

**ENGAGE** TRANSFORMATION  
2022 ENGAGEMENT  
CONNECTIVITY  
& EXPERIENCE

## Local 3.0

Ritika Chugh  
Sathya Krishnamurthy





**Ritika Chugh**

**Sathya Krishnamurthy**



- 1. Evolution of Local**
- 2. Customer's Journey**

# Evolution of Local



## Local 1.0

Local 3 pack results  
Long tail explosion ("Near me" growth)  
Local influencing Knowledge Graph  
Schema.org introduced



2010-2014



## Local 2.1

Proximity a ranking factor  
Business Messaging launch  
Google Rebranding (GBP)



2021

## Local 2.0

Mobile first  
Natural language processing  
New Covid- Attributes, Posts, Schema



2015-2020

## Local 3.0

Commerce & Messaging  
User Experience  
Zero click results  
Quality Content - EAT



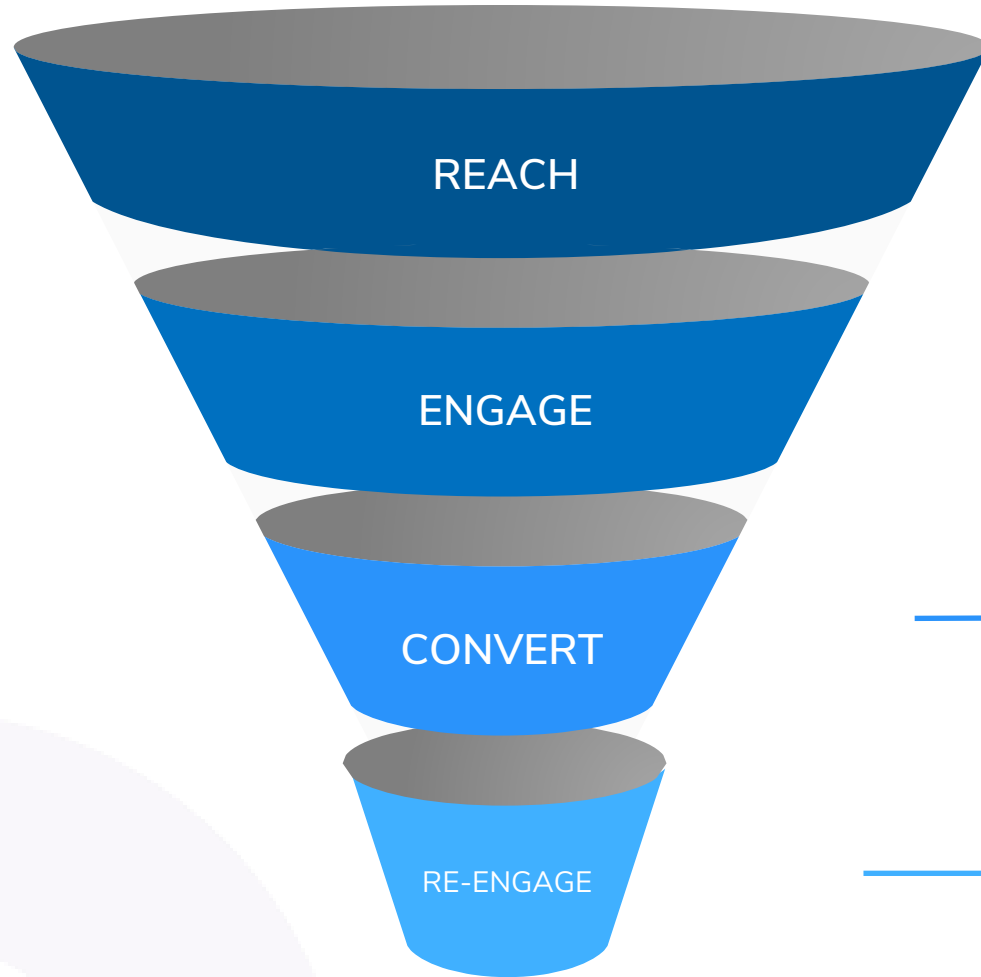
2022-2030



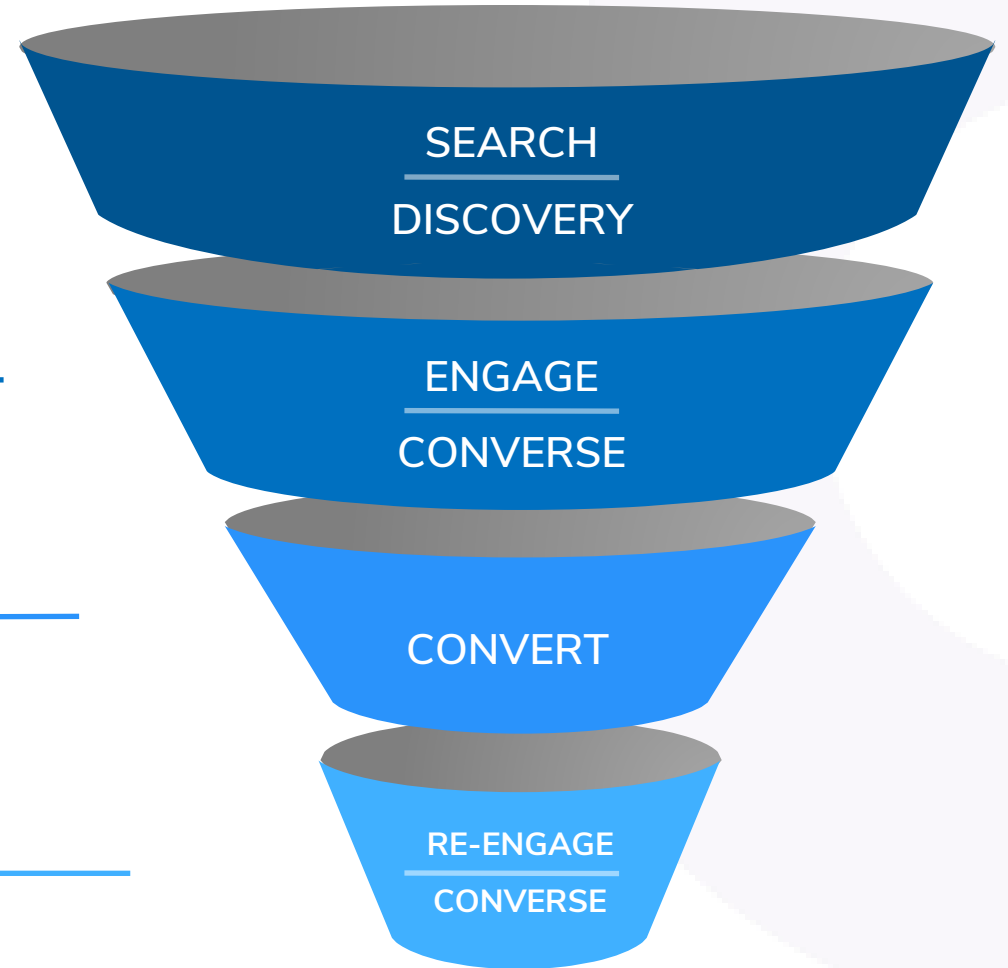
# Your Customer's Journey In Local

ENGAGE

Traditional Funnel



Modern Local Customer Funnel



# Local Is No Longer About Listings





**Operating Local is getting costly!**

# Increasing Data Depth in Local

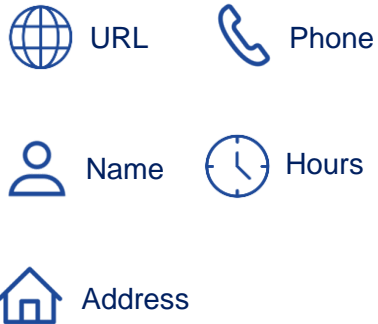




