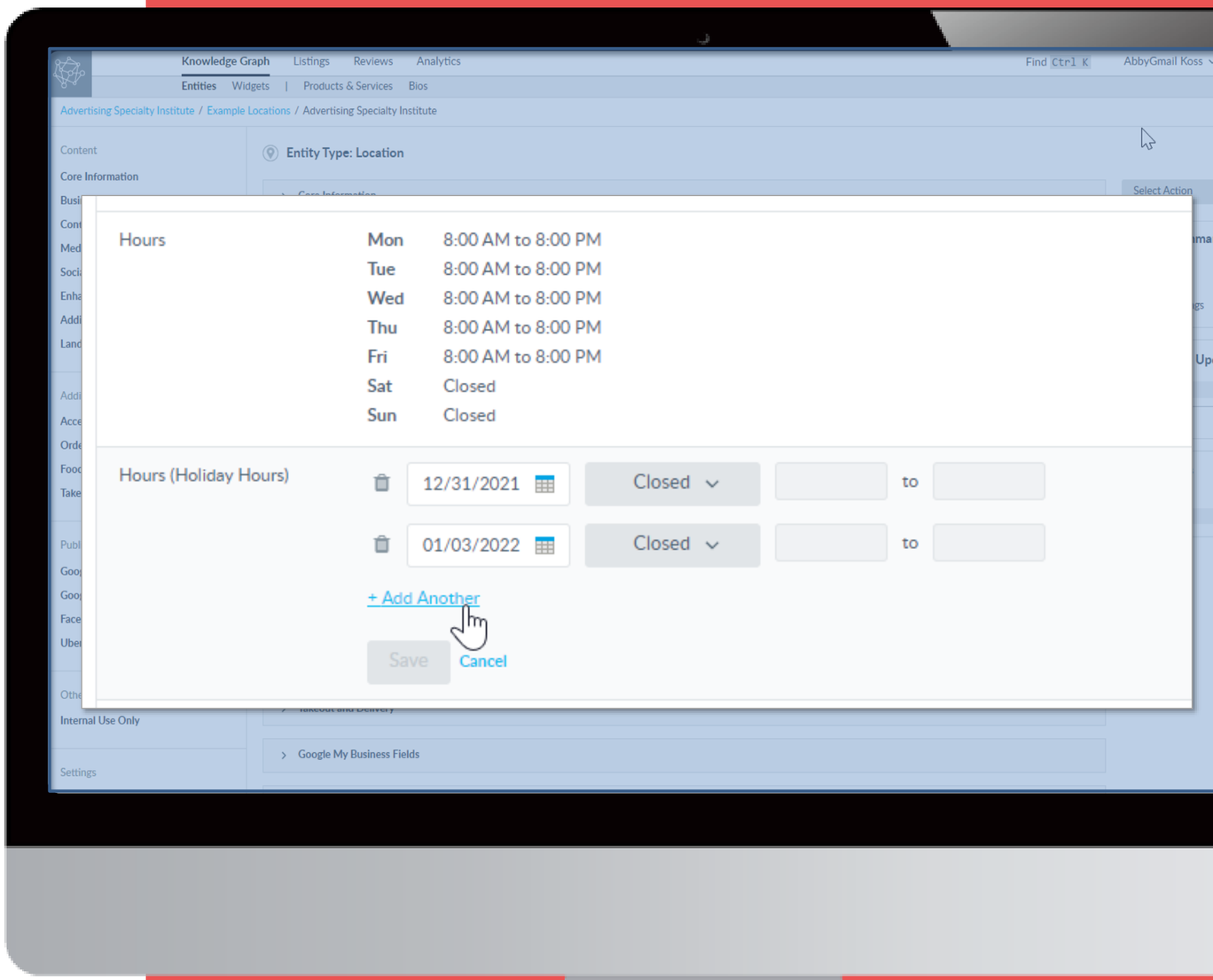


Includes 70 publishers in the US

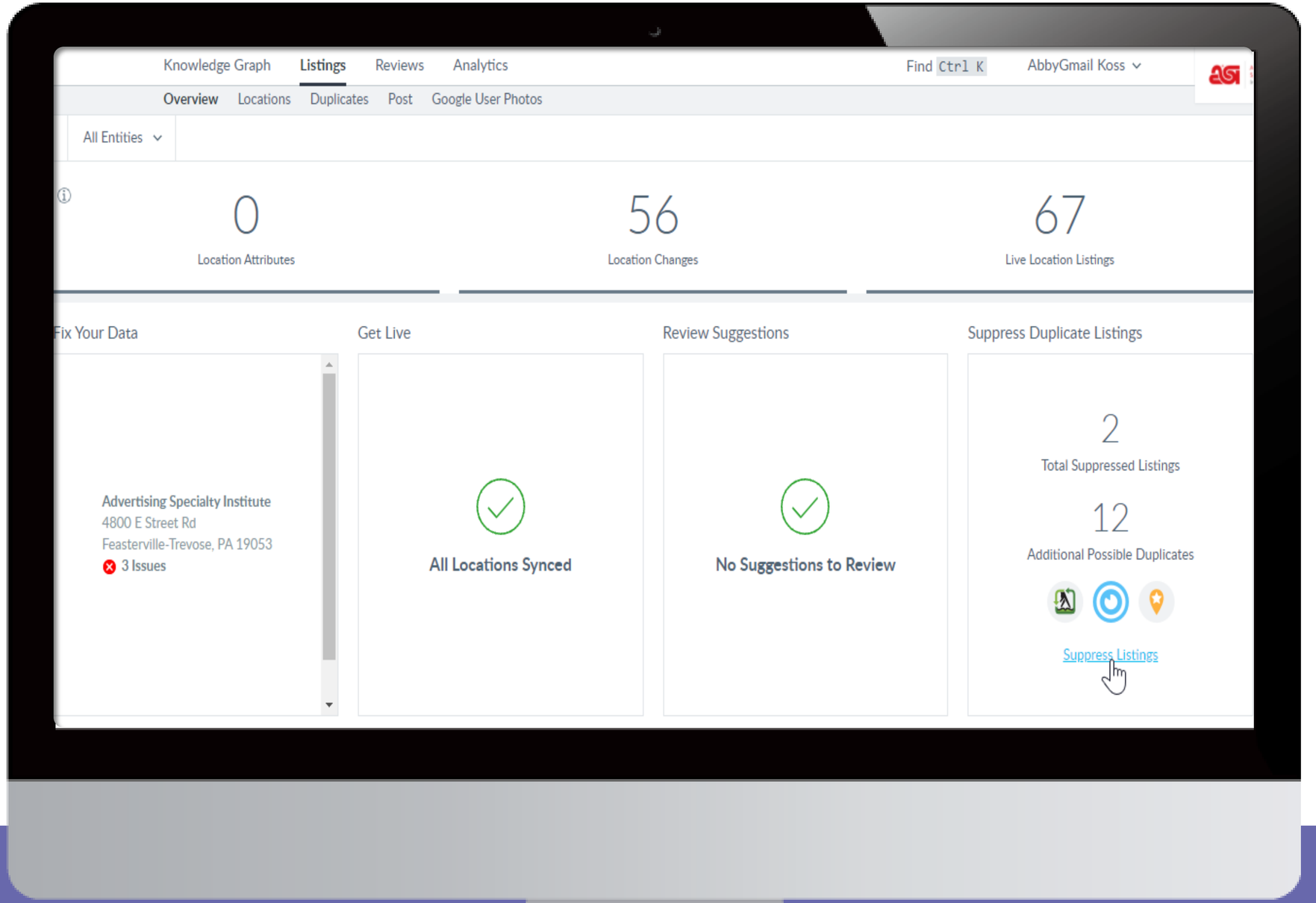
Knowledge Graph: Practical Applications

Periodic changes to your business information – think in terms of marketing.

- Featured promotions
- Seasonal products
- Specialty brands
- Holiday hours
- Social posts
- Product photos
- Services offered

