

ENGAGE TRANSFORMATION
2022 ENGAGEMENT
CONNECTIVITY
& EXPERIENCE

Best Practices in Local Search



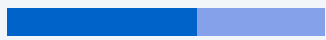
Enhance Your Local Content, Engage With Your Local Audience & Deliver An Exceptional Digital Experience

84%



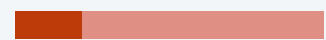
of "near me" searches happen on a mobile device.

76%

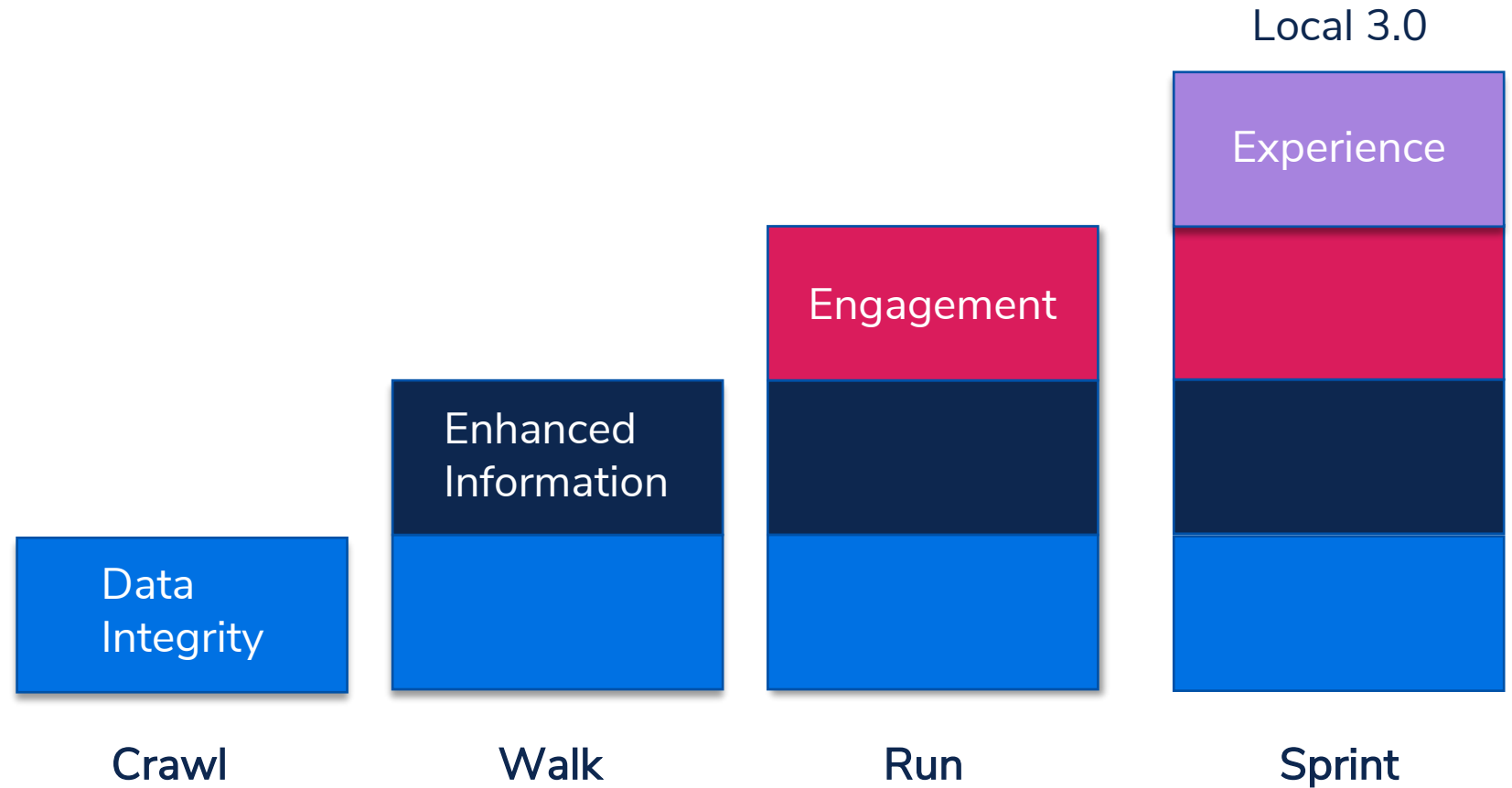


of people who conduct a local search nearby visit a business within a day.

28%



of searches for something nearby result in a purchase. ***



* <https://www.thinkwithgoogle.com/marketing-strategies/app-and-mobile/smartphone-user-search-behavior-statistics/>