# The Depth of Data Has Increased



2010



Local is no longer about basic information across 100s of directories.  
In 2022, Local is about going into the depth of each of your listings!

2022



30+ advanced fields, menus, amenities, attributes, inventory, images, videos, etc

'Hours' → 'Business Hours', 'Popular Hours', 'Special Hours', 'Temporarily Closed', 'Delivery Hours', 'Takeaway Hours'



# Increasing The Depth of Your Locations



**Photos**

**Map Marker**

**Ordering**

**Menu**

**More Hours**

**Health Regulations**

**Other Ordering**

**FAQ**

**Reviews**

**Insights**

**Key Reviews**

**Description**

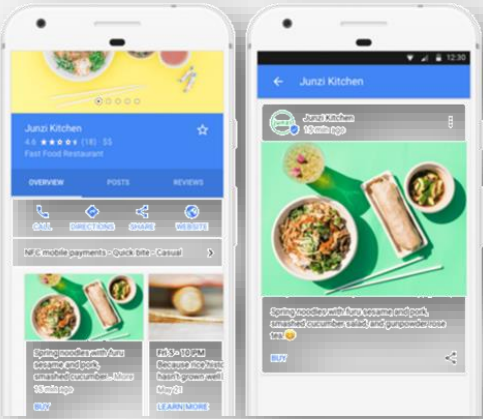
**Social Media**

A man in a suit is sitting at a desk, smiling, with a laptop and a cup of coffee. The image is overlaid with a blue gradient and abstract circular shapes. The text "Engagement with local features" is centered in white.

# Engagement with local features

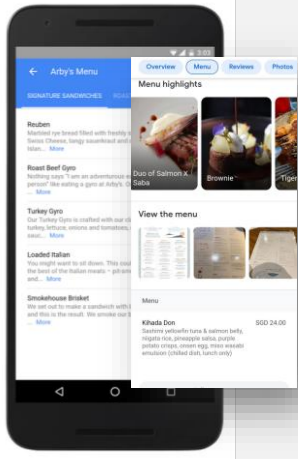
# 2. Constant Engagement with Posts, Inventory & Menus