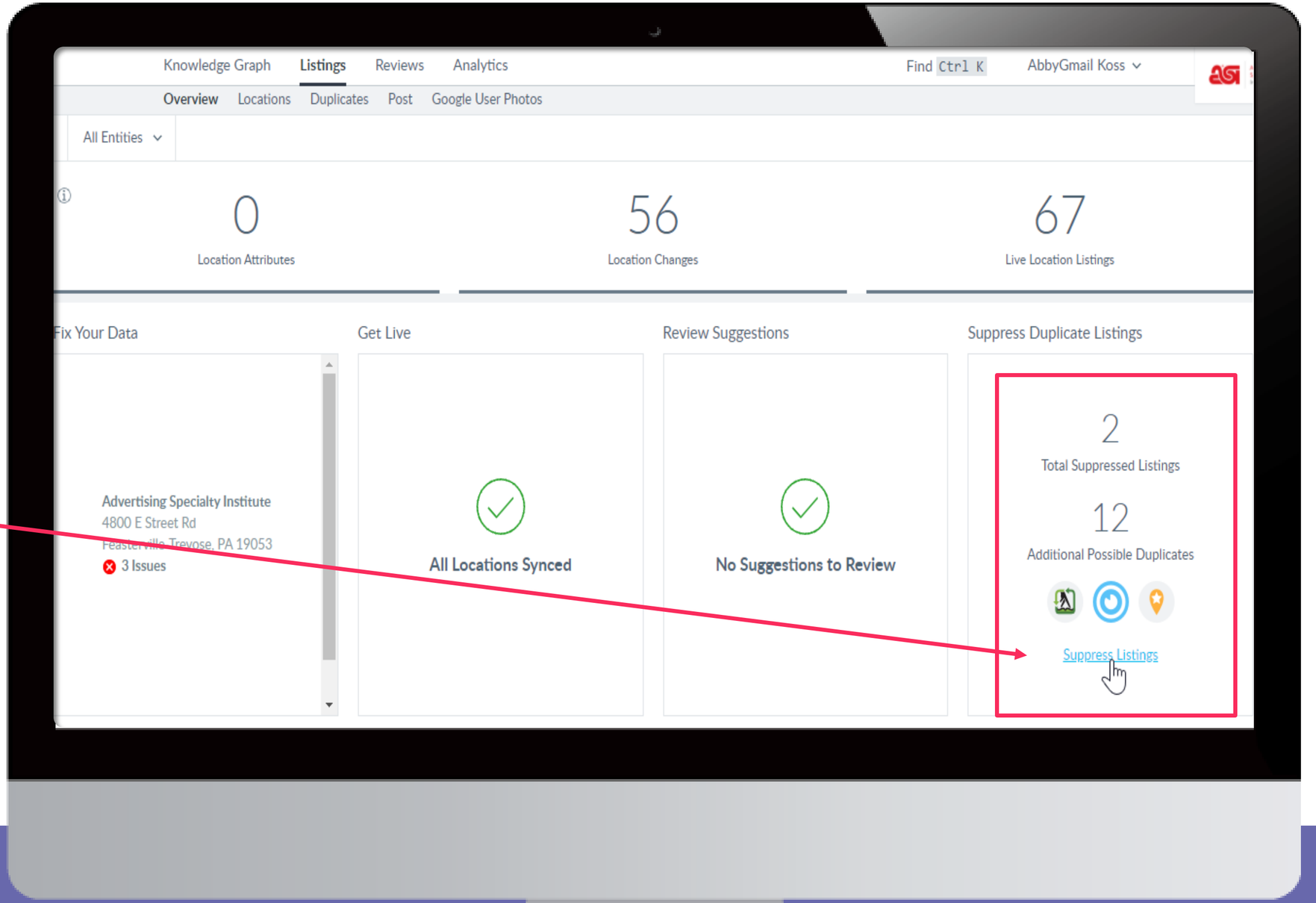


Listings Monitoring



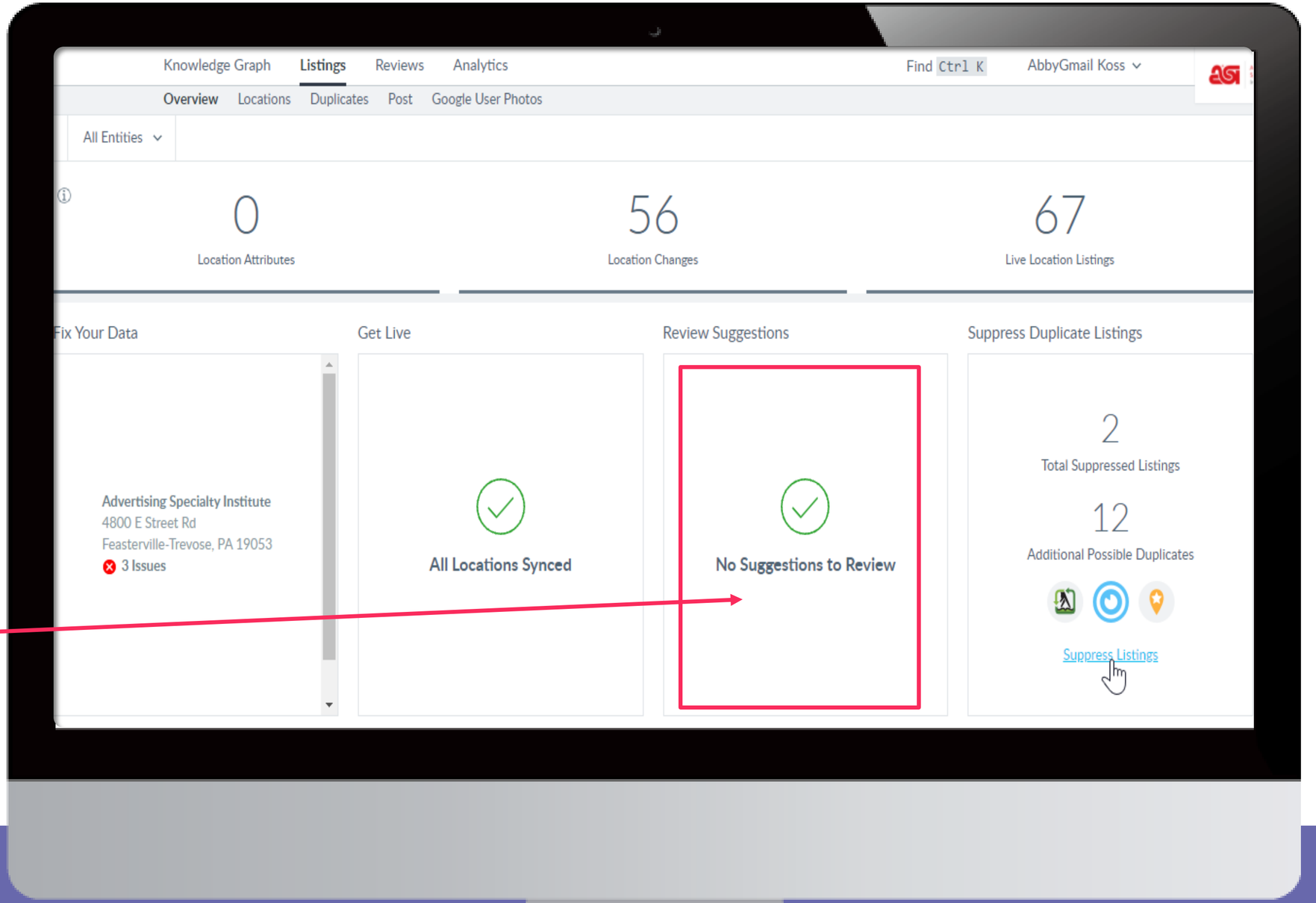
Listings Monitoring: Duplicates

Suppress Duplicates

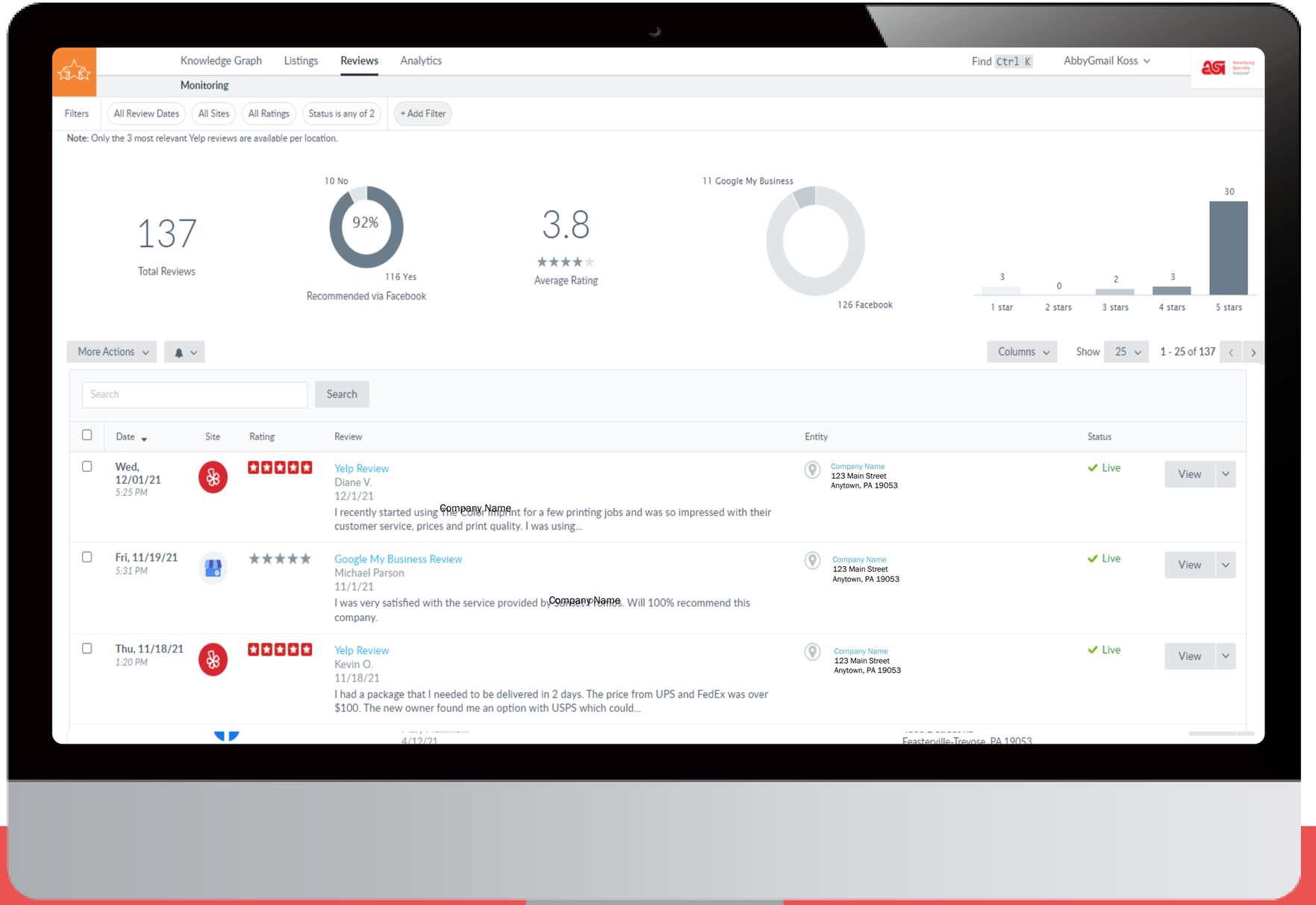


Listings Monitoring: Suggestions

Suggestions

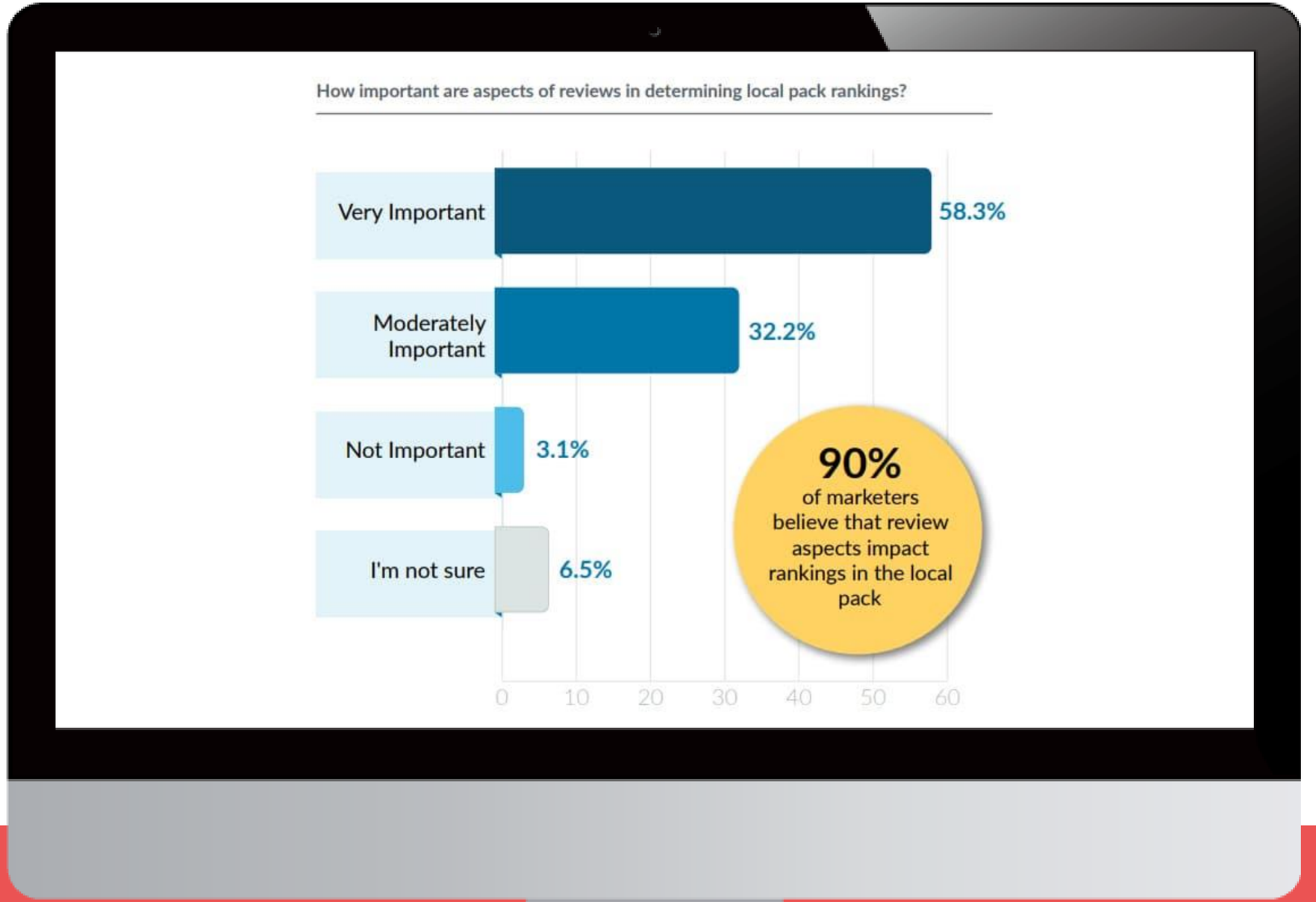


Reviews


Knowledge Graph
Listings
Reviews
Analytics
Monitoring
Find Ctrl K
AbbyGmail Koss
Filters
All Review Dates
All Sites
