Local Search Marketing
Local opportunities on Google (and beyond)

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Master in SMEs management

SEO since 2000
Local Seo since 2007
Italian Seo of the year 2011

Speaker in the most important events in the field

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Today, I’m going to talk about promotion on Google Maps, Local Search, Local Ranking Factors...

...and much more!
Table of Content

- The Scenario
- Google My Business and Google+ pages
- The Basis of local ranking algorithm
- Local Ranking Factors
- Microdata for local SEO
- Local Search: Common Problems
- Local search for multi-location businesses
- Other systems
Local search is the use of specialized Internet search engines that allow users to submit geographically constrained searches against a structured database of local business listings.

Typical local search queries include not only information about "what" the site visitor is searching for (such as keywords, a business category, or the name of a consumer product) but also "where" information, such as a street address, city name, postal code, or geographic coordinates like latitude and longitude.
Local Pack
or
3-Pack
or
Snack Pack
One Box

Local strategy

Accenture Strategy

Local strategy - Promozione Locale su Internet e Local SEO

Corso Local Strategy: capire la Local Search e portare più clienti nel ... Local Strategy - Google+

Ottimizzare la Local Strategy per Aziende Multi Sede - Webhouse

Local Strategy - Libro Corso di Luca Bove sulla Local Search
The scenario
The Evolution of Local Search
Local Search across Devices

CONSUMERS SEARCH WITH LOCAL INTENT ACROSS DEVICES

4 in 5 consumers conduct local searches on search engines. They search on:

- 88% Smartphone
- 84% Computer/Tablet

http://www.localstrategy.it/comportamento-consumatori-local-search/

Luca Bove
Ed Parsons,

Geospatial Technologist of Google, with responsibility for evangelising Google’s mission to organise the world’s information using geography, and tools including Google Earth, Google Maps and Google Maps for Mobile,

stated ...

‘About 1 in 3 queries that people just type into a standard Google search bar are about places, they are about finding out information about locations...’
Roughly 1 in 5 searches on Google are related to location.

(Google Data, Global, March 2014)
Mobile Scenario

30% of all mobile searches are related to location.\(^4\)

Google Search Data, global, April 2016.
Google search interest in "near me" has increased 34X since 2011 and nearly doubled since last year.

The vast majority come from mobile: 80%

https://www.thinkwithgoogle.com/articles/i-want-to-go-micro-moments.html
Open Now

2.1X increase in mobile searches for “stores open now” or “food open now” in the past year.

Mobile’s Offline Influence

Timely and useful mobile experiences don’t just lead to mobile purchases. They bring people to your front door.

- 76% of people who search on their smartphones for something nearby visit a business within a day.
- 28% of those searches for something nearby result in a purchase.
Micro-moments

We as consumers don’t like advertising on our personal devices (like notifications from app, Ads by Sms …).

But there are some moments when we accept advice from companies.

Each one is a critical opportunity for brands to shape our decisions and preferences.
Micro-moments

Micro-moments are all the moments when we turn to a device—often a smartphone—to take action on whatever we need or want right now. For example:

- I-want-to-know
- I-want-to-go
- I-want-to-buy,
- I-want-to-do

All these moments are characterized by intent, context, and immediacy.

https://www.thinkwithgoogle.com/micromoments/intro.html
Succeeding in a micro moments world

Be There. You’ve got to anticipate the micro-moments for users in your industry and then commit to being there to help when those moments occur.

Be Useful. You’ve got to be relevant to consumers’ needs in the moment and connect people to the answers they’re looking for.

