

The New Search Optimization Strategy

Unlocking Your Full Local SEO Potential



Meet Your Speakers



Keith Canseco

Senior Director of
National Marketing
at Captain D's



Slaton Smith

Account Executive
at SOci



Damian Rollison

Director of Market Insights
at SOci

Poll #1

What percentage of consumers begin their offline shopping journey online?

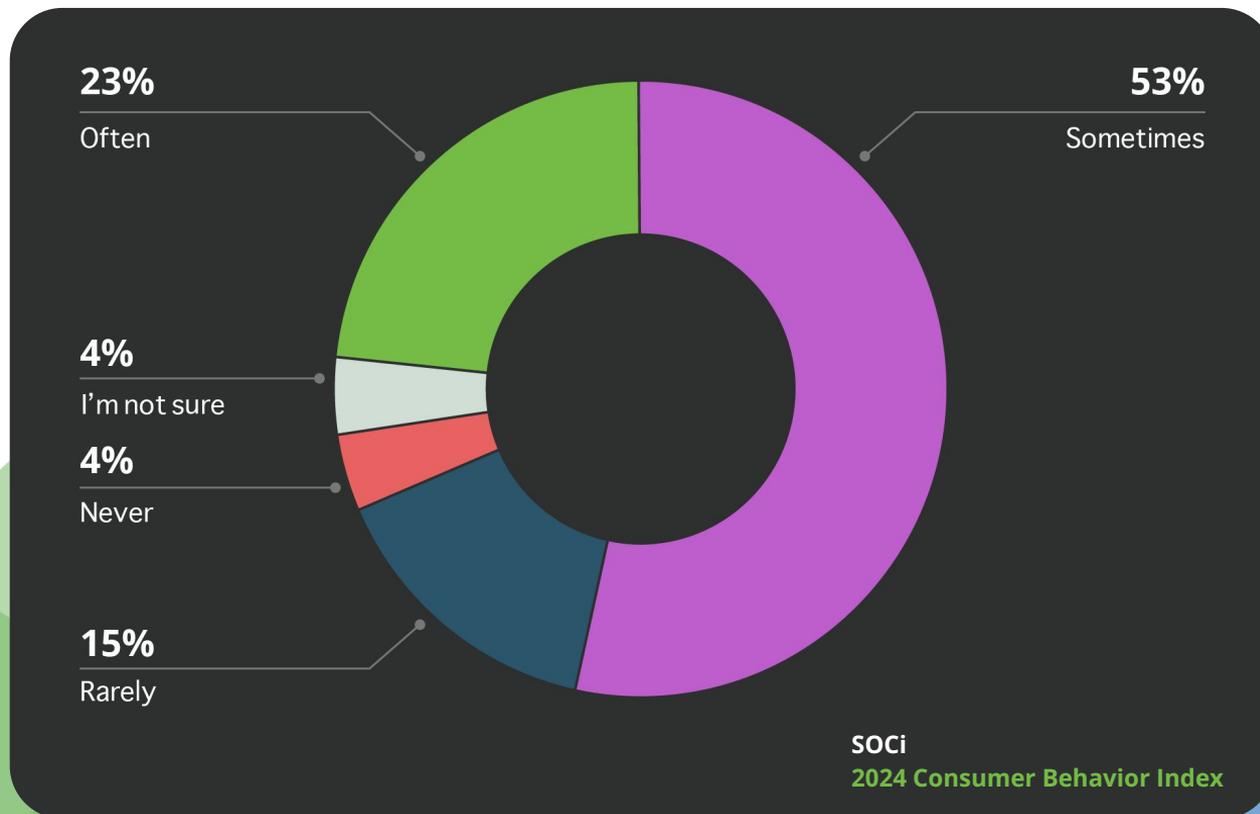
- A. 63%
- B. 74%
- C. 82%
- D. 91%

91%

of consumers say their offline purchase journey begins online.

SOCI
2024 Consumer Behavior Index

How often does your local purchase journey include online search?