**<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/local-search-to-store-visit-statistics/>

***<https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/location-search-conversion-statistics/>

Local Is About Discovery & Experience



How to Future-Proof Your Digital Presence



Discovery



Engagement

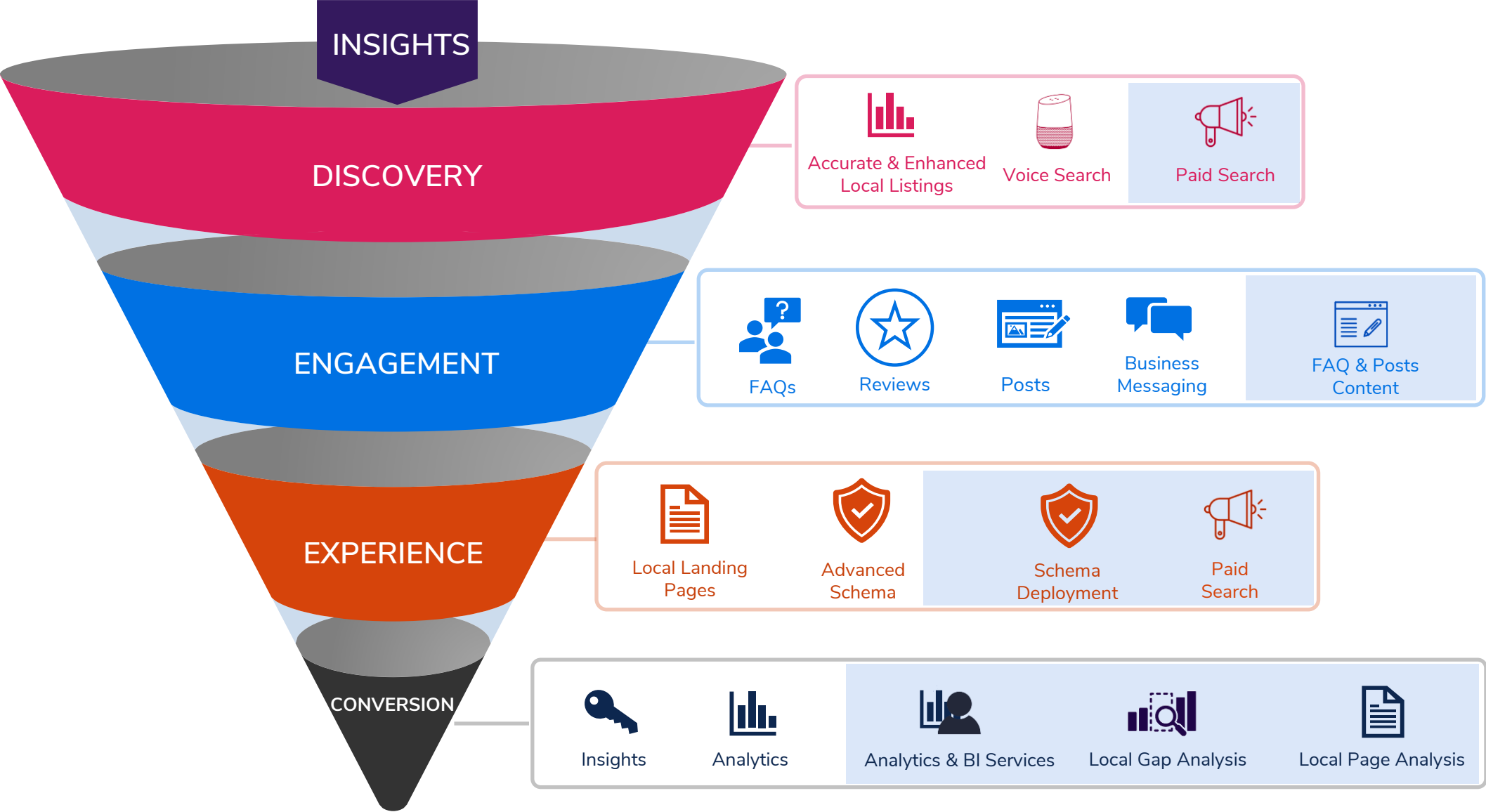


Experience



Conversions

Connect at Every Stage in the Customer Journey



Enhanced Business Information

Core, Media, Business, and Engagement Details go far beyond UNAP accuracy to facilitate engagement with customers directly in search result pages.

Core

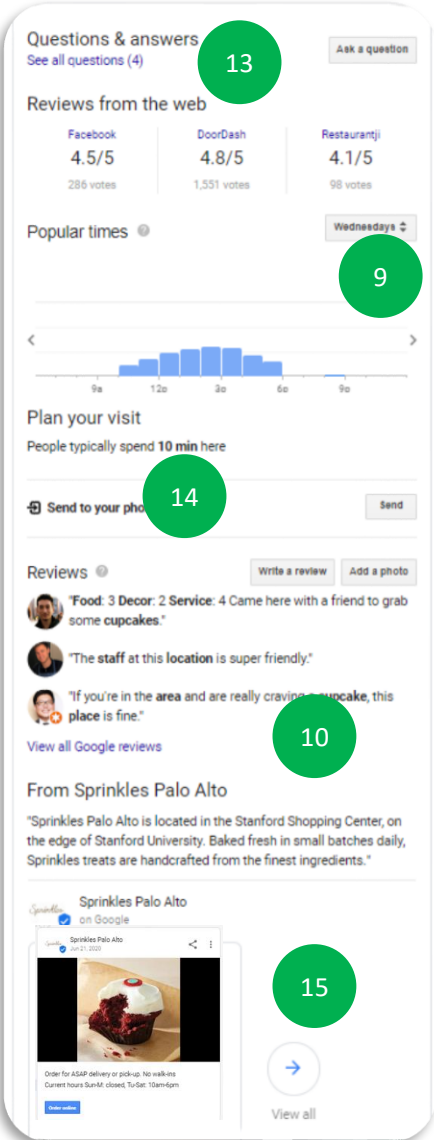
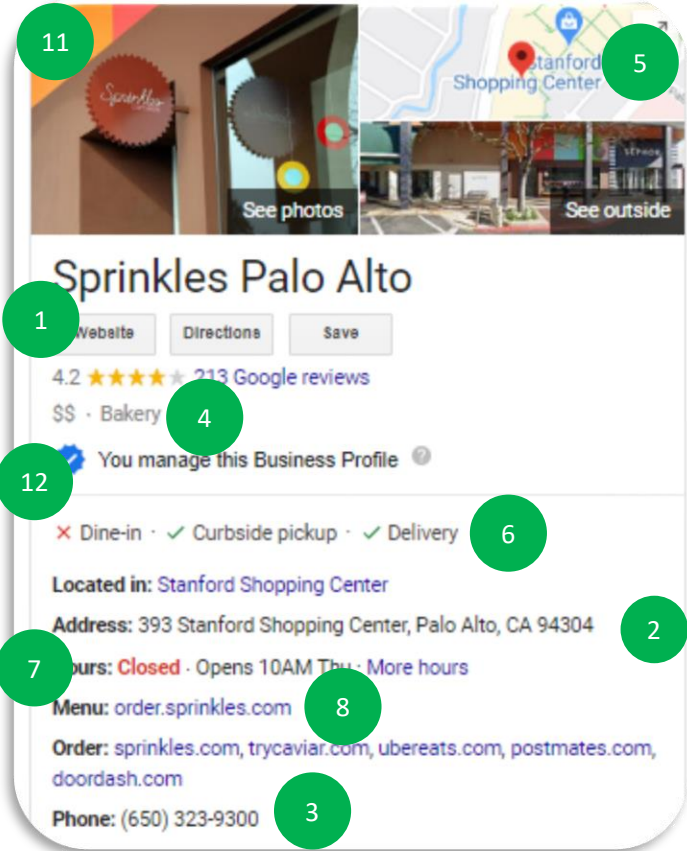
- 1. URL with UTM
 - 2. Address, Service Area, Departments
 - 3. Phone (with call tracking)
 - 4. Category
 - 5. Map Marker
- ### Business
- 6. Amenities
 - 7. Regular & Special Hours of Operation
 - 8. Menu and Links to Online Ordering
 - 9. Popular Hours
 - 10. Description