Be Quick. They’re called micro-moments for a reason. Mobile users want to know, go, and buy easily. Your mobile experience has to be fast and smooth, without any problem.
“50% of all searches will be voice searches by 2020” according to comscore
Google maps Ecosystem Devices

- Universal Search
- Smartphone
- Tablet
- Navigator
- Google Plus
Gmaps Ecosystem Services

- Business View
- Street View
- API
- My Maps
- Visualizzazione Earth
- Google NOW
- Pianificazione Viaggio
  - Pedoni, auto, ciclisti, mezzi pubblici, voli
- Google Transit
### Top Apps Downloads: IOS

#### Top Apps by All-Time Worldwide Downloads
iOS App Store

<table>
<thead>
<tr>
<th>Rank</th>
<th>App</th>
<th>Company</th>
<th>Release Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Facebook</td>
<td>Facebook</td>
<td>Jul. 2008</td>
</tr>
<tr>
<td>2</td>
<td>Facebook Messenger</td>
<td>Facebook</td>
<td>Aug. 2011</td>
</tr>
<tr>
<td>3</td>
<td>YouTube</td>
<td>Google</td>
<td>Sept. 2012</td>
</tr>
<tr>
<td>4</td>
<td>Instagram</td>
<td>Facebook</td>
<td>Oct. 2010</td>
</tr>
<tr>
<td>5</td>
<td>Skype</td>
<td>Microsoft</td>
<td>Mar. 2009</td>
</tr>
<tr>
<td>6</td>
<td>WhatsApp Messenger</td>
<td>Facebook</td>
<td>May 2009</td>
</tr>
<tr>
<td>7</td>
<td>Find My iPhone</td>
<td>Apple</td>
<td>Jun. 2010</td>
</tr>
<tr>
<td>9</td>
<td>Twitter</td>
<td>Twitter</td>
<td>Oct. 2009</td>
</tr>
</tbody>
</table>

* Download and revenue data spans July 2010 to July 2015.
## Top Apps Downloads: Android

Google Maps App not only one of the most downloaded apps, but it is also one of the most used by Italians.

http://vincos.it/2014/07/02/app-usate-italiani/
E-Commerce in Italy

The e-commerce market in ITALY is growing, but the Retail Ecommerce Sales represent only 5.6% of Total retail Sales.

Data: Osservatorio eCommerce B2c Netcomm del Politecnico di Milano - 2017

The remaining 94.4% of Retail Sales is Offline, in the traditional «brick and mortar» businesses..
E-Commerce in the World

Retail Ecommerce Sales as a Percent of Total Retail Sales in Select Countries, 2013-2018

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>UK*</td>
<td>11.6%</td>
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<td>12.0%</td>
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<td>Australia</td>
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<td>Mexico</td>
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<td>Indonesia</td>
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<td>0.8%</td>
<td>1.0%</td>
<td>1.2%</td>
<td>1.4%</td>
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</tbody>
</table>

Note: includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets; *forecast from Sep 2014; **excludes Hong Kong
Source: eMarketer, Dec 2014

Retail Ecommerce Sales Worldwide, 2013-2018

Point of Interest
Ranking for zoom
Local Search has become more and more important since 2007 when Google launched the Universal Search.

Since April 2007, search engine results listings have been more than just a series of 10 blue (textual) links.

Google SERPs began to integrate boxes containing additional media such as videos, images, maps, shopping results or news, which appear among the actual organic search results.

From Local Search point of view, the “Universal” results gave new, great perspectives.
Universal Search
There are two different types of Local searches:

Explicit Search

1) queries with **explicit geographical elements**: all queries associated to address, city, postal code, latitudes and longitudes, or queries limited by «near me»

“Restaurant in Milan” is an example of explicit queries.
Implicit Searches

2. Generic queries that implicitly return geo-located results in a specific geographical area.

This type of results are made possible by an algorithm launched by Google in 2012 and renamed Venice Update.

In the presence of a generic query like "restaurant", Google returns geo-referenced results by automatically detecting the geographic location of the IP connection, the Wi-Fi network or from the GPS.
On 27/02/2012 Google introduced the Venice Update. Here are Google’s official statements:

- Improvements to ranking for local search results. [launch codename “Venice”] This improvement enhances the triggering of Local Universal results by relying more on the ranking of our main search results as a signal.

