

THE MOBILE CURTAIN

OPTIMIZING YOUR LOCAL PRESENCE FOR MOBILE SEARCH



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STREET FIGHT INSIGHTS

TABLE OF CONTENTS

Local SEO Unlocks Proximity In Mobile	3
Data That Delivers Customers	5
Getting Found on Google	6
Mobilizing Websites for Local Search	7
On the Map and in the Store	8
Marketing in the Moment	9

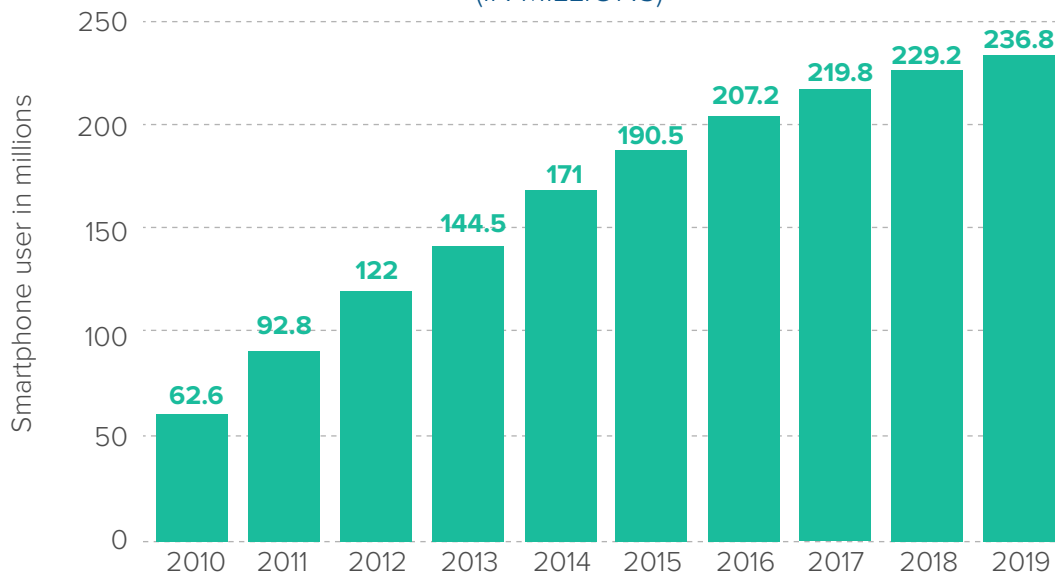
The simple fact is brick-and-mortar businesses are still procrastinating about mobile. Way too many think going mobile means they are buying into the hype presented to them by companies wanting to take advantage of them. Many also think investing in mobile isn't worth the expense.

Often they say "it's not really necessary for a small neighborhood business to get customers". The truth is that not having a competitive local presence in mobile search results has a significant negative impact on businesses every day. They don't realize it, but they are losing new customers every day. In time, this neglect will seriously damage the business altogether, not just their bottom line.

In fact, the more "local" a company is, the more there is to lose by not having a mobile plan at play. After all, **90% of U.S. customers have mobile phones**, and according to a **recent comScore report**, tablets and smartphones account for 62% of digital media time spent, with mobile apps representing 54 percent. Consumers are using their mobile phones to find information on where to eat, shop, and be entertained. Businesses that aren't aware of this local search behavior on mobile are missing out.

Fig. 1 The install base for smartphones continues to grow in the U.S.

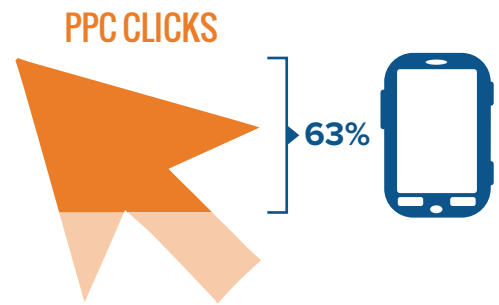
NUMBER OF SMARTPHONE USER IN THE UNITED STATES FROM 2010 TO 2019
(IN MILLIONS)*



Source:
eMarketer o Statista 2016

Additional Information:
United States: eMarketer: 2010 to 2015

The proof is in the numbers. Mounting research reveals mobile as the main road consumers take on their path to purchase in a location, whether it's the nearly \$1 trillion in consumer holiday spending influenced by shopping-related searches, or the dominant role mobile plays in pay-per-click campaigns. PPC ads see 63% of clicks from mobile devices. More **Google searches** take place on mobile devices than on computers in the U.S, as well as in nine other countries.