Media

- 11. Photos and Videos

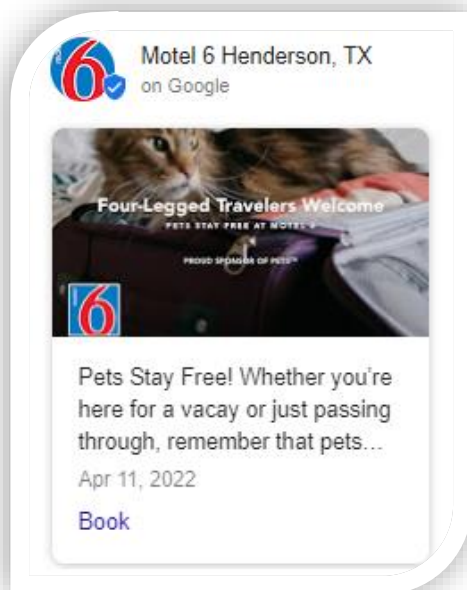
Engagement

- 12. Verified Listing
- 13. Q&A (FAQs)
- 14. Reviews
- 15. Google Posts



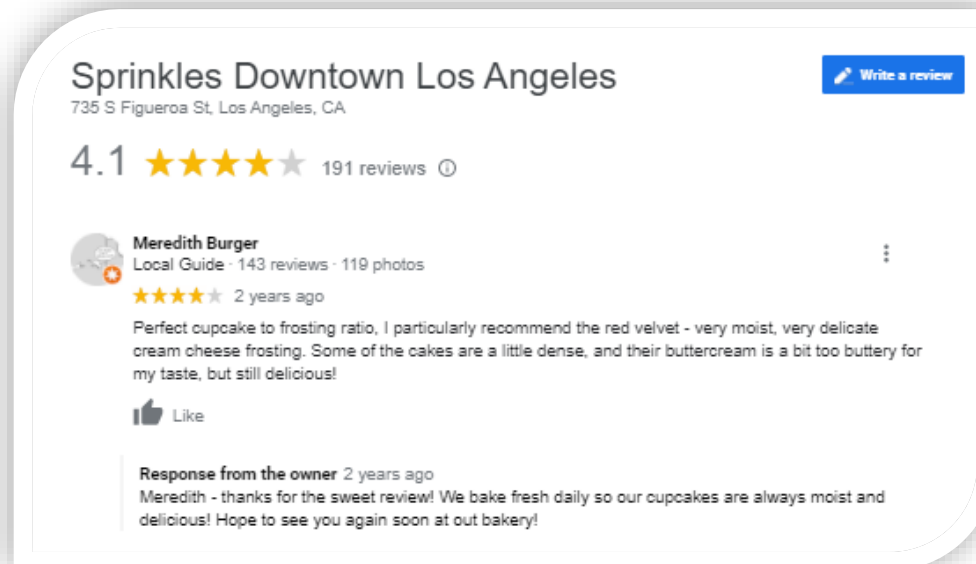
Drive Engagement With Local Customers via Google Posts, Q&A, Reviews

Google Posts



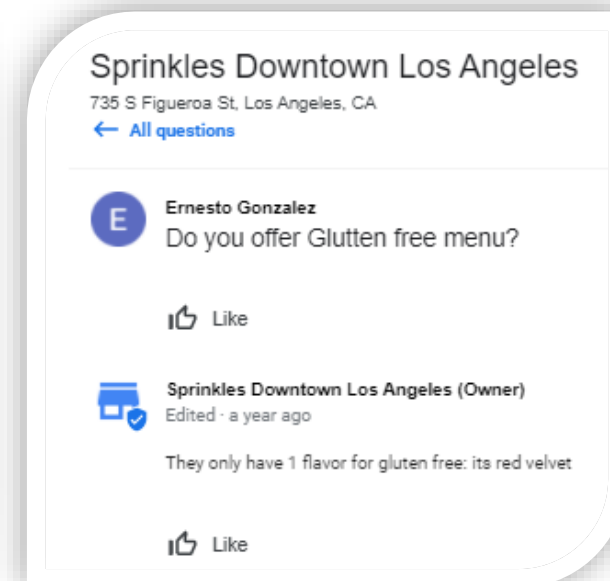
- Engage Your Local Audience
- Share Your Products, Services, Offers, Events & Business Updates
- Drive Free Conversions!