All Ratings
Status is any of 2
+ Add Filter
Note: Only the 3 most relevant Yelp reviews are available per location.
137
Total Reviews
10 No
92%
116 Yes
Recommended via Facebook
3.8
Average Rating
11 Google My Business
126 Facebook
30
3
0
2
3
1 star
2 stars
3 stars
4 stars
5 stars
More Actions
Columns
Show 25
1 - 25 of 137
Search
Search
Date
Site
Rating
Review
Entity
Status
Wed, 12/01/21
5:25 PM
Yelp Review
Diane V.
12/1/21
I recently started using The Color Imprint for a few printing jobs and was so impressed with their customer service, prices and print quality. I was using...
Company Name
123 Main Street
Anytown, PA 19053
Live
View
Company Name
Fri, 11/19/21
5:31 PM
Google My Business Review
Michael Parson
11/1/21
I was very satisfied with the service provided by Staley Printing. Will 100% recommend this company.
Company Name
123 Main Street
Anytown, PA 19053
Live
View
Company Name
Thu, 11/18/21
1:20 PM
Yelp Review
Kevin O.
11/18/21
I had a package that I needed to be delivered in 2 days. The price from UPS and FedEx was over $100. The new owner found me an option with USPS which could...
Company Name
123 Main Street
Anytown, PA 19053
Live
View

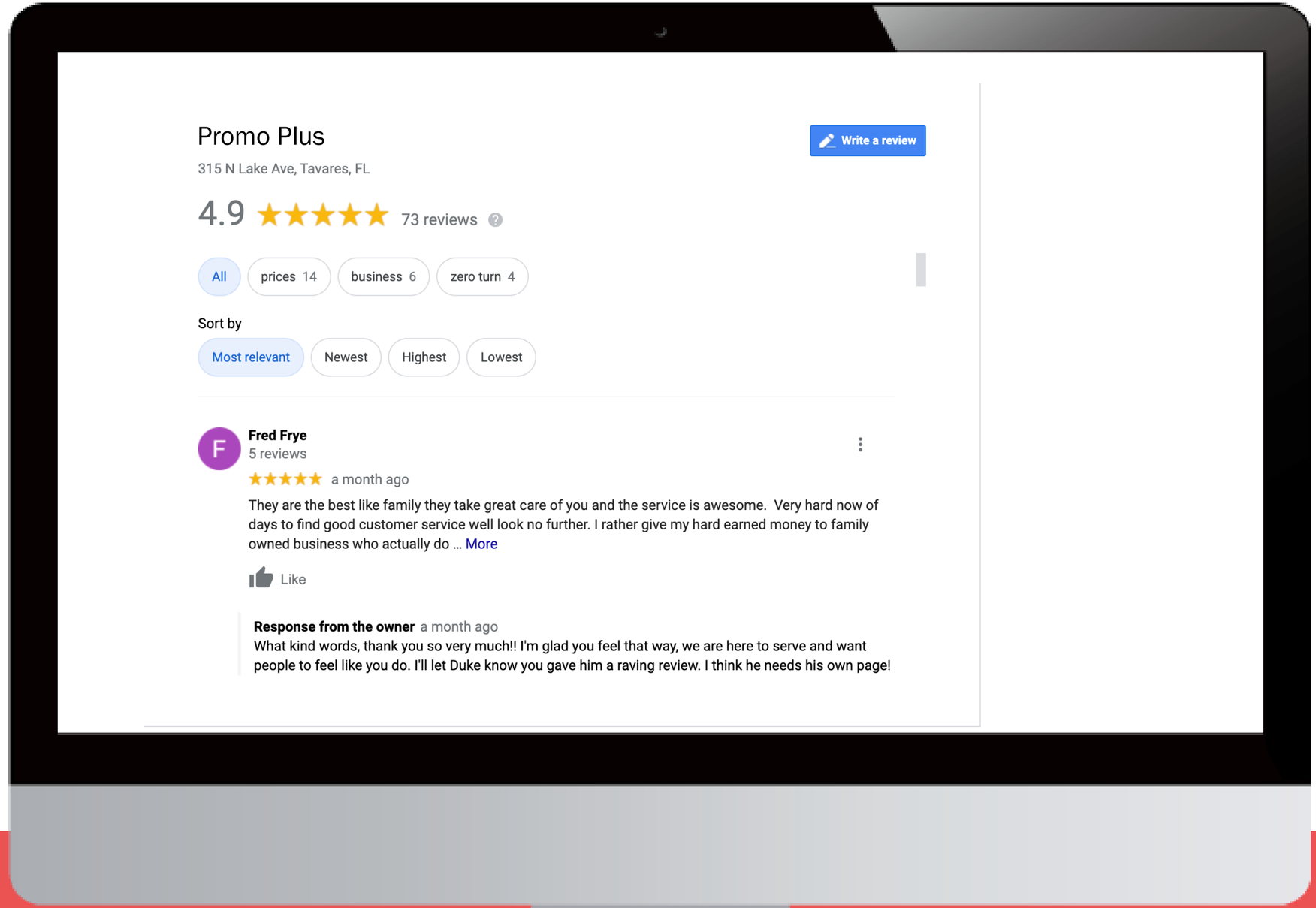
Reviews: Why are they important?