**ENGAGE**



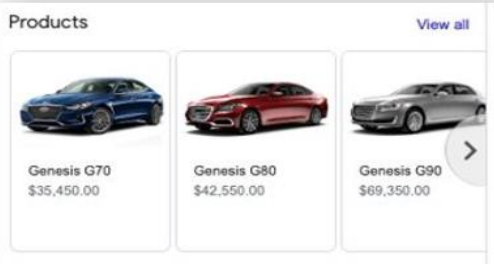
**Google Posts in Knowledge Panel**

**DISCOVER & ENGAGE**



**Publish Menus in Local**

**DISCOVER & ENGAGE**



**Live Inventory Feed for Shopping**



**Creating Landing pages with rich local content**

# Need for Local Landing Pages

Local queries are non-branded

No 'one size fits all' local listing that can capture all the local information

**46%**

Of all searches are local

**113%**

local non-branded  
search YoY



# 3. Creating Local Content – Landing Pages



## Add local information:

- ✓ Business details & map
- ✓ Localized content
- ✓ Rich media
- ✓ FAQs & Schema
- ✓ Reviews

# 4. Schemas give context to search engines

## Featured Snippet

Google search for "what is hotel nikko francisco checkin time". The featured snippet displays the check-in time as 3 p.m. and provides a link to San Francisco Travel Tips | Hotel Nikko San Francisco.

what is hotel nikko francisco checkin time

About 6,99,000 results (0.60 seconds)

**3 p.m.**

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.

<https://www.hotelnikkosf.com> > faq > San Francisco Travel Tips | Hotel Nikko San Francisco

## People Also Ask

People also ask:

- Does Hotel Nikko allow pets?  
Yes. Hotel Nikko offers a glass-enclosed indoor pool with reservations for social distancing. **This dog friendly hotel also offers a Pet Terrace with a dog run area for outside activity.**  
<https://www.hotelnikkosf.com> > pet-friendly  
[Dog Friendly Hotels in San Francisco](#)
- When was Hotel Nikko in San Francisco built?

## Schemas for Knowledge Panel

Google search for "walmart santa clara". The knowledge panel displays information about Walmart Neighborhood Market in Santa Clara, CA, including address, hours, and service options.

walmart santa clara

About 36,10,000 results (0.54 seconds)

<https://www.walmart.com> > Stores > California > Walmart Neighborhood Market in Santa Clara, CA

Get **Santa Clara** Neighborhood Market store hours and driving directions, ... in-store at 3255 Mission College Blvd, **Santa Clara**, CA 95054 or call 408-961-3599.

**Pickup and Delivery at Santa Clara Neighborhood Market #3123**  
Shop your local Walmart store online anytime, anywhere.

**Store Finder - Walmart.com**  
Santa Clara. Neighborhood Market #3123. 3255 Mission College Blvd. Open until 11 pm. Details 2.99 mi. San Jose. Neighborhood Market #4174. 1450 Monterey Rd.

**Find Walmart coupons at your Santa Clara Neighborhood ...**  
Find Walmart coupons at your Santa Clara Neighborhood Market in Santa Clara, ...

**Walmart Neighborhood Market Santa Clara - Home | Facebook**  
3255 Mission College Blvd, **Santa Clara**, CA 95054. Get Directions. 2,099 people checked in here. <https://www.walmart.com/store/3123>. (408) 961-3599.

**Walmart Neighborhood Market Santa Clara - Photos - Facebook**  
3255 Mission College Blvd, **Santa Clara**, CA 95054. ... Walmart Neighborhood Market Santa

**Walmart Neighborhood Market**  
4.1 ★★★★★ 2,690 Google reviews  
Supermarket

**Service options:** In-store shopping · In-store pick-up  
**Address:** 3255 Mission College Blvd, Santa Clara, CA 95054, United States  
**Departments:** Walmart Deli  
**Hours:** Closes soon · 11PM · Opens 6AM Fri · More hours  
**Health and safety:** Mask required · Staff required to disinfect surfaces between visits · Safety dividers at checkout · More details  
**Phone:** +1 408-961-3599

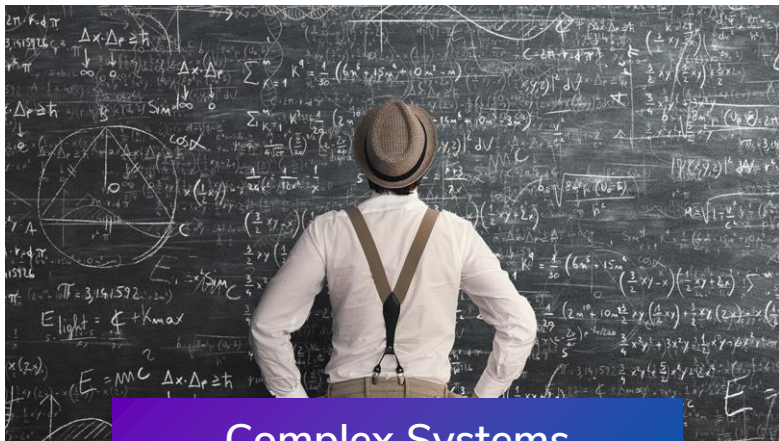
Questions & answers



# Challenge with Schemas



Adoption of schemas is less than 5% of all websites!