Reviews



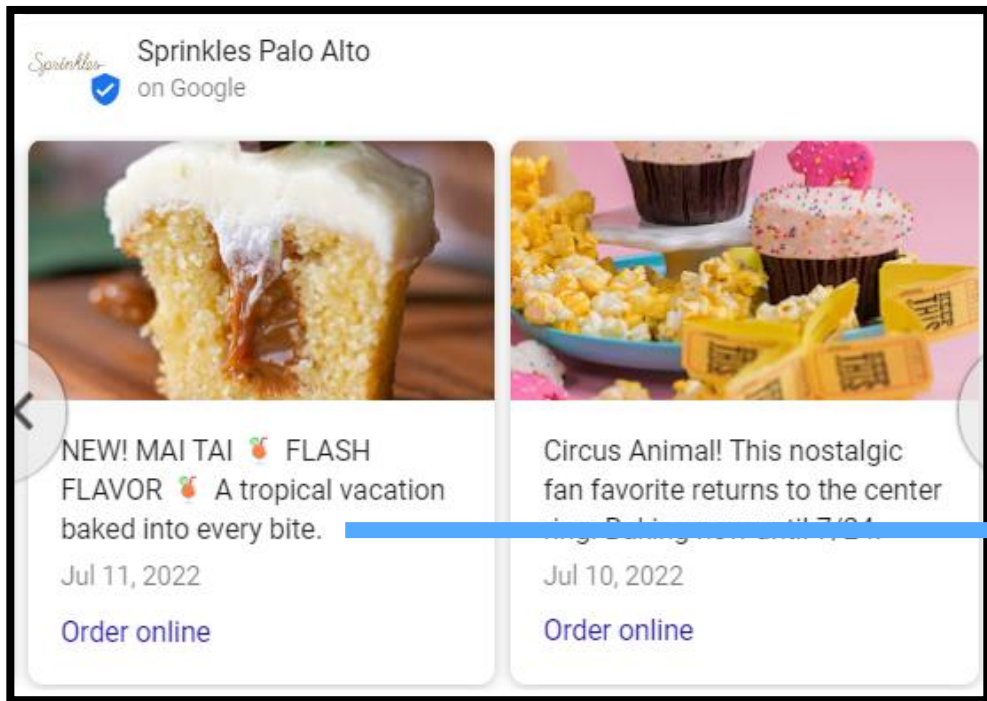
- Manage Your Businesses Online Score Card
- Connect With Customers, Understand Their Sentiment & Build Lasting Relationships

Q&A



- Answer Customer Questions to Build Trust
- “Owner” Responses Establish Local Authority

Drive Engagement With Local Customers via Google Posts, Q&A, Reviews



Sprinkles Palo Alto on Google

NEW! MAI TAI 🍹 FLASH FLAVOR 🍹 A tropical vacation baked into every bite.