- Reviews impact local rankings and conversions (Prominence)
- Increase brand trust and exposure
- Improve click-through-rate to your website

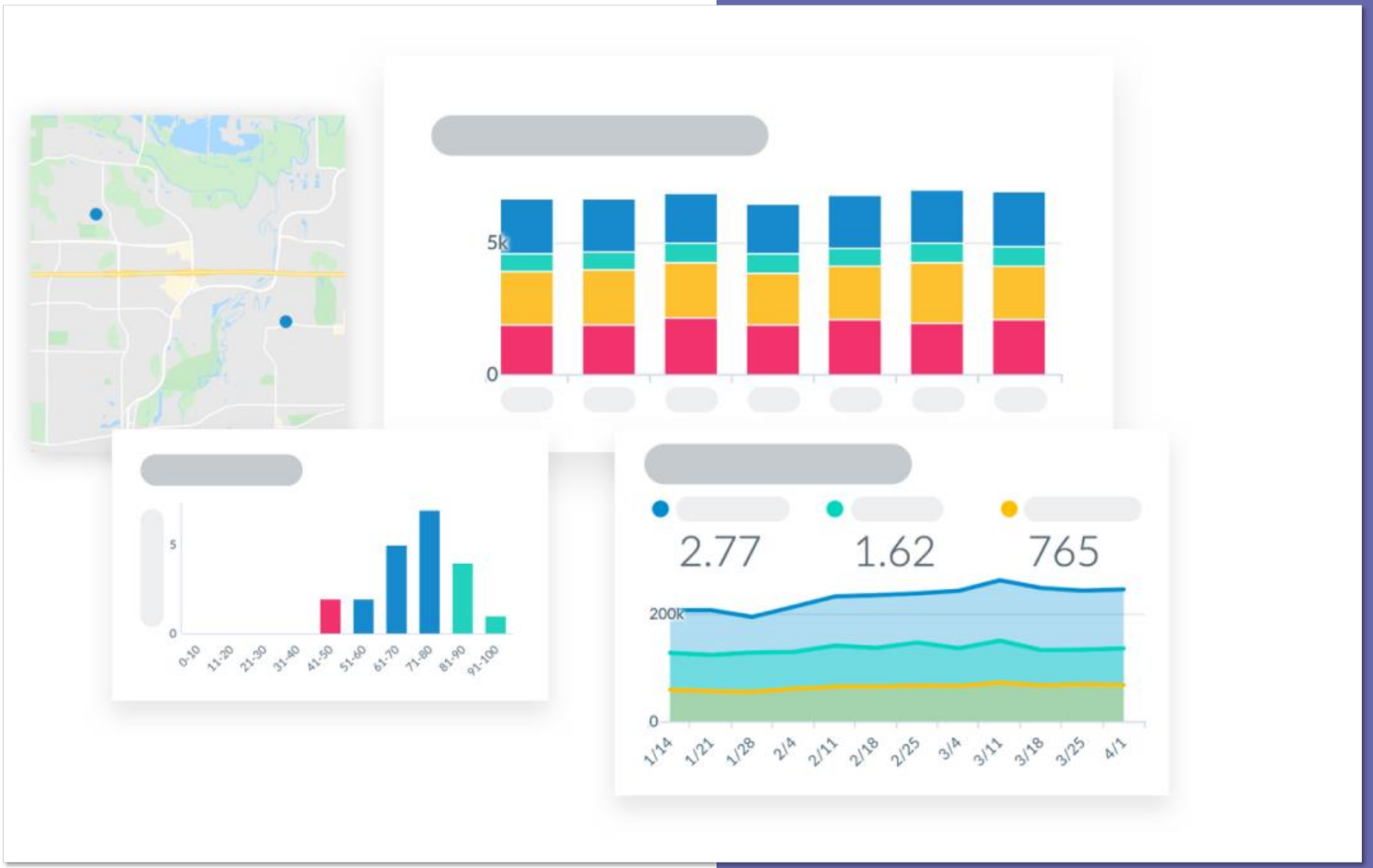


Reviews: Best Practices

- Invite customers to review your business
- Respond to both positive and negative reviews
- Analyze reviews for feedback to make business decisions
- Monitor reviews for spam and report it where possible