Mobile's growth comes at a cost to desktop, which is declining. According to **research by Mary Meeker** of KPCB, mobile digital media time in the U.S. is now significantly higher than desktop time. Furthermore, according to **research by Mastercard**, eight out of 10 consumers use mobile devices or other technology while shopping.

Mobile also lords over the kingdom of social media; **a recent comScore white paper** found that nearly 80% of social media time is spent on mobile.

The implications are clear – if a marketer is not engaging their audience through mobile when they are performing a local search, then the business is not providing a satisfactory—i.e. converting—experience for their current and prospective customers.

“There’s a financial cost to not being present on mobile as you will lose [business] to a competitor;” says Greg Sterling, VP of strategy and insights at the Local Search Association.

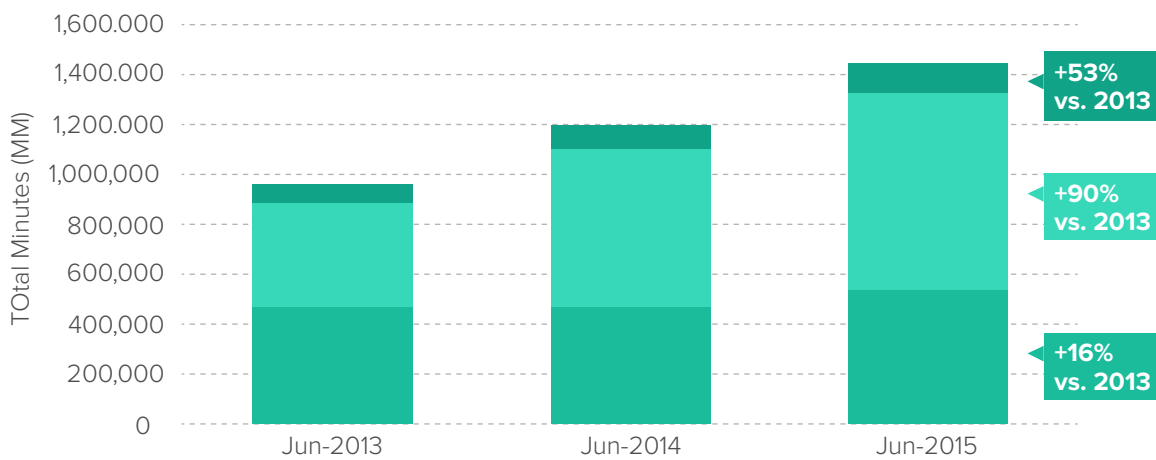


LOCAL SEO UNLOCKS PROXIMITY IN MOBILE

“If I'm looking for a pizza place by name, the chances I will defect to a competitor are smaller, but if I am just looking for a pizza spot, I'm more agnostic about where I'm getting it from and that's an opportunity that is lost if you're not present [on mobile],” adds Sterling.