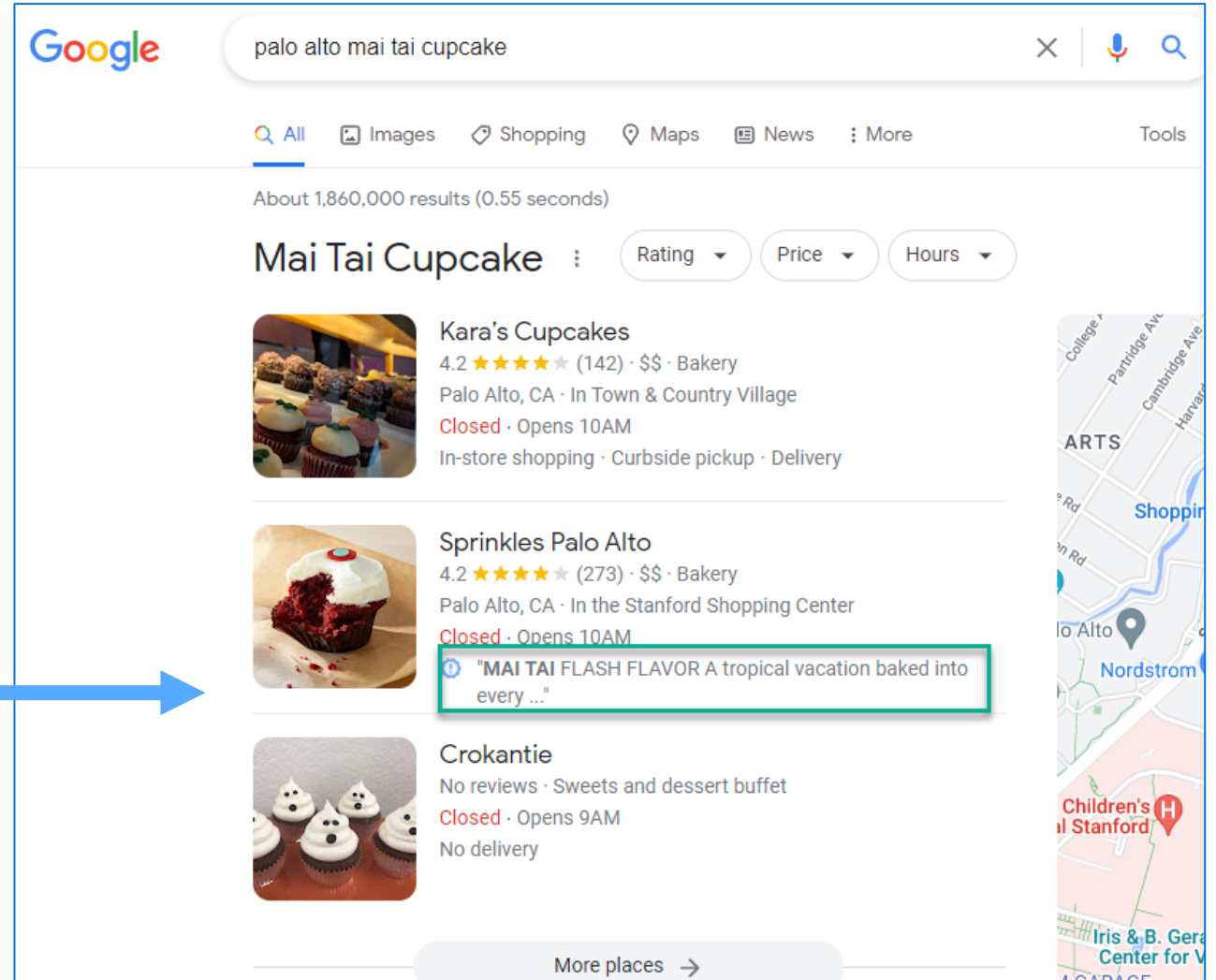
Jul 11, 2022

Order online

Circus Animal! This nostalgic fan favorite returns to the center...

Jul 10, 2022

Order online



Google palo alto mai tai cupcake

All Images Shopping Maps News More Tools

About 1,860,000 results (0.55 seconds)

Mai Tai Cupcake

Rating Price Hours

- Kara's Cupcakes**
4.2 ★★★★★ (142) · \$\$ · Bakery
Palo Alto, CA · In Town & Country Village
Closed · Opens 10AM
In-store shopping · Curbside pickup · Delivery
- Sprinkles Palo Alto**
4.2 ★★★★★ (273) · \$\$ · Bakery
Palo Alto, CA · In the Stanford Shopping Center
Closed · Opens 10AM
"MAI TAI FLASH FLAVOR A tropical vacation baked into every ..."
- Crokantie**
No reviews · Sweets and dessert buffet
Closed · Opens 9AM
No delivery


More places →


GMB Posts – 2022 Test

Key Highlights

- 1st month 80.K views
- Free in GBP. Manage in MPC
- Boosts engagement & showcases existing/new special offers

Questions & answers
See all questions (6) Ask a question

 Motel 6 Mammoth Lakes, CA
on Google



Kids stay free! For your next family trip choose Motel 6 Mammoth Lakes, CA, where...
Jan 28, 2022
[Book](#)

[View all](#)

Help improve accuracy
[Provide feedback](#) [Suggest an edit](#)

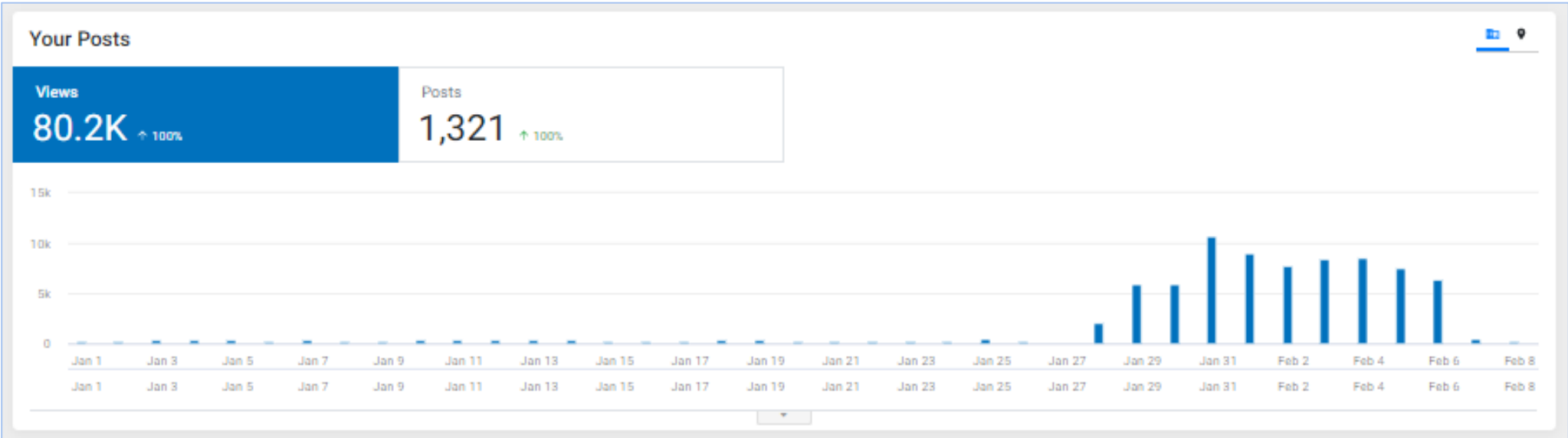
Google

← Rating ▾ Hours ▾

Motel 6 Big Bear Lake, CA
3.4 ★★★★★ (1.4K) · Motel
42899 Big Bear Blvd Box 1328...
(909) 595-6666