Analytics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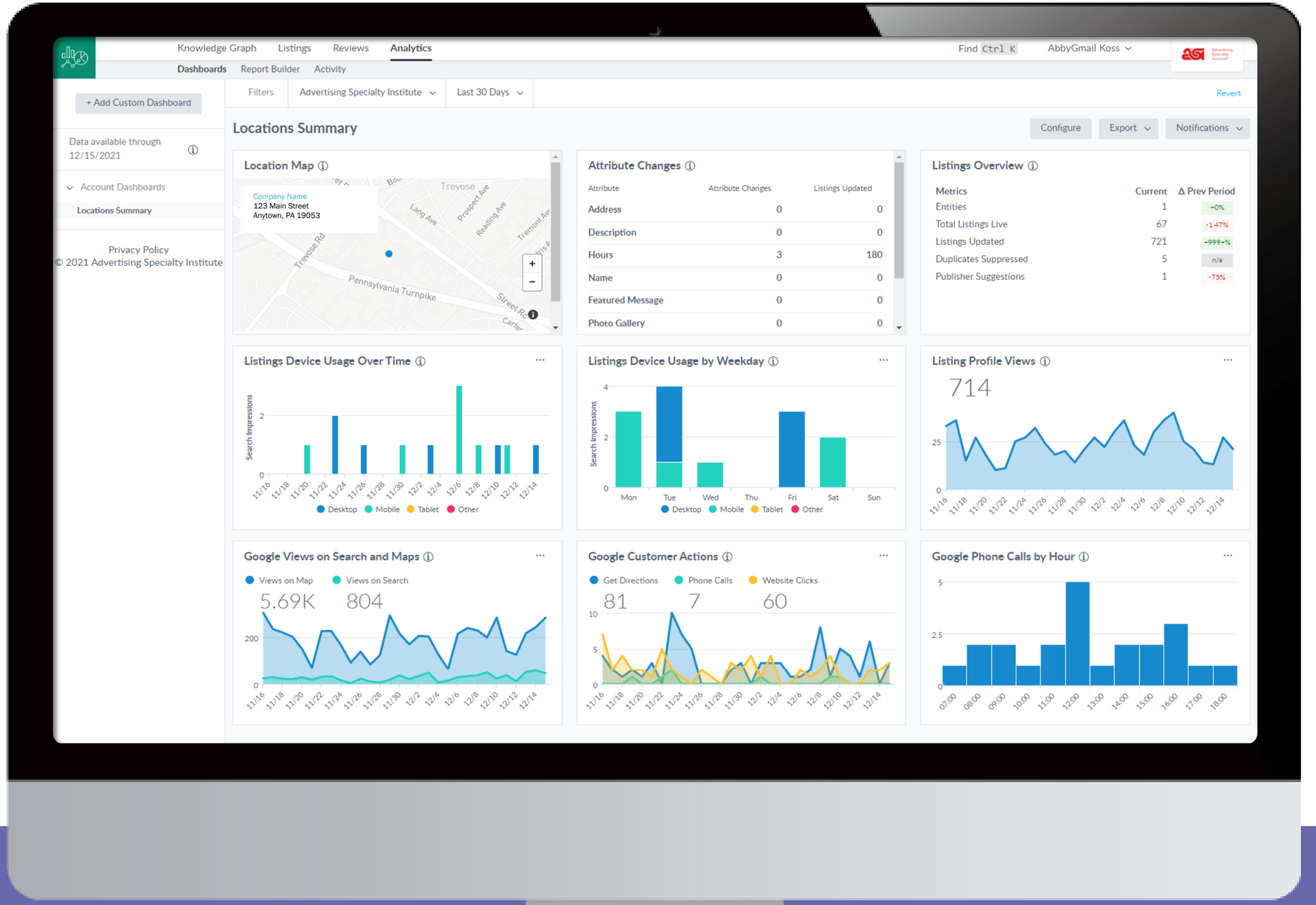
3/25
4/1

Analytics

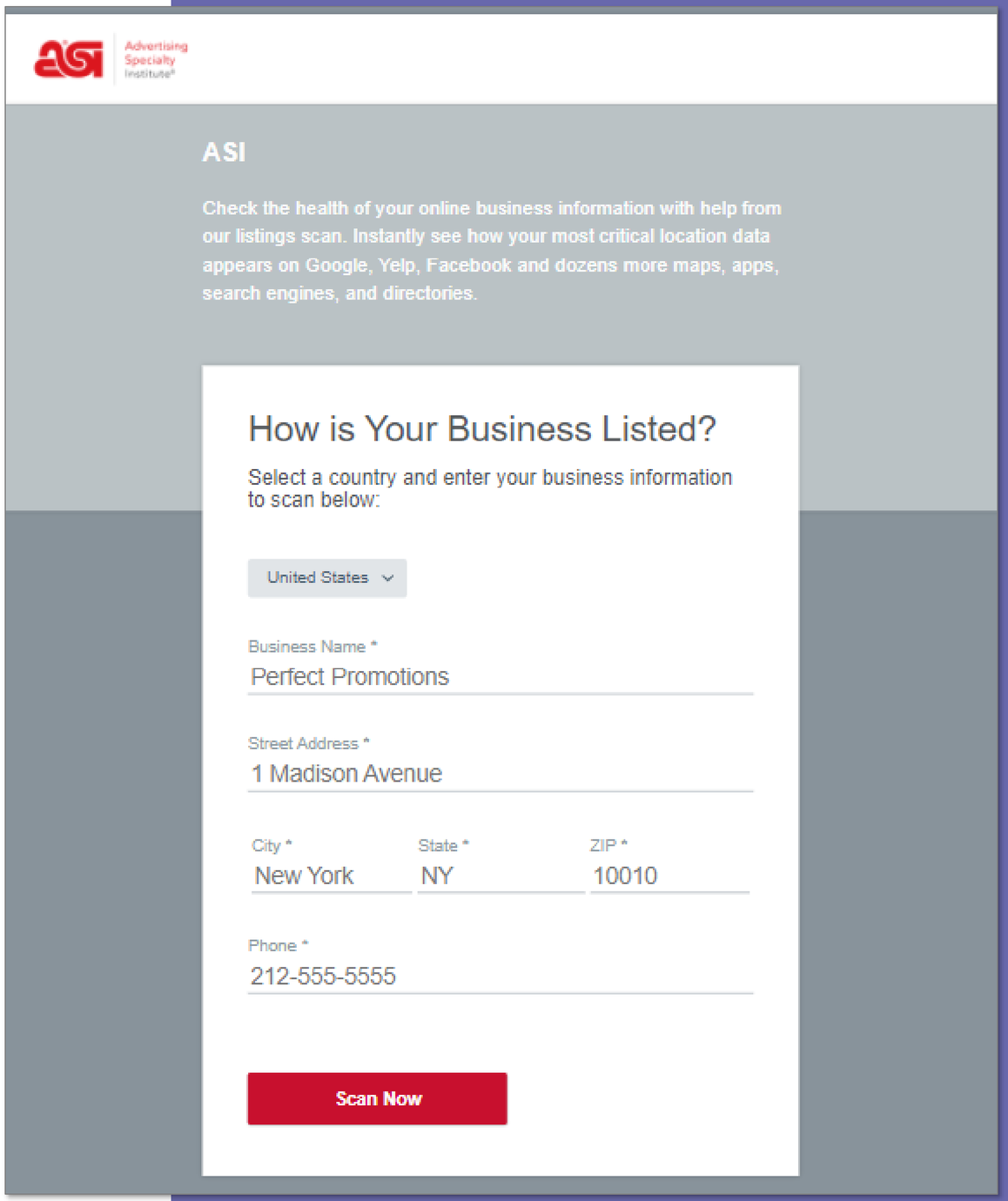
Robust dashboard with insights from directory listings and Google Business Profile