- Improved local results. We launched a new system to find results from a user’s city more reliably. Now we’re better able to detect when both queries and documents are local to the user.

http://insidesearch.blogspot.it/2012/02/search-quality-highlights-40-changes.html
What does it mean?

Basically if you search for “lawyers” the organic results will show you organic results related to your location rather than just general results for that keyword.

This has never been the case before the Venice Update (outside of the Google Local & Places results).
Here’s an example
Local – Where exactly IS Local?

- On my mobile device?
- “Nearby”
- “Within a mile”
- **In my driveway?**
- Local to me now
- Local to me later

Duane Forrester, Product manager di Bing

http://www.localstrategy.it/local-search-mobilization/
Local Search Marketing

Local Seo (or Local Search Marketing) is the optimization of users’ experience in the field of local searches

SEO = Search Experience Optimization
Google My Business
Google My Business is a free and easy-to-use tool for businesses. By verifying and editing your business information, you can both help customers find you and tell them the story of your business.

- Google My Business gets you in front of your customers. You’ll stand out, whether people are looking for you on Google Search or Maps.

- You can set your company's hours, contact info, and more. Customers find the right info, right at their fingertips — and can get in touch with just a click.

- Share what’s best about your business. Or, take people on a virtual tour and open your doors to customers before they arrive.

- Show off your rave reviews and let your fans tell their stories to the world.

http://www.google.it/business
Google My Business

Eligible businesses
In order to qualify for a Google My Business listing, a business must make in-person contact with customers during its opening hours.

Exception: ATMs, video-rental kiosks, and express mail dropboxes are permitted. If you add these locations, you must include contact information for customers to get help.

https://support.google.com/business/answer/3038177?hl=en
Ineligible businesses

The following businesses aren’t eligible for a business listing:

• Businesses that are under construction or that have not yet opened to the public.

• Rental or for-sale properties, such as vacation homes or vacant apartments. Sales or leasing offices, however, are eligible for verification.

• An ongoing service, class, or meeting at a location that you don't own or have the authority to represent. Please coordinate with your host to have your information displayed on the listing for their business within their "Introduction" field.

https://support.google.com/business/answer/3038177?hl=en
Types of Local Pages

1. **NOT CLAIMED Listings created AUTOMATICALLY.**

They're all listings related to local businesses (with a local office) not claimed by an owner and AUTOMATICALLY created by Google on the base of DATA excrated from Local Business Portal or Local Business Directories (i.e. YellowPages, Foursquare, Yelp...) 

Or created by Local Guides.
NOT CLAIMED Listing
Types of Local Pages

2. Listing VERIFIED

They're all the LOCAL pages created through Google My Business and verified through a PIN code by the owner.
Verified Listing

Local Strategy
4.2 ★★★★★ 16 Google reviews
Marketing consultant in Reggio Emilia, Italy

Address: Via Agostino Paradisi, 1, 42121 Reggio Emilia RE
Phone: 0522 184 6605
Hours: Open today - 9AM-12:30PM, 2-8PM

16 Google reviews

Send to your phone
How to create a Local Page
(or a GMB Listing)

Login to Google My business URL:

http://www.google.com/business/
Click on Start Now:

Show people you’re open for business.

Get your business hours, phone number, and directions on Google Search and Maps — with Google My Business.

START NOW

Luca Bove
Add your business...

Note:
Not all local businesses serve their customers from a brick-and-mortar storefront. For example, some businesses operate from a home address. Others are mobile and don't have a storefront that customers visit.