[WEBSITE](#) [DIRECTIONS](#)

[🕒 Kids stay free! For your ne...](#)



Data Source = Milestone Presence Cloud & GMB

Date Range: 1st Jan 2022 to Feb 2021 compared to : 1st Jan 2020 to 31st December 2020

Drive Engagement With Local Customers via Google Posts, Q&A, Reviews

InterContinental New Orleans, an IHG Hotel

4.3 ★★★★★ 2,543 Google reviews
4-star hotel

[Website](#) [Directions](#) [Save](#) [Call](#)

[CHECK AVAILABILITY](#)

Address: 444 St Charles Ave, New Orleans, LA 70130
Phone: (504) 525-5566

Reviews [Write a review](#) [Add a photo](#)

- "The **staff**, the **food**, the **service**, the ambience is amazing." ★★★★★
- "Professional **wait staff** amazing **selection** of small plates and full **entrees**." ★★★★★
- "This **place** offers no **shuttle** from the airport and doesn't offer free **parking**." ★★★★★

[View all reviews](#)

Questions & answers [Ask a question](#)

Q: Is this hotel walking distance from Bourbon Street action? I'm planning a trip and would like to being...

A: Yes. It's an 8-minute walk to Bourbon.
(4 more answers)

[See all questions \(38\)](#)

Google us bank simple loan

U.S. Bank Branch

[Website](#) [Directions](#) [Save](#) [Call](#)

Bank in Aurora, Colorado

Service options: Drive-through

Related to your search

- Q:** Can I apply for a Simple Loan for less than \$100?
A: A Simple Loan is a minimum of \$100 and maximum of \$1,000. If you need...
U.S. Bank Branch Jun 11, 2021
- Q:** How soon can I apply for another U.S. Bank Simple...
A: You can apply for another U.S. Bank Simple Loan 30 days after you've paid of...
U.S. Bank Branch Apr 1, 2021
- Q:** How do I make payments on my Simple Loan?
A: If you choose automatic payments for your Simple Loan, the minimum...
U.S. Bank Branch 2 weeks ago

Located in: Village on the Park

Address: 2456 S Parker Rd, Denver, CO 80231

Departments: U.S. Bank ATM

Hours: Closed · Opens 9AM Tue · [More hours](#)
Updated by business 1 week ago

Appointments: [usbank.com](#)

Phone: (303) 337-5873

**Pre-Loaded Live Demo:
Google Posts – G6 & Sprinkles
FAQ: Milestone**

Time for Some Delicious Results!



FAQs Keeping the SERPS Tasty



FAQs on your listings & website's landing pages (with embedded schemas)



Google Listings

Questions & answers
[See all questions \(7\)](#)

Answered questions

- Ashley P. Jerez 11 months ago
Do they accept EBT as payment here?
- As long as it's cash I believe. 11 months ago
- Yes they do 11 months ago

[See all answers](#)

What are the Covid safety practices like here?

- Online ordering only then outside pickup a year ago

Featured Snippet

what is hotel nikko san francisco check in time? ✕ 🔍

[All](#) [News](#) [Maps](#) [Shopping](#) [Images](#) [More](#) [Settings](#) [Tools](#)

About 63,200,000 results (1.06 seconds)

3 p.m.
Check-in time at the hotel is 3 p.m., while check-out time is 11 am. Early check-in / late check-out is allowed for a fee and subject to availability. Early check-in is available upon request and based upon availability for a \$30 fee, tax included.

<https://www.hotelnikkosf.com/faq/hotel>
[Hotel FAQs - Hotel Nikko San Francisco](#)

[About featured snippets](#) [Feedback](#)

People Also Ask

People also ask :

- Does Hotel Nikko have an airport shuttle? ▼
- How far is Hotel Nikko from San Francisco airport? ▼
- Does Hotel Nikko allow pets? ▼

Enhanced FAQ Listing

<https://www.hotelnikkosf.com/faq/hotel>
[Hotel FAQs - Hotel Nikko San Francisco](#)

What is Hotel Nikko's check in and check out time? Check-in time at the hotel is 3 p.m., while check-out time is 11 am. Early check-in / late check-out is allowed for ...

- Does Hotel Nikko have a Fitness Center? ▼
- Does Hotel Nikko have a pool? ▼

Voice Search Answers

Hotel Nikko check in time?

3 p.m.
Check-in time at the hotel is 3 p.m., while check-out time is 11 am. Early check-in / late check-out is allowed for a fee and subject to availability. Early check-in is available upon request and based upon availability for a \$30 fee, tax included.

[What is Hotel Nikko's check in and check out time?](https://www.hotelnikkosf.com/faq)
<https://www.hotelnikkosf.com/faq>

[About featured snippets](#)

Large Retail Store's Delectable Success



Increased Search
Visibility by 4X in
ONE MONTH

How Many Rich Results Are We Seeing?