SEARCH IS EVOLVING

2016

- 🔍 Glasses store
- 🔍 Glasses near me

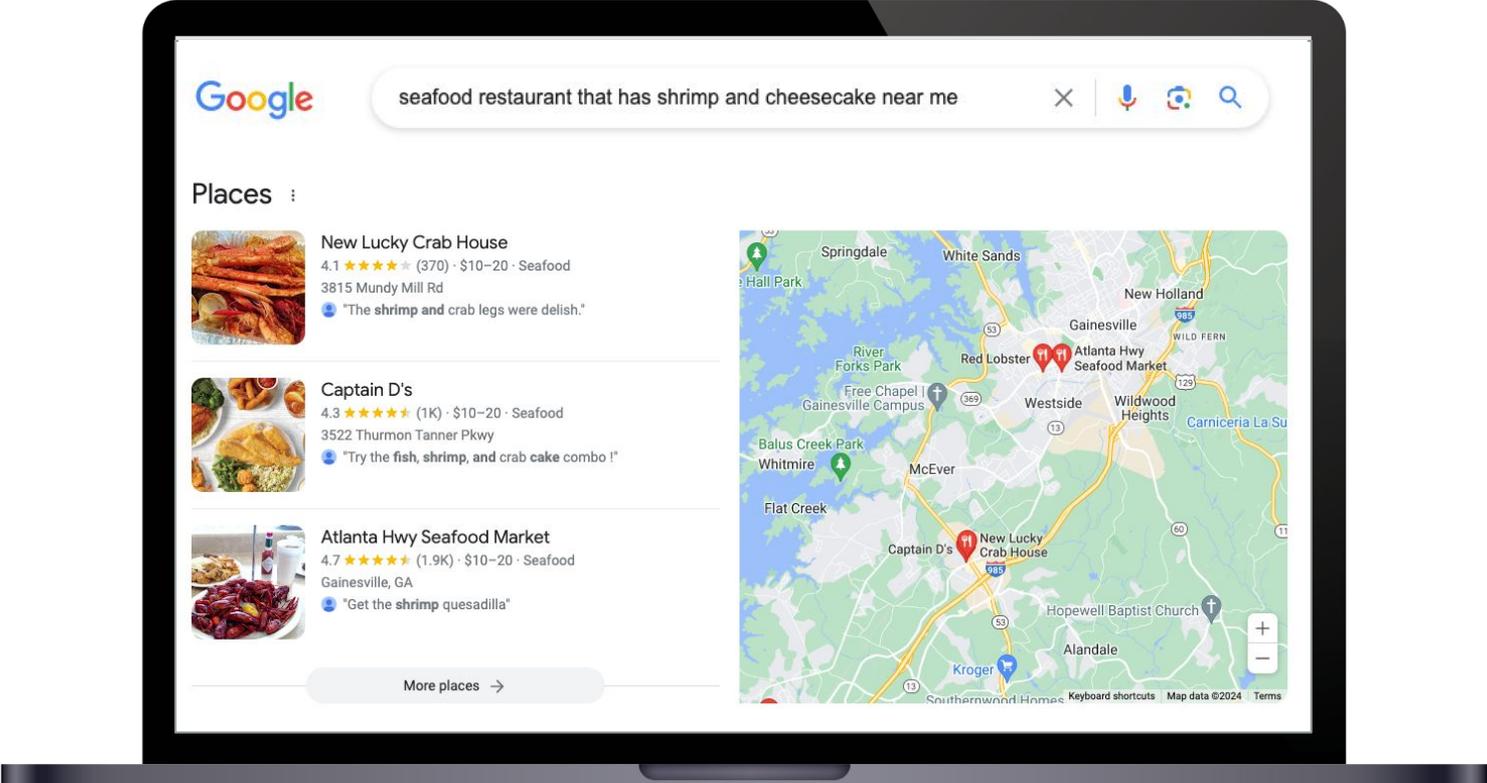
2019

- 🔍 Prescription eyeglasses near me
- 🔍 Contact lenses near me

2024

- 🔍 Polarized sunglasses
...with green frames
...under \$100
...open now

SEARCH IS EVOLVING



Average business
is **invisible** in
2 out of 3
local searches

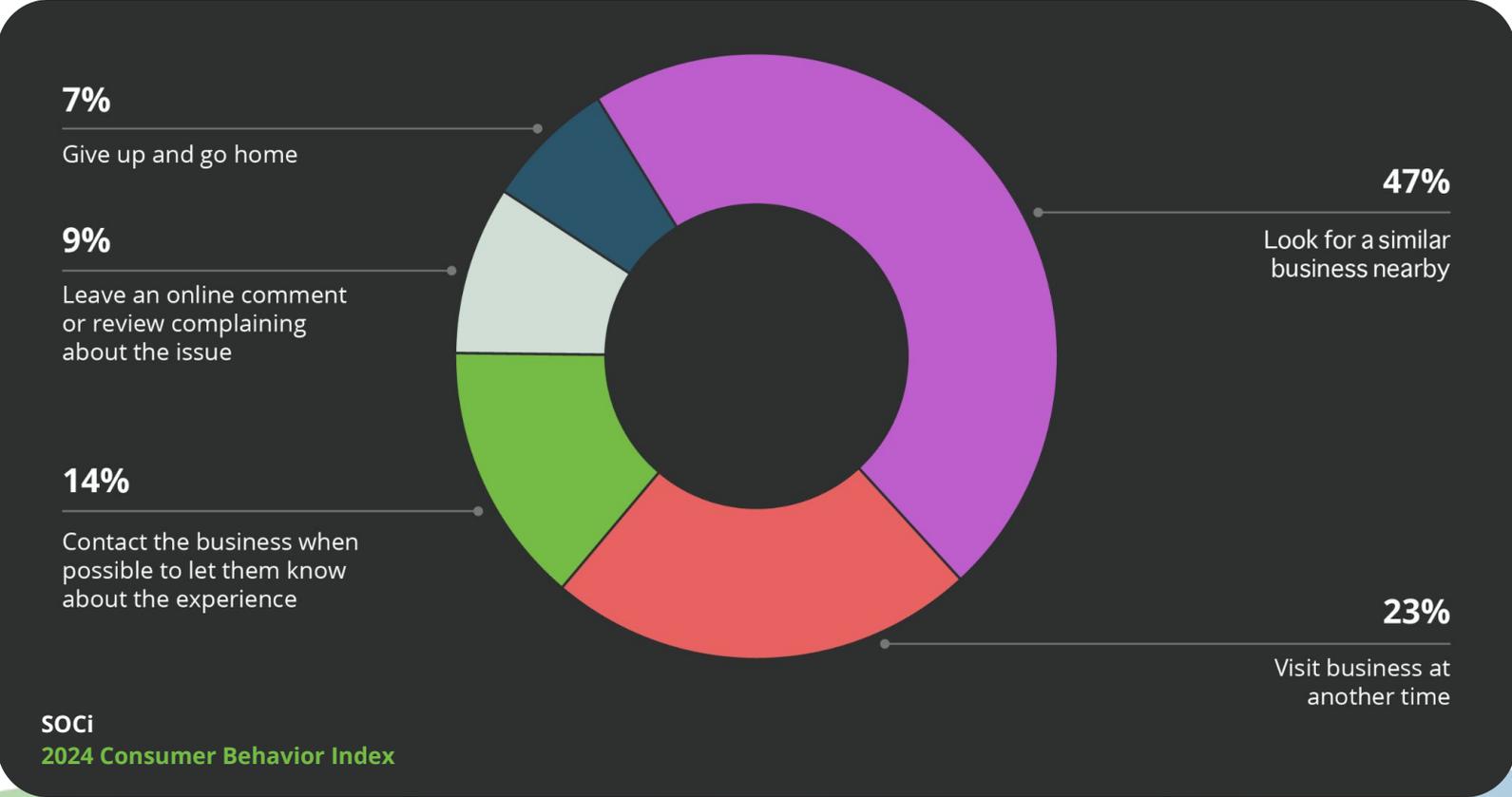
Local Competition

Your Business

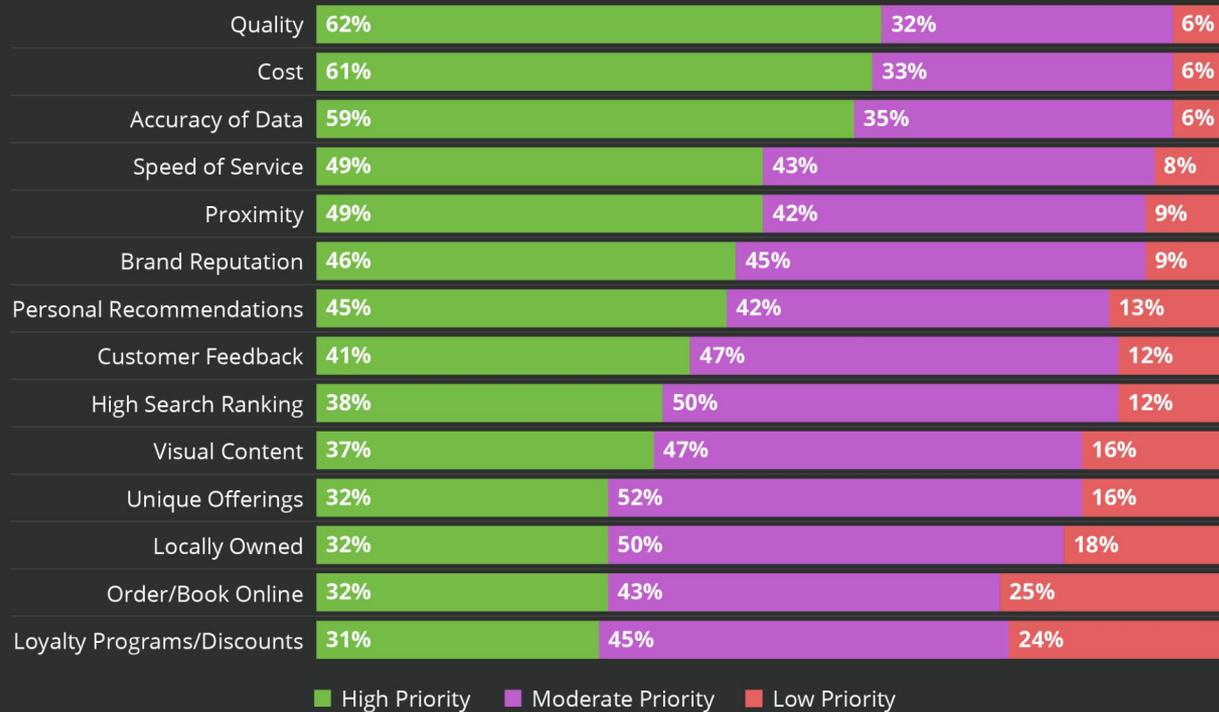


SOCI
The High Cost of Invisibility for Multi-Location Enterprises

If an online profile says a business is open now, but you visit the business and it's actually closed, what would you do?



Which factors are high, moderate, or low priority when choosing a local business?



CHECKLIST

Building Credibility and Trust

- ❑ Share detailed information & features
 - Share high quality photos, well-written descriptions, and valuable features like booking
- ❑ Verify information regularly
 - Address, phone number, operating hours, and service offerings
- ❑ Engage with customers
 - Monitor customer feedback to understand information needs and adapt to them

Pro Tip: SOci will automatically update listings for hundreds of locations.

FREE RESOURCE

The Top 10 Things You Should Be Doing in Local SEO Now



Scan the QR Code or visit
ww2.meetsoci.com/ifa-seo

87%

of consumers regularly read reviews before making a purchase decision.