If your business serves customers at their locations, you should list it as a service area business on Google.
How to claim a local listing (automatic)
How to verify your Business

1. Verify by postcard
2. **Verify by phone or by e-mail** (available for selected businesses)
3. **Instant verification** (available for selected businesses): You may be allowed to verify your business if you’ve already verified your business’s website with Google Search Console.
4. **Bulk verification** (available for businesses with 10+ locations, called Google my Business Locations)

https://support.google.com/business/answer/2911778?hl=en
Google My Business Locations
Bulk Upload

If the business has ten or more locations, Google recommends uploading a spreadsheet file. In this case you can use the service Google My Business Locations.

Once the account will be validated, you can upload/modify/delete all the locations together at the same time.

If you've already uploaded a bulk location file, you can add individual rows or edit your locations without having to download and re-upload your file.

https://support.google.com/business/answer/3217744
GMB Dashboard
Dashboard GMB

Once your business is verified, you can manage it and view all its insights.
You can view listings in 3 different ways:

- List view
- Card view
- Map view
A Google My Business dashboard referring to a single business contains:

- Insights
- Reviews
- Google Analytics
- You Tube
Insights
1. How customers search for your business

- **Direct**: Customers who find your listing searching for your business name or address.
- **Discovery**: Customers who find your listing searching for a category, product, or service.

**Total Searches**: 79,450

Businesses with recent photos typically receive more clicks to their websites. **Post photos**
• Direct: how many customers found you in a “Direct” search (they searched for your business name or address)

• Discovery: they searched for a category, product, or service that you offer, and your listing appeared
2. Where customers view your business on Google
This section shows how many customers found you via Google Search or Google Maps. Beside “Listing on Search” and “Listing on Maps”, you’ll see the number of views your listing received from each product in the timeframe you’ve selected.

To see how many people found you on a particular product on a particular day, place your cursor over the appropriate segment of the graph on the day you’re interested in.
3. Customer actions

Customer actions
The most common actions that customers take on your listing

1 quarter

Total actions 9,940

- Visit your website: 5,870
- Request directions: 3,620
- Call you: 460
This section shows what customers did once they found your listing on Google. “Total actions” gives the total of the following types of actions that customers took on your listing:

- Visit your website
- Request directions
- Call you
4. Driving direction requests

Driving directions requests
The places where customers request driving directions to your business

1 month

<table>
<thead>
<tr>
<th>Country</th>
<th>Requests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>1,124</td>
</tr>
<tr>
<td>Calabria</td>
<td>265</td>
</tr>
<tr>
<td>Province of Cosenza</td>
<td>187</td>
</tr>
<tr>
<td>Campania</td>
<td>245</td>
</tr>
<tr>
<td>Metropolitan City of Naples</td>
<td>170</td>
</tr>
<tr>
<td>Apulia</td>
<td>159</td>
</tr>
</tbody>
</table>
This section shows where on the map people request driving directions to your business. You’ll see your location pinned on the map, and a heat map that shows the most popular places from which people ask Google Maps for driving directions to your address. You may also see the total number of requests broken down by city or neighborhood.
5. Phone Calls requests
This section shows when and how often customers called your business via your listing on Google. At the top of the section, “Total calls” gives the total number of phone calls in the timeframe you’ve selected.

In the graph, you can choose to view trends in customer phone calls by either “Day of week” or “Time of day”. The graph will show when customers are most likely to call your business after viewing your business listing on Google.
Monitoring Phone calls

http://www.localstrategy.it/aggiornamento-gmb-arrivano-phone-calls-statistiche/
5. Photo

Photo views
The number of times your business photos have been viewed, compared to photos from other businesses

1 quarter

- You: 26.7K
- Businesses like you: 5.31K

Your photos receive 404% more views than similar businesses. Post more to stay ahead.
Photo quantity

The number of photos that appear on your business, compared to photos from other businesses

1 quarter

<table>
<thead>
<tr>
<th>Month</th>
<th>You</th>
<th>Businesses like you</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Feb</td>
<td></td>
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<tr>
<td>Mar</td>
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</tbody>
</table>
This section shows the number of photos associated with your listing and how often they’re viewed compared to photos of businesses similar to yours.