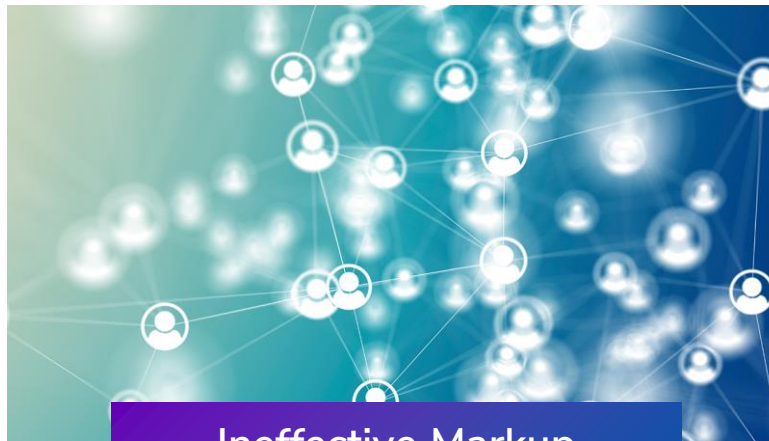


## Complex Systems

Need Schema Model Understanding

Constant vocabulary changing

Limited support on testing tools



## Ineffective Markup

Incorrect Schema Nesting

Underutilized Schema

Missing entity association



## High Maintenance Costs

Error Monitoring

Health check of pages

High Volume of pages

# Online Reputation Management



# Reputation Management

ENGAGE



97%

of customers reading reviews read businesses' responses



33%

Of Yelp users upgrade review for personalized responses by business



# Online Reviews Management

ENGAGE

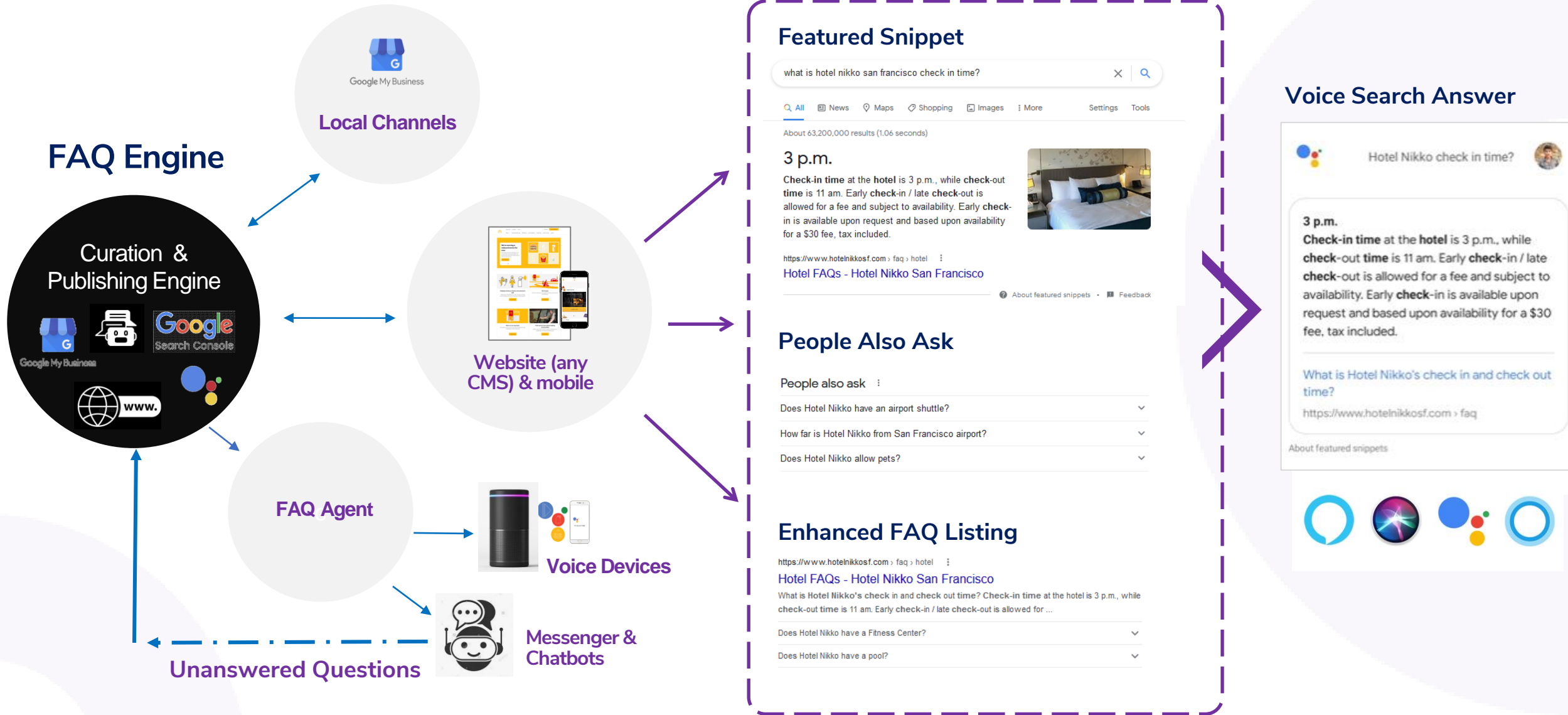
Today **consumers** trust their peers **more** than businesses. Your reviews **matter!**





# Optimizing your local business for Voice Search

# FAQs can power Voice Search





# Voice search optimization challenges

Content sourcing & curation

Where do you find questions, your audience is asking about your business?