Fig. 2 Rapid increase in time spent on mobile

GROWTH IN DIGITAL MEDIA TIME SPENT



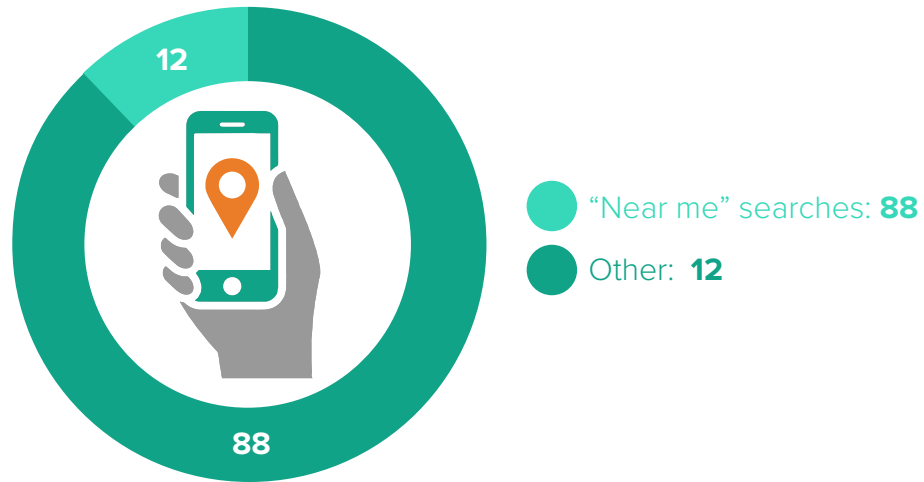
Source:
comScore Media Metrix Multi-Platform & Mobile Metrix, U.S. Total Audience

Proximity plays a huge role in local search on mobile. **Google found** that mobile makes up 88% of all "near me" searches, with those mobile searches growing at 146% year over year. Furthermore, according to **a presentation** by Neustar, comScore, and 15Miles, 79% of smartphone owners and 81% percent of tablet owners use their devices to conduct local searches. An even more impressive stat: **“Nearly 80% of local mobile searches result in an offline or in-store purchase.”**

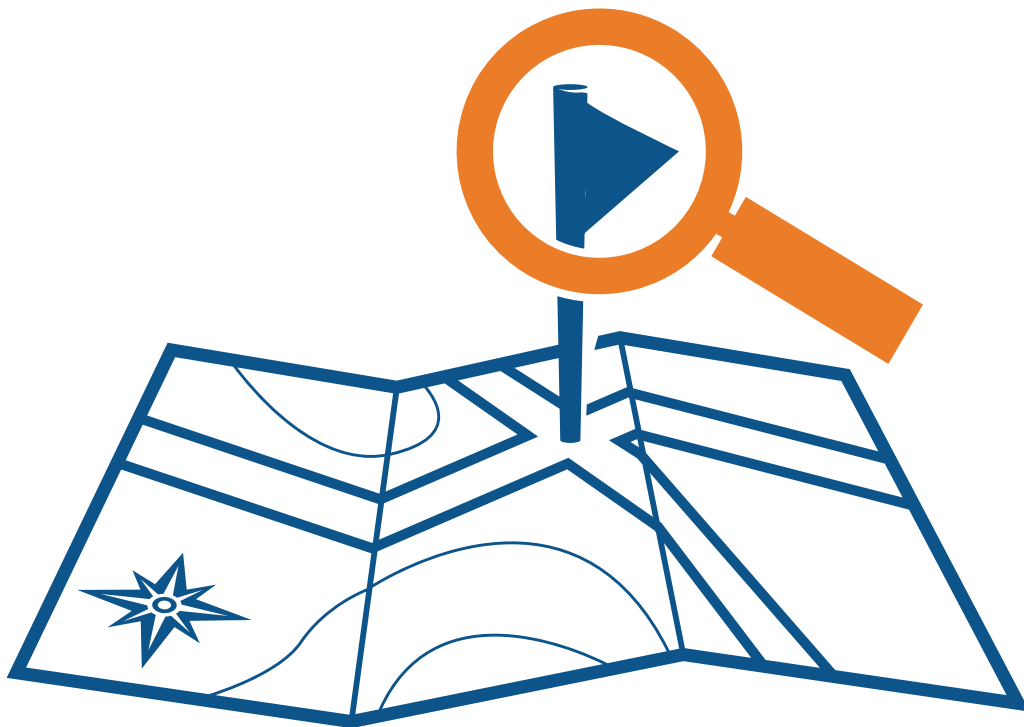
Conducting a mobile “near me” search takes seconds for the user, but there’s a lot going on behind the scenes, largely around local search engine optimization (SEO). The method by which a business’s listing even appears to a mobile user, local SEO is critical to mobile presence and not actively managing third party listings and SEO can have devastating consequences no matter the size of a business.