The “Photo views” graph shows the number of times your photos have been viewed by Google users, and the “Photo quantity” graph shows the number of photos uploaded by you.
GMB Reviews
GMB Reviews

Local Strategy ★★☆☆☆ 16 Google reviews
Marketing consultant in Reggio Emilia, Italy

Address: Via Agostino Paradisi, 1, 42121 Reggio Emilia RE
Phone: 0522 184 6605
Hours: Open today - 9AM–12:30PM, 2–6PM

Reviews
16 Google reviews

Send to your phone
Customers and businesses both benefit when a business is reviewed on Google. Customers can make informed decisions based on information from people they trust. Businesses can strengthen (improve) their relationship with customers by directly engaging with reviewers on Google.

To get reviews on Google, encourage your customers to spread the word about your business by following these best practices:

**Remind your customers to leave reviews.** Let them know that it’s quick and easy to leave business reviews on mobile devices or desktop computers.

**Reply to reviews to build your customers' trust.** Your customers will notice that your business values their input, and possibly leave more reviews in the future. You can also create and share a link that customers can click to leave a review.

**Verify your business** so your information is eligible to appear on Maps, Search, and other Google services. Only verified businesses can respond to reviews.
The Basis of local ranking algorithm
The Basis of algorithm

There are a lot of factors Google uses to match or answer your search query.

Three of the key factors are:

- *relevance*;
- *prominence*;
- *distance*.

https://support.google.com/business/answer/709
These factors are combined to help find the best match for your search.

For example, Google algorithms might decide that a business that's farther away from your location is more likely to have what you're looking for than a business that's closer, and therefore rank it higher in local results.
The Basis: the sources

A local listing is often created by including data from multiple sources:

**LBC:** submitted and verified Information inserted in Google My Business (old Local Business Center) from owner

**YP:** Yellow Pages and other licensed data

**EC:** Enhanced Content (review, photo, other details via feed or structured data, ....)

**UGC and Web Crawling**

A similar concept of PageRank in the field of Local Search is “Location Prominence Score” used to rank local business listings.

In some ways it is perhaps a more robust deployment of the PageRank concept into the geo spatial world of business listings.

Year by year this algorithm has been improved...

“Scoring local search results based on location prominence” Patents: http://1.usa.gov/1dJp3ko

http://blumenthals.com/blog/2009/06/08/what-is-location-prominence/
“Location Prominence” 2

“Further, it has been described that a location prominence score may be generated based on a set of factors that includes one or more of the following factors:
- a score associated with an authoritative document,
- the total number of documents referring to a business associated with the document,
- the highest score of documents referring to the business,
- the number of documents with reviews of the business,
- and the number of information documents that mention the business.

In another implementation, the set of factors may include additional or different factors.”

“Scoring local search results based on location prominence” Patent: http://1.usa.gov/1dJp3ko
For example, one factor may relate to the numeric scores of the reviews (e.g., how many stars or thumbs up/down). Another factor might relate to some function (e.g., an average) of all the scores of the reviews. Yet another factor might relate to the type of document containing the review (e.g., a restaurant blog, Zagat.com, Citysearch, or Michelin). A further factor might relate to the types of language used in the reviews (e.g., noisy, friendly, dirty, best).
“Another factor might be derived from user logs, such as what businesses users frequently click on to get detailed information and/or for what businesses they obtain driving directions.

Yet another factor might relate to financial data about the businesses, such as the annual revenue associated with the business and/or how many employees the business has. Another factor might relate to the number of years the business has been around or how long the business has been in the various listings.

Yet other factors will be apparent to one skilled in the art.”

“Scoring local search results based on location prominence” Patent: http://1.usa.gov/1dJp3ko
In the end

“[0074] It may also be possible to use the factors to train a model using machine learning techniques.

The model may be used, for example, to determine the probability that a user might select a particular document in the search results.”