Consistent brand messaging

How do you ensure your message stays consistent across multiple FAQ touchpoints?

Building FAQ content

How do you autogenerate FAQ content?

Scaling Operations

How do you scale the operation for volume pages and locations



The background is a gradient of blue and purple. It features several faint, semi-transparent icons: a person with a speech bubble, a bar chart, a circular arrow, and a globe. There are also decorative elements like horizontal lines with arrowheads and curved shapes on the right side.

# Business Messaging

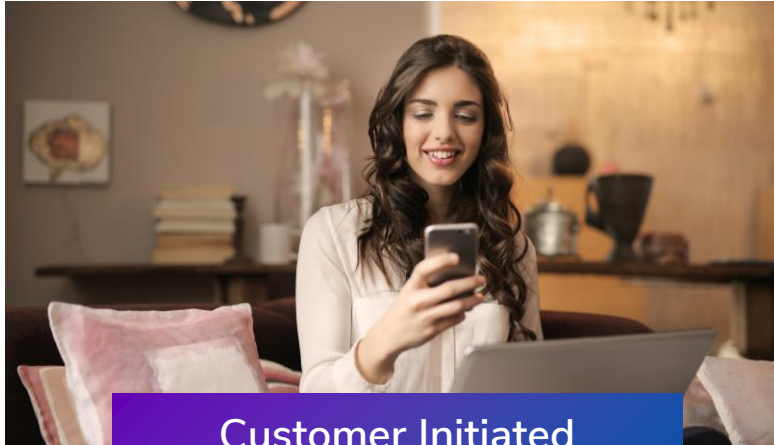


# Introducing Business Messaging





# Types Of Messaging



Customer Initiated

Talks to a business their products/  
services/ customer support



Business Initiated

Reaches out to customers regarding  
new products/services/offers



# Business Messaging Impact

CONVERSE &  
RE-ENGAGE

87%

of the world's smartphone  
population is messaging

89%

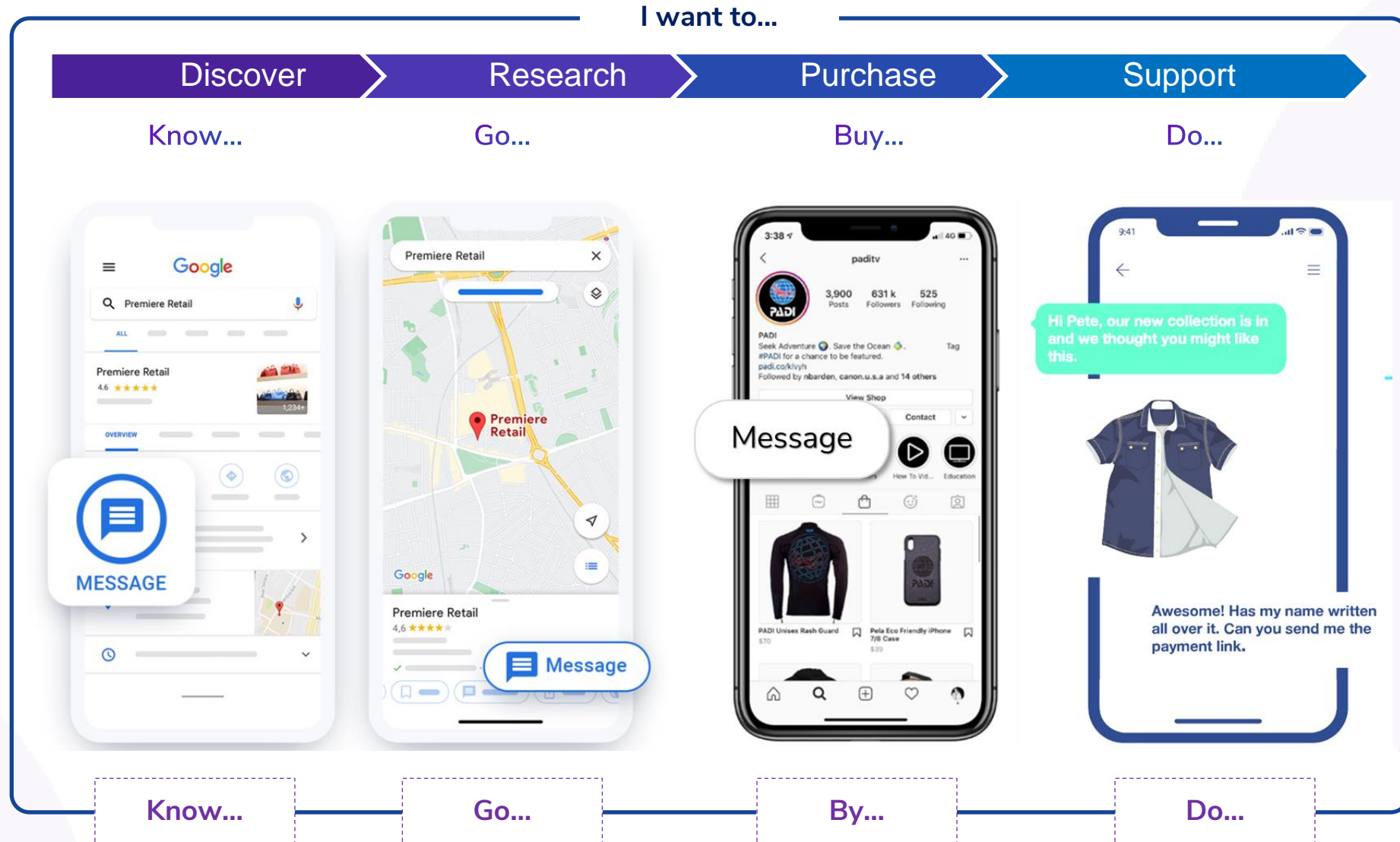
of consumers prefer to text a  
business