Fig. 3 More search on mobile is focused on finding nearby businesses

GOOGLE'S "NEAR ME" SEARCHES ON MOBILE



The onus is on the company to be diligent about its listings and SEO and review them regularly. The more locations, the more challenging this becomes, which is why partnering with a company the specializes in local presence management solutions makes sense for many businesses.



DATA THAT DELIVERS CUSTOMERS

Fundamental to success on mobile in a local search is ensuring that NAP (name, address, phone number) is consistent across all channels. Andrew Shotland, proprietor of LocalSEOGuide.com, discovered in working with one Fortune 100 client that overnight, many of its existing locations were marked on Google as closed, while another 500 locations' phone numbers changed. This is the perfect example of why businesses need to monitor their NAP data online.

Getting this wrong isn't just a matter of oversight. It can dramatically impact a business. As Advice Local CEO Bernadette Coleman has written, **“At best, bad location data causes duplicates, and at worst, it causes a loss of consumer trust.”** In fact, a survey by Placeable found that an astounding 73% of participants said that bad listings data broke that trust.

Bad data — incorrect NAP, for the most part — can be caused by a range of factors and players: from error-ridden data creation by the businesses themselves and their customers; to paid services that hide old data until they are no longer being paid; and to scraping sites that take and distribute all the data, perpetuating and exacerbating the problem.

“The biggest challenge with local search is that these third-party [directories] that have your data constantly screw it up and you won't even know about it [unless someone points it out],” says Shotland.



GETTING FOUND ON GOOGLE

Google's so-called Snack Pack provides unparalleled visibility for a business. This is the name for the top listings that show up in a user's "Near Me" search. Just one spot is a paid placement, putting weight on businesses to ensure they have a strong local SEO strategy to make the cut for the other spots.

Businesses can improve their chances of appearing in these spots by ensuring NAP is accurate across the Web as Google penalizes for inconsistencies. Suggested approach:



Perform an audit of
directory listings



Update old phone
numbers and addresses
that may appear



Remove duplicate listings
on the same directory



Look for new opportunities to create
citations, prioritizing websites that are
relevant by industry and location

Local business schema markup allows Google to identify and show a physical location. For businesses with more than one location, each can be optimized accordingly.

The detailed and technical tasks inherent in local SEO make or break a business's local visibility on a mobile search, so dedicating the proper time and budget to SEO cannot be overstated.

MOBILIZING WEBSITES FOR LOCAL SEARCH

Site speed and ease of use of a website on mobile will also affect placement in local search results. Google's Accelerated Mobile Pages program was rolled out with the specific intention of penalizing sites that are not making their sites readable and usable on a mobile platform. This is for the local business's own benefit as much as it is looking out for consumers.

When a person visits a site from a mobile device and finds a page that does not render well and is hard to use, they are likely to exit and go back to the search results page to click on another result that is readable from a mobile device and has more accessible details. A poor mobile site delivers a negative user experience, and in local search, immediacy is paramount.

“We have a few mobile-resistant clients that are running Facebook ads but losing conversions [by not having] a mobile-friendly site,” says Tracey Bowyer, VP of channel operations at G/O Digital.