All Devices ▾

Number of Search Queries

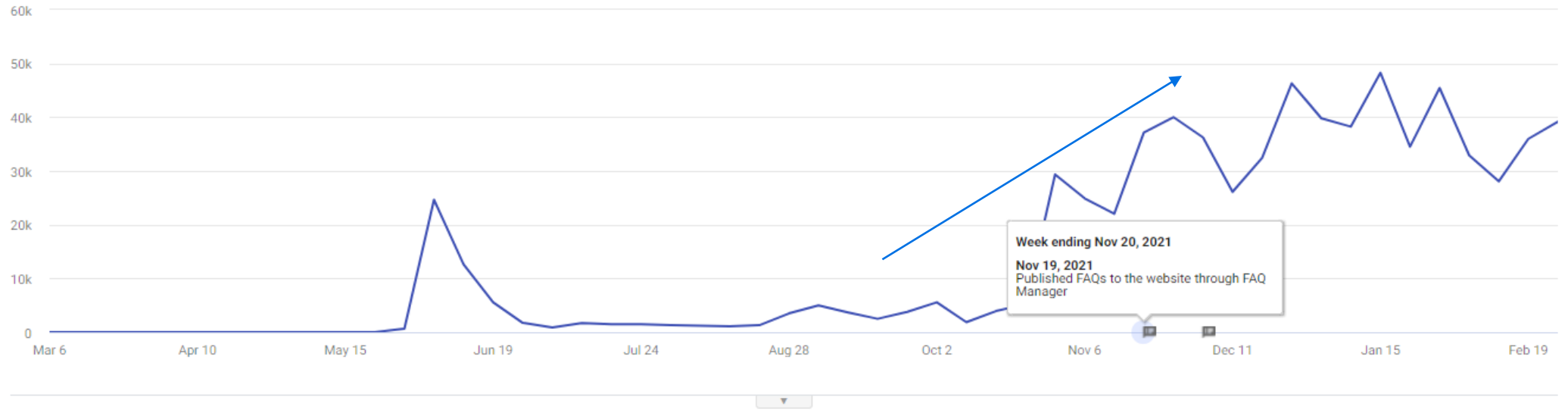
3.7K

Impressions

727.5K

Clicks

15.1K



Date Range: (Dec 20- Jan 20)

Result:

By publishing FAQs with
Schema to the website:



4X Growth
in search queries in
2 weeks (Nov 20 - Dec 4)