100 Bn+

messages exchanged across  
Facebook products each day

# Business Messaging - Convergence With Local!

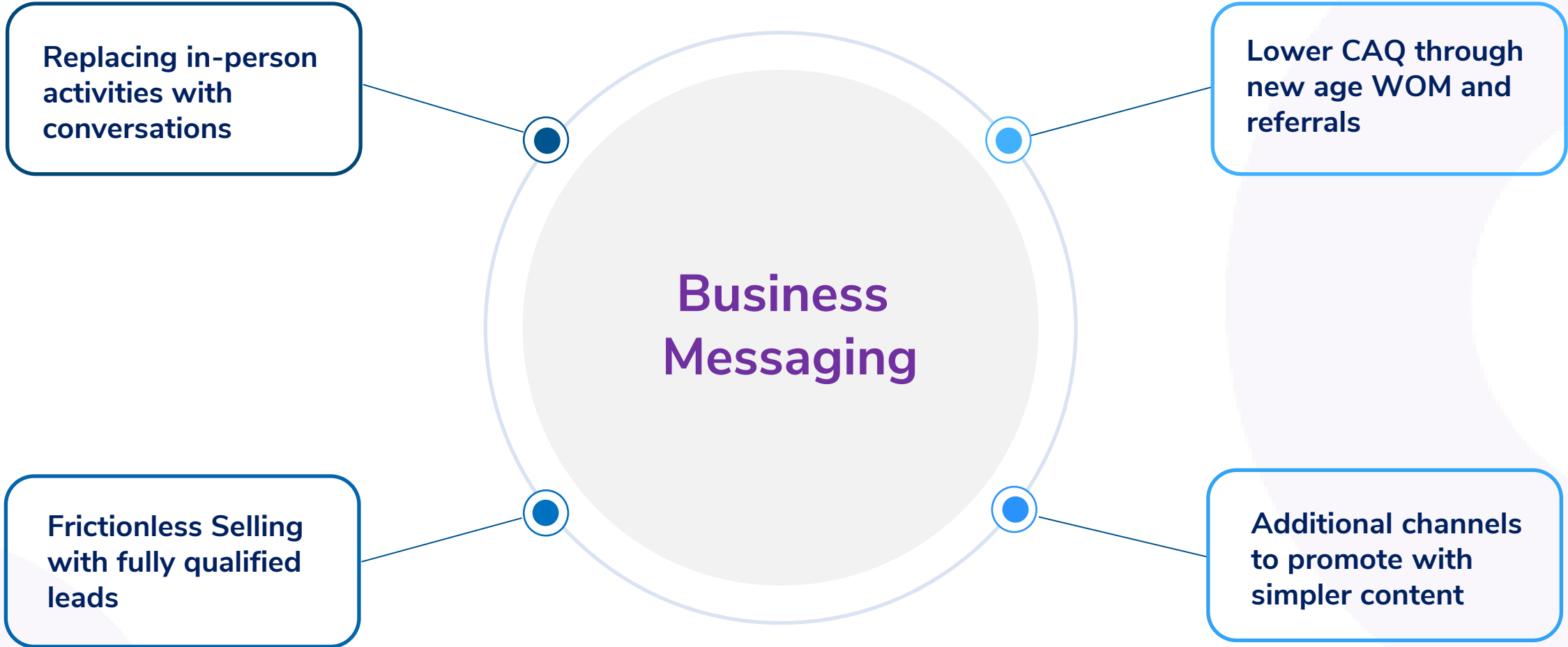
CONVERSE &  
RE-ENGAGE





# Value of Business Messaging

CONVERSE &  
RE-ENGAGE





# Engage Customers On Instant Messaging Platforms

Your customers **CAN'T WAIT**. They want their queries answered **RIGHT IN-MOMENT!**