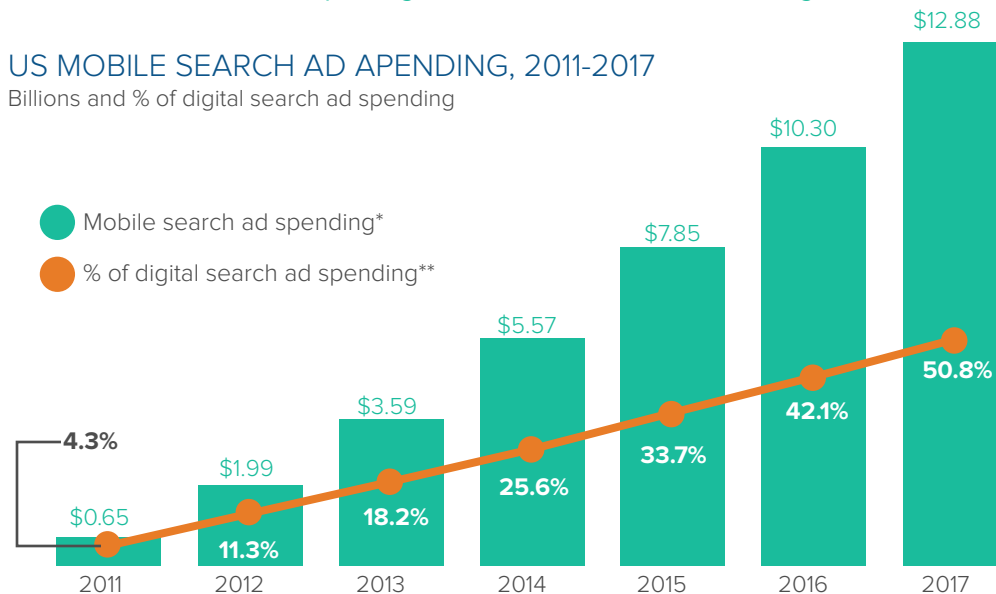
The truth is, you can have the most beautiful and efficient website in the world, but if it's not optimized for mobile, it's a dead end for the mobile consumer. Often people won't have the patience to navigate around a failed mobile page and will just give their business to another brand that has its mobile act together.

ON THE MAP AND IN THE STORE

Once a mobile presence, accurate NAP and a strong local SEO strategy are in place, a company will want to develop a plan to deliver relevant and easily accessible content with location-based marketing campaigns that appear in search. It's a strategy increasingly embraced by marketers of all sizes.

Berg Insight projected that by 2018, the global location-based advertising and marketing market will be around \$14.8 billion, corresponding to around 39% of all mobile advertising and marketing Garcia points out, adding that location-based advertising will represent around 7% of all digital advertising.

*Fig. 4
Marketers are turning their spending toward capturing this consumer market on the go*



Source:
eMarketer, March 2013

MARKETING IN THE MOMENT

7 STRATEGIES FOR LOCAL SEARCH SUCCESS ON MOBILE

Proximity marketing is its own segment within mobile marketing and should be approached with “Near Me” and other local search behavior in mind. These seven strategies will help local marketers succeed in capturing local consumers on the go.

- **1 MOBILE APP**
Create a mobile app in order to send push notifications about a sale or special offer.
- **2 SPECIAL OFFERS**
Share special offers on social media to drive mobile users to visit a location.
- **3 CONCIERGE**
Use mobile like a concierge: Ask whether they'd like to reserve a dressing room, or make an appointment.
- **4 BUSINESS LISTINGS**
Where relevant and possible, include offers within business listings channels, from search engine results to maps and directories.
- **5 OPTIMIZED FOR MOBILE**
Make sure your site is not just AMP-compliant, but optimized for mobile users with proximity intent. Update your main page daily with information that is immediate and actionable, such as a flash sale for that day only, or events taking place that day.
- **6 ANALYTICS**
Use analytics to track and customize customer interactions.
- **7 NAP**
And finally, make sure your NAP is accurate and up to date!



ABOUT ADVICE LOCAL

Advice Local is dedicated to providing scalable, cost effective and customizable local presence management solutions to our channel partners, brands, agencies and local marketers. In recognition of this commitment, we strive to deliver the highest quality, all-inclusive, white-labelled, SaaS-based dashboard and marketing platform in our industry. Combining our local sales tool, API syndication and hands-on submissions, we help our clients to help their customers take control of their business' online data, visibility and reputation, while increasing revenues for all parties. For more information, go to

www.advicelocal.com

STREET FIGHT INSIGHTS

ABOUT STREET FIGHT INSIGHTS

Street Fight Insights is the research arm of Street Fight, the leading source of news, information and conversation for the local marketing technology industry. For more information, go to

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