

Local Boost

ONLINE MARKETING FOR LOCAL BUSINESS



Local SEO in 2017: How To Get Found In "Near Me" Mobile Searches On Apple Maps, Yelp, Siri, and Google Voice Search

The use of mobile devices is transforming how people find local businesses and products.

- From a May 2016 study conducted by Google, 76% of people who search on their mobile devices for something nearby visit the business within a day.
- 28% percent of these searches result in a purchase.

The number of “near me” searches have increased 147% year over year, and that number continues to climb. In response, Google has announced new ad units for local results, which will be further integrated into Apple Maps, providing brands new opportunities to capitalize on local-intent qualifiers in search. Tactical implementations will eventually include geo-conquesting—targeting ads around competitor locations.

What are “Near Me” Searches

- Its the trend were we see people searching the internet for services nearby. Web users are now trying in and using voice search to find
- Best breakfast spot near me
- Car wash close by
- Coffee Shop nearby

Consumers have an increasing variety of ways to search for local businesses on mobile devices.

We all know that mobile searches are growing. But how? In addition to the variety of different devices, there are a variety of ways to search from mobile:

- through a browser and then a variety of different search engines;
- through voice search to Siri or Android voice searches with OK Google or Google Voice
- through apps like Google Maps, Apple Maps, Yelp, Foursquare, Facebook, and more.

To get found in the variety of ways people are searching, local businesses must optimize their presence in a variety of ways beyond just traditional on-page SEO and major directories.

Voice Searches Are 3x More Likely For Local Business

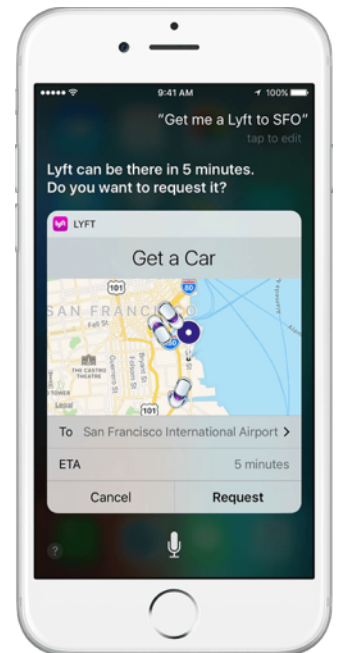
Consumers are three times more likely to use voice search for a local query.

That means that your customers are likely asking browsers, apps, or voice assistants like Siri, Cortana, or OK Google for things like “best Chinese restaurant near me open now.” There has been a 2.1X increase in mobile searches for “stores open now” or “food open now” in the past year.

How to get found in Apple Maps & Siri Searches

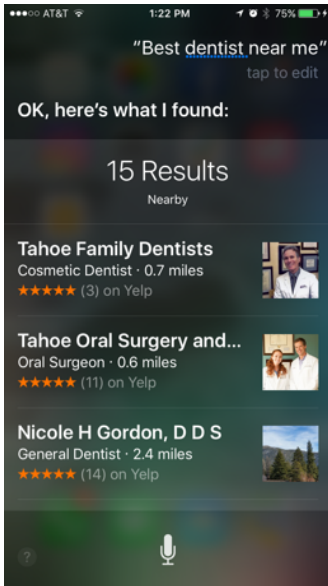
There is conflicting data available as to whether iPhone users prefer Apple Maps or Google Maps. One source says that Apple Maps is used 3x more than Google Maps, while a survey of 2,000 people concluded that 70% of iPhone owners prefer Google Maps. Whether or not iPhone users prefer Apple Maps or not doesn't matter; it's a native part of iPhone and you need to be found there by the people who are using it to find local businesses like yours.

While Apple Maps & Siri factors in data from sources like Yelp, Localeze, Acxiom, and other data providers listed on its attributions page, you can claim and optimize your listing directly through Apple Maps Connect. Recently, Moz announced that you can use Moz Local to manage your Apple Maps data.



Get reviews on Yelp

At this time, many of Siri's search results are powered by Yelp. If you ask Siri for "best dentist near me", it will pull up dentists based on proximity to your device AND the ones with the best reviews on Yelp.



Are people searching directly on Yelp for dentists?

Maybe... But even if they're not searching directly on Yelp, they may search with Siri, and now Yelp is relevant to you.