**However**, managing communication across several channels is challenging!

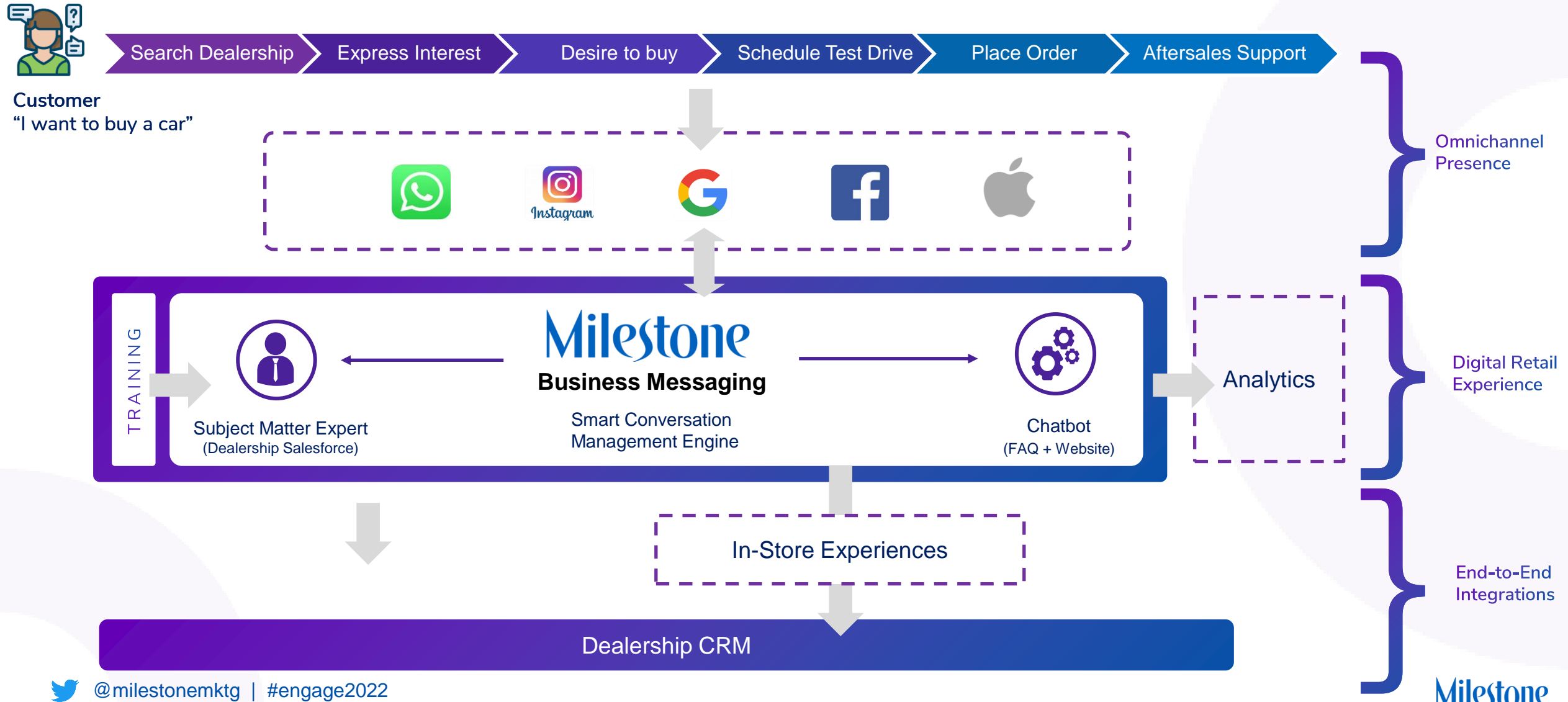


## What do you need to do?

- **Unify** all conversation touchpoints
- Prepare for **scale** with automated responses
- Seamlessly **integrate** with website & chatbot



# Automotive Dealership - Mexico



# Hospitality - US



Customer  
"I want to book a room  
in a resort for my family"