Curious?

Listing Scan

https://go.asicentral.com/RunAListingScan



RECAP

Optimize for Local Search so you can be found!

Google's Local Algorithm – Relevance, Prominence, Distance

Consistent Name Address Phone (NAP)

Google Business Profile

Online Directories & Listings Management

- Push your information from the Knowledge Graph out to 70 directories
- Accurate information, locked
- Consolidate reviews for easy monitoring
- Robust dashboard with insights, monthly report

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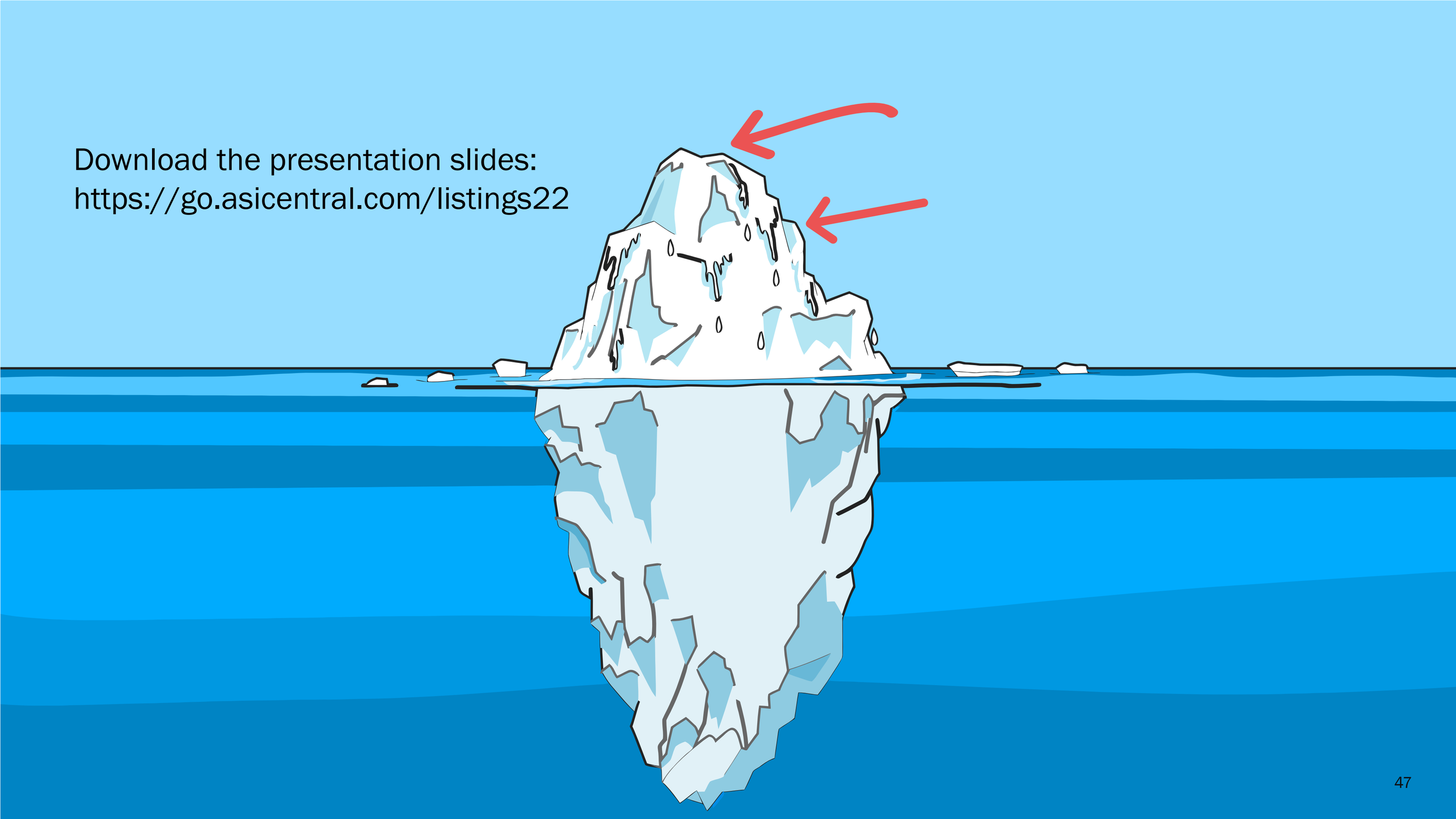

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Fill out and
submit as you exit.

2. QR Code

Use your phone camera to
scan the QR code
or go to the URL at the bottom
of the form:
SurveyMonkey.com/r/CH_22

3. App

ASI Show App

QUESTIONS?

Thank You

ASI booth #630 in the Exhibit Hall

Account Manager (800) 546-1350

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