SOCI

2024 Consumer Behavior Index

Poll #2

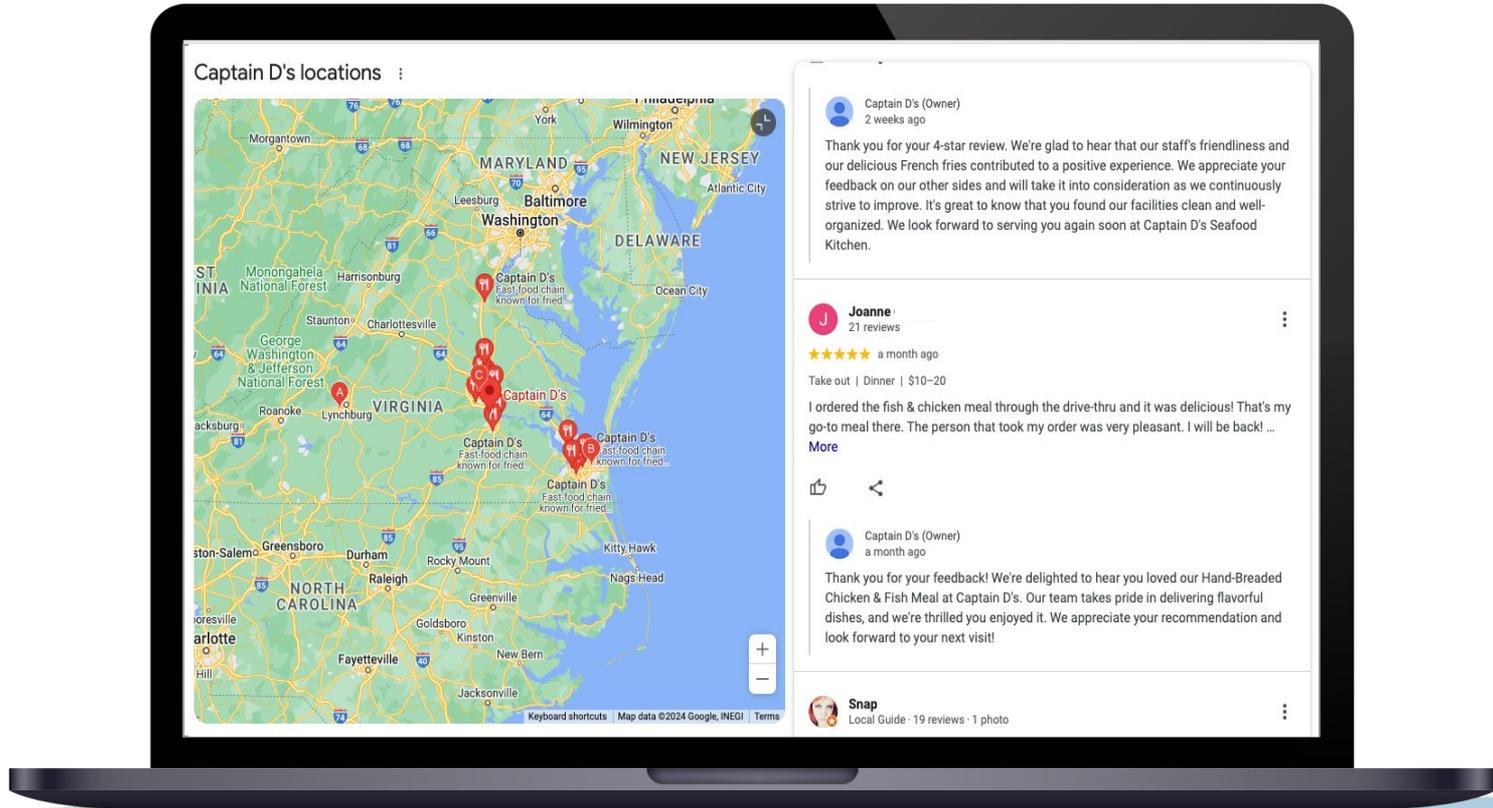
You're looking at visiting a new restaurant, what is the minimum star rating they must have for you to visit?

- A. 5 stars
- B. 4 stars
- C. 3 stars
- D. 2 stars
- E. I don't look at star ratings

What is the minimum star rating the business must have (out of five) in order for you to choose them?



Review Response Is **CRITICAL**



41%

of consumers are more likely to choose a company that responds to reviews.

SOci
2024 Consumer Behavior Index

Conversion improves by

16%

when businesses respond to reviews.

SOci
2023 State of Google Reviews Report

CHECKLIST

Managing Online Reputation

- ❑ Respond to both positive and negative reviews quickly
 - Aim to address both positive and negative reviews within 24 hours.
- ❑ Customize every review response
 - Customers read these! How you respond might impact whether they choose your business.
- ❑ Acquire more reviews
 - Make it easy for customers to leave reviews by putting links/QR codes on receipts, in follow-up emails, and on your website.

Pro Tip: SOci automatically creates on-brand, custom review responses for every review across hundreds of locations.



INTRODUCING GENIUS SEARCH

Software that does the work for you



INTRODUCING GENIUS SEARCH

✓ **WORLD CLASS** Listings Management

- PLUS Real-Time Local Data Analysis
- PLUS Proactive Recommendations
- PLUS One-Click Task Automation



INTRODUCING GENIUS SEARCH

- ✓ **WORLD CLASS** Listings Management
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 - PLUS Proactive Recommendations
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Continuous

Automatic

At Every Location

Real-Time



Past Posts

Social Engagements

SEO Best Practices

Reviews

Interest

TRENDING

Top Keywords

Search volume

Holidays

Social

Weather

Competitors

INTRODUCING GENIUS SEARCH

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Genius Search

Genius continuously analyzes local data and consumer trends to offer tailored recommendations, optimizing your Location Profile for better engagement.