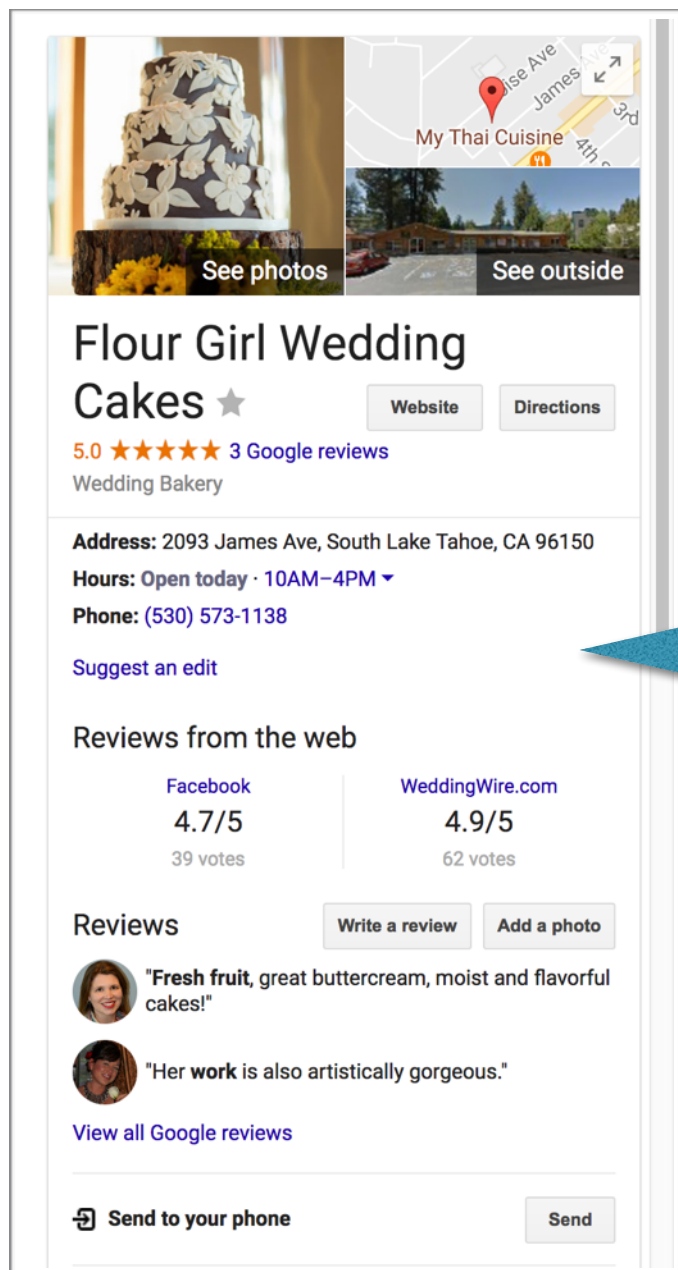
Optimizing your Yelp profile

Create your business Yelp listing at biz.yelp.com.

- Be sure that all the business information is complete & accurate.
- Complete the sections for Specialties, History, and Bio.
- Add Photos! More photos will help your ranking.
- Upload photos with optimized file names and add captions.
- Promptly reply publicly to each Yelp review - either positive or negative.
- Attributes: Check in to your business via a personal Yelp Account and add Attributes as a customer.

Optimize Your Google My Business Listing + Regularly Add New Photos

If you haven't already, claim your business listing at google.com/business. Be sure your Name, Address, Phone Number, Website URL, and Categories are all accurate.



Your photos are a great opportunity to give potential customers a taste of what it's like to work with you, and Mike Blumenthal recently reported that updating your photos regularly may have a ranking benefit as Google is now indicating you should "post more to stay ahead."

Remember that your customers are visual creatures and that having attractive, professional quality photography can help influence someone's decision to check out your business, and more importantly, to choose you and buy from you.

Note the reviews from Facebook and Wedding Wire on this Google my Business Listing

Collect Reviews from around the web
In September, Google announced that they'd be aggregating reviews around the web into your Google listing. This means that consumers don't even need to leave your listing to see your rating averages from other sites.

Get reviews from multiple sites

While we all love Google reviews, it's important to remember that reviews on other sites factor into your rankings and more importantly, to people's decision to do business with you. Do a search for

your top keywords + city name and see what directories are ranking, search for your brand name to see where reviews are coming from under your listing, and then focus your review outreach efforts where you have a low score or not many reviews.

The last thing I want to mention is Schema Data - this get techy - I know but its important to know about.

Add geo-coordinates, ratings, + relevant data to your Schema

Google is making it pretty explicit: they want you to mark up your site with Schema. From geo coordinates, to ratings, to business hours, categories and more -- there is a ton of opportunity to help Google and other search engines understand the context of your site through Local Business schema.

Search Engines love schema data and only about 30% of website us it. So its an easy way to stand out.

To learn more about how to use Schema to increase ranking read my post

What is Schema and How to Use it

<http://kathleenhood.com/what-is-schema-how-to-use-it/>

Key takeaways for local business owners & marketers:

- Optimize your Apple Maps & Yelp. Even if you're not a "Yelp business" - people will likely still see your Yelp profile or ratings in Siri searches.
- Diversify Your Reviews beyond just Google My Business.
- Mark up your site with schema.
- Update your Google My Business photos regularly.
- Get ready for more schema and tons of changes in 2017!

Kathleen Hood
Business Technology Consulting