Deliver an Exquisite On-Page Experience



Location Details

Localized Content

- Rich Content Snippets
- Paragraph
 - Bullet list
 - Images / video

FAQs

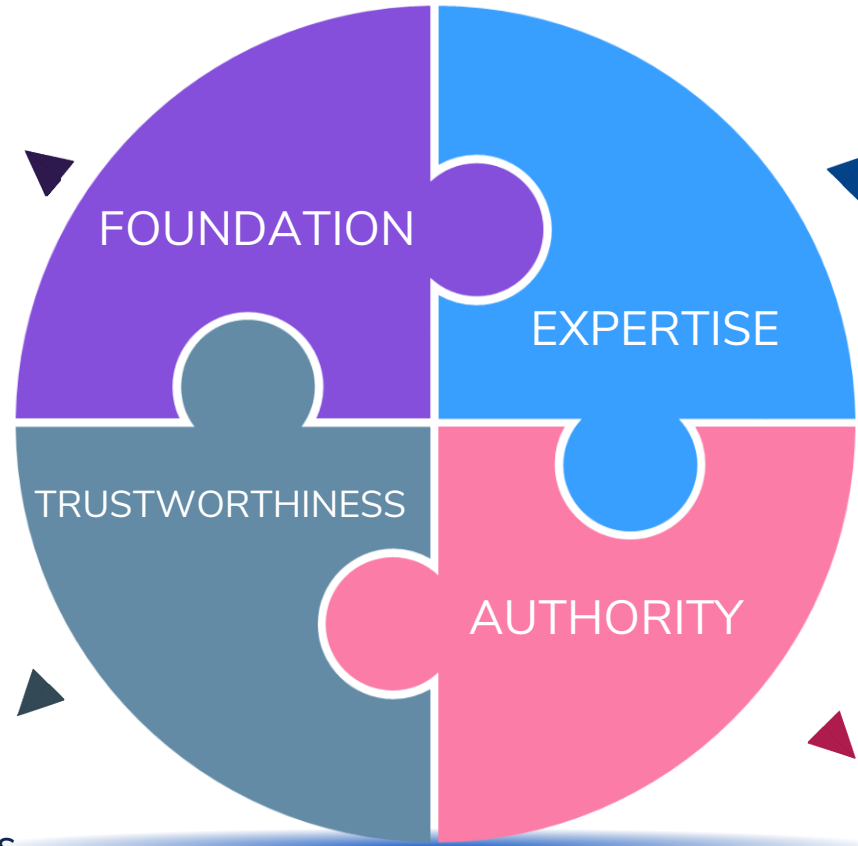
Schema Markup

Reviews

The Homemade Ingredients for Local 3.0

TECHNICAL SEO

- Schema
- Core Web Vitals



CONTENT

- Optimized Store Pages & FAQs

ENGAGEMENT

- GBP Posts & Reviews

MASTERY

- Enhanced Local Listings - GBP

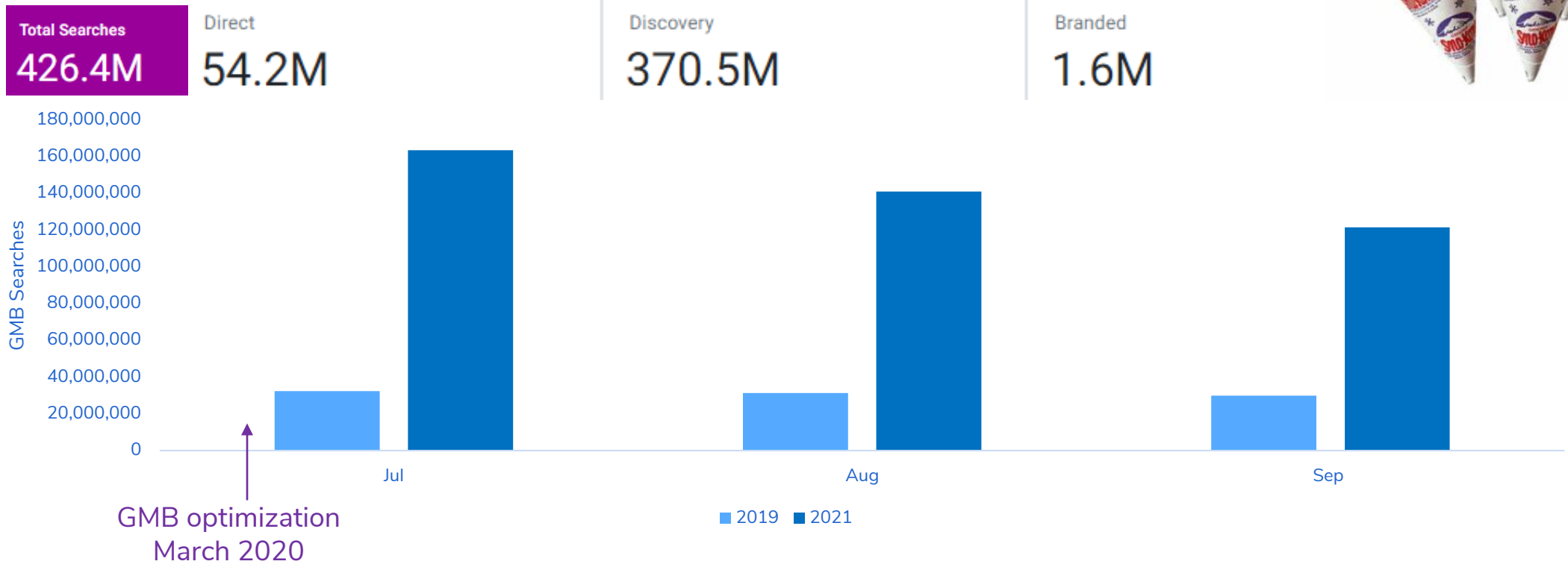


FINALIST
BEST LOCAL CAMPAIGN (SEO) with G6 (Motel6)



Mouth-Watering Success - +355% Increase in Customer Searches for Business Listings on Google

- Visits to website: +28%
- Request directions: +23%; Calls: 31%



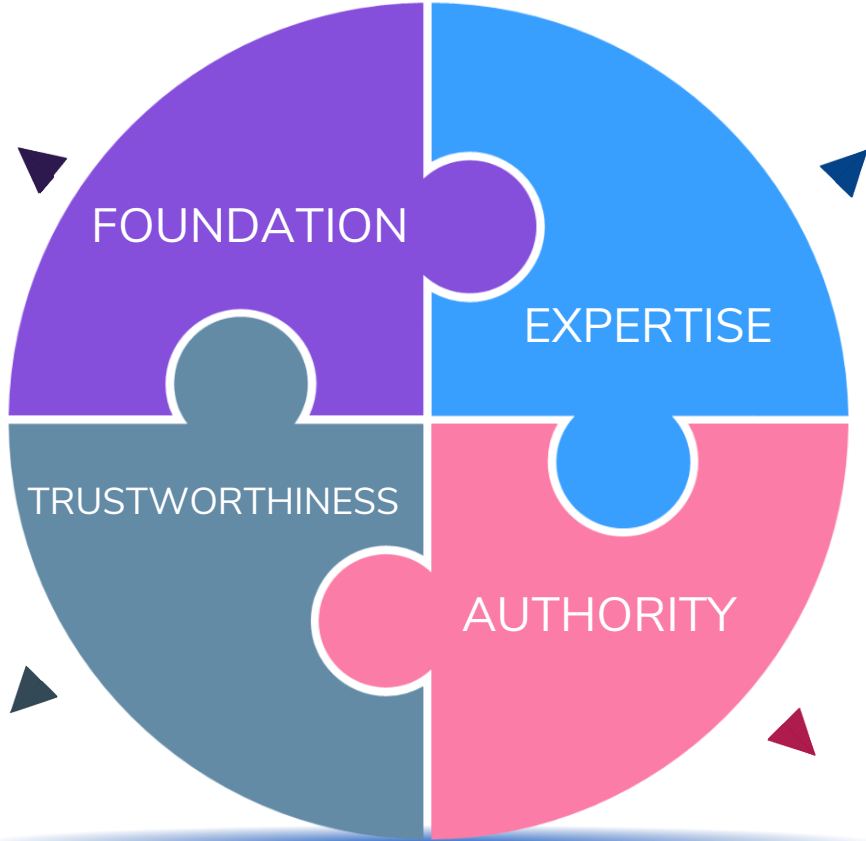
Date Range: July 1 to September 30, 2021 compared to July 1 to September 30, 2019



The Sensational Recipe Items for Local 3.0

TECHNICAL SEO

- Website Migration Strategy
- Schema



CONTENT

- Image DAM Integration

ENGAGEMENT

- GBP Posts

MASTERY

- Local Optimization with Sophisticated tracking & Script Management





**Local, FAQ, Schema & SEO
Questions from the Audience**

Thank You & Welcome to Local 3.0!