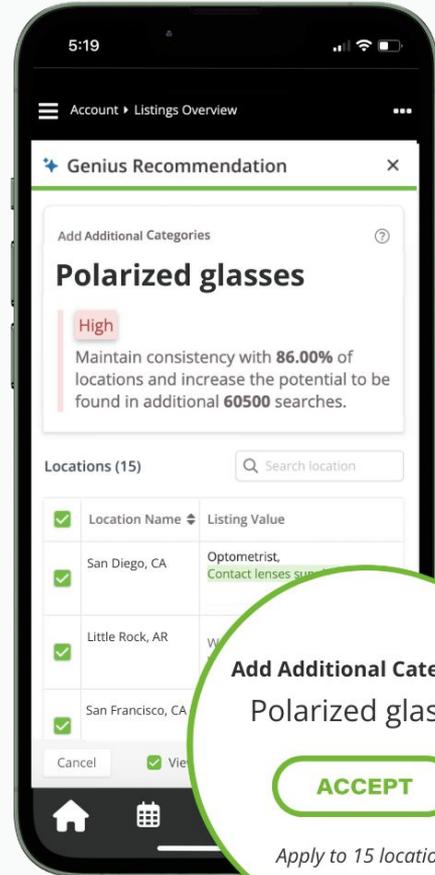
All Recommendations ▼
All Statuses ▼

Recommendation	Ranking impact
<div style="display: flex; align-items: center;"> <div> <p>Primary Category</p> <p>Optician</p> </div> </div>	<p>High</p> <p>Maintain consistency with 86.00% of locations and increase the potential to be found in additional 60500 searches.</p>
<div style="display: flex; align-items: center;"> <div> <p>Additional Categories</p> <p>Optometrist</p> </div> </div>	<p>High</p> <p>Optometrist: Appeals to individuals seeking optometrist services, attracting potential patients seeking professional eye care. Potential reach: 368000 searches.</p>
<div style="display: flex; align-items: center;"> <div> <p>Services</p> <p>Frame Repair</p> </div> </div>	<p>High</p> <p>Providing frame repair services ensures customers' eyewear longevity, improving eyeglass frame repair near me SEO. Potential reach: 1900 searches.</p>
<div style="display: flex; align-items: center;"> <div> <p>Weather Insights</p> <p>Flood Warning - 2024-05-23</p> </div> </div>	<p>Medium</p> <p>Severity: Moderate. Alert customers of any potential changes to your operating hours.</p>
<div style="display: flex; align-items: center;"> <div> <p>Google Q&A</p> <p>Q: Can I make an appointment to get assistance from one of your glasses experts? A: Yes, you can schedule an appointment for personalized assistance from one of our...</p> </div> </div>	<p>Medium</p> <p>Expands search visibility to users looking for schedule appointment for glasses assistance or get personalized help with glasses. Potential reach: 550000 searches.</p>

Primary Category Q&A Short Description
Photos Website Service Areas Additional Categories
Special Hours Long Description Weather Insights
Services Attributes

INTRODUCING GENIUS SEARCH

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- ✓ **PLUS** Real-Time Local Data Analysis
- ✓ **PLUS** Proactive Recommendations
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FREE RESOURCE

The 2024 Consumer Behavior Index (CBI)



Scan the QR Code or visit ww2.meetsoci.com/ifa-cbi

Chrome File Edit View History Bookmarks Profiles Tab Window Help
meetsoci.com/resources/insights/agency/nurturing-the-customer-relationship-2024-consumer-behavior-index/

TAKEAWAY #2

SEARCH OR SOCIAL? LEARNING YOUR CUSTOMERS' LOVE LANGUAGE

The Findings

Back in the summer of 2022, a Google executive unveiled the surprising finding, based on company research, that 40% of Gen Z consumers would rather use Instagram or TikTok than Google when looking for a place to have lunch. This marked a generational transformation in local. Our findings indicate that for the most part, consumers still think of search as the primary local channel, with 64% indicating they prefer search engines for looking up local businesses.

But when you look at the breakdown of sites and apps consumers say they've used for local research in the last month, a picture emerges that echoes the Google finding.

As we can see, the most frequently used tools are Google Search and Google Maps, but Facebook makes a strong third place showing, and the next three positions are occupied by social apps: Instagram, TikTok, and Snapchat. Significant minorities also say they've used Apple Maps, Yelp, Bing, and DuckDuckGo (which uses Apple for local data).

It's when we examine the demographic breakdown of the results that we begin to see a full picture of today's consumer preferences.

Which smartphone apps or websites have you used in the last 30 days to look up information about local business?

App/Website	Percentage
Google Search	72%
Google Maps	51%
Facebook	49%
Instagram	33%
TikTok	27%
Snapchat	19%
Apple Maps	16%
Yelp	16%
Bing	14%
DuckDuckGo	12%
Topicalizer	8%
Word of Mouth	4%
Other	2%

NURTURING THE CUSTOMER RELATIONSHIP TOP TAKEAWAYS FROM SOCI'S 2024 CONSUMER BEHAVIOR INDEX