Omnichannel Presence

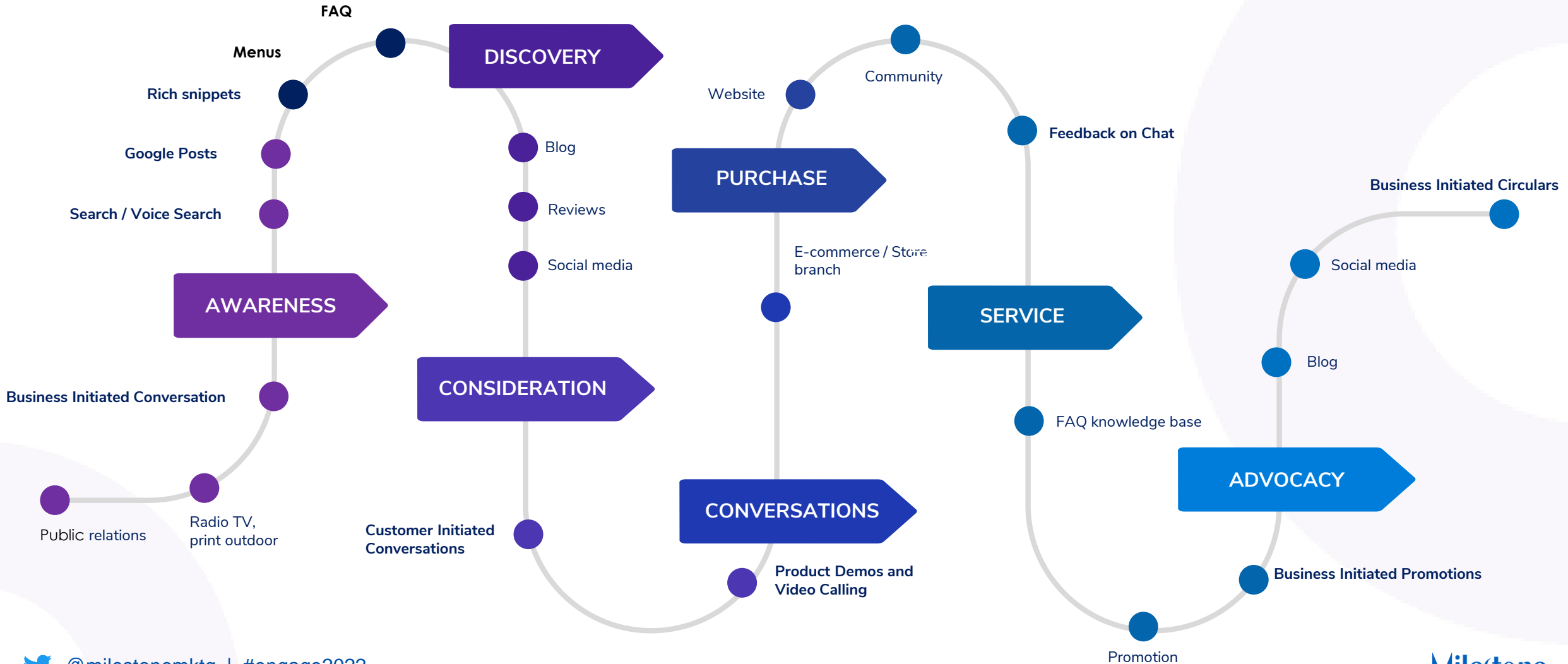
Conversational Engagement

End-to-End Integrations



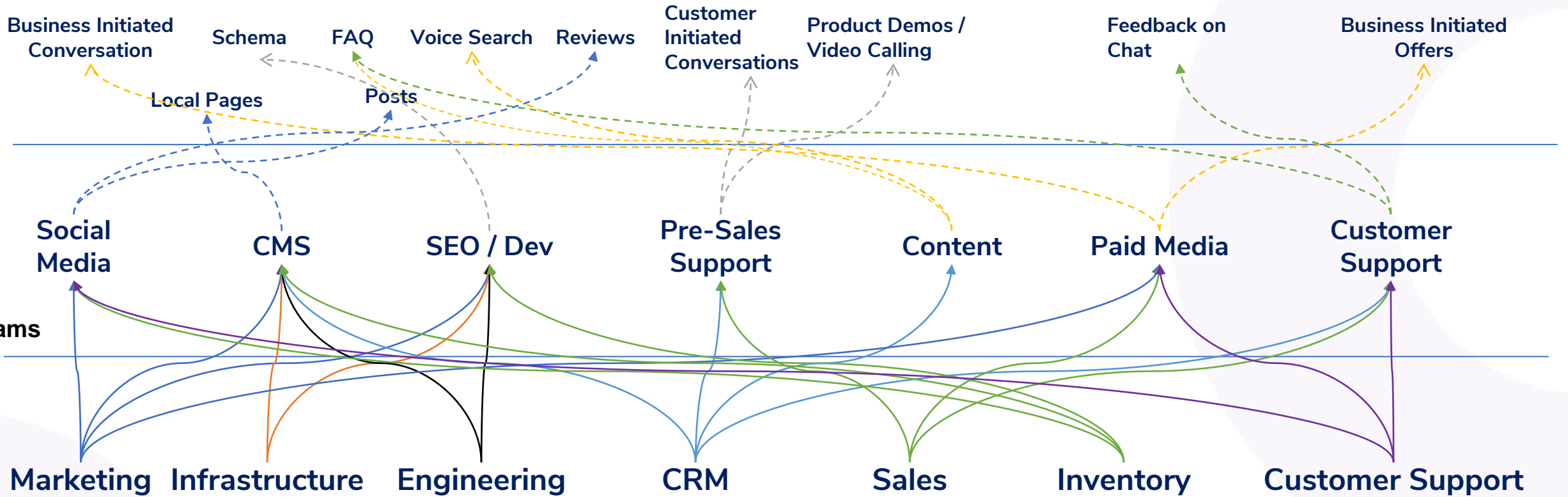


# Modified Customer Journey Map





# Connecting Systems in Enterprise



Organizations

# Key Takeaways



## Local 3.0 has transformed local search

Lesser sites to manage the information  
More information per site to update  
Non-branded queries



## Need to adapt to the changing requirements

Disparate systems which rarely talked together in a business environment have to come together to address the needs of Local 3.0



## Business Messaging

It is a brand new leads, marketing, sales and re-engagement channel

**Thank You!**