“Scoring local search results based on location prominence” Patent: http://1.usa.gov/1dJp3ko
Ranking Factors in a nutshell
Advice for (Local) Ranking

- Google My Business verified and optimized (GMB)
- «Traditional» SEO: quality/quantity of back link, domain authority, meta tag optimization, ...
- Citations
- Reviews
- Signals of users behaviour
Optimize your GMB Listing

- Correct TITLE/ NAME of business
- Correct Categories
- Business Hours
- «Data stuffing» now the «attributes»
- Correct Name Address Phone (N.A.P.)….
Moz asked over 150 experts to rate the influence exerted by broad areas of ranking factors on Google’s core search algorithm. Each area was rated on a scale of 1 (not influential) to 10 (highly influential).

1. **Domain-Level Link Features: 8.22 / 10**
   - Based on link/citation metrics such as quantity of links, trust, domain-level PageRank, etc.

2. **Page-Level Link Features: 8.19 / 10**
   - PageRank, trust metrics, quantity of linking root domains, links, anchor text distribution, quality/spamminess of linking sources, etc.

3. **Page-Level Keyword & Content-Based Features: 7.87 / 10**
   - Content relevance scoring, on-page optimization of keyword usage, topic-modeling algorithm scores on content, content quality/quantity/relevance, etc.

4. **Page-Level Keyword-Agnostic Features: 6.57 / 10**
   - Content length, readability, Open Graph markup, uniqueness, load speed, structured data markup, HTTPS, etc.

5. **Engagement & Traffic/Query Data: 6.55 / 10**
   - Data SERP engagement metrics, clickstream data, visitor traffic/usage signals, quantity/diversity/CTR of queries, both on the domain and page level

6. **Domain-Level Brand Metrics: 5.88 / 10**
   - Offline usage of brand/domain name, mentions of brand/domain in news/media/press, toolbar/browser data of site usage, entity association, etc.

7. **Domain-Level Keyword Usage: 4.97 / 10**
   - Exact-match keyword domains, partial-keyword matches, etc.

8. **Domain-Level Keyword-Agnostic Features: 4.09 / 10**
   - Domain name length, TLD extension, SSL certificate, etc.

9. **Page-Level Social Metrics: 3.98 / 10**
   - Quantity/quality of tweeted links, Facebook shares, Google +1s, etc. to the page

Source: https://moz.com/search-ranking-factors

https://moz.com/search-ranking-factors
Citations

- Containing NAP (Name, address, phone) even without links;
- Consistency: citations must be identical everywhere;
- It's better if they come from influential websites
- For opportunities search on Google for: Name + Address, Name + phone, keyword + location, ...

- Otherwise you can use dedicated scripts like http://www.whitespark.ca or NAP Hunter
NAP even without links

Example:

Hotel Missouri
Via Tibullo, 28
47814 - Igea Marina (RN)
Tel: 0541-331730
N.A.P. HUNTER!
by Local SEO Guide

Hunt Those Nosy NAPs Down!
Your mission, if you choose to accept it: automatically track custom citation queries designated to surface the deadliest NAP offenders.

1. Enter all or part of business NAP
2. "Hunt" to open up queries in new tabs
3. "Export" NAP suspects into a .csv file (launches new query, may take a couple of minutes to download)
4. Deal with the evil scoundrels at your leisure

Options:
- Calibrate NAP every options
- CSV for NAPs (with extreme prejudice)

Links:
- Check out Local SEO Guide
- Whitepark's Citation Finder

© 2014 Local SEO Guide, Inc (Use at your own peril)
Don't do anything you can't undo if you shoot your foot off.

N.A.P. HUNTER! by Local SEO Guide

Are you tired of hunting down wild N.A.P. info? So are we! Don't you have more to offer clients then manual citation labor? We think so too!

Now you can hunt down rogue N.A.P. data with XTREME PREJUDICE, so you can spend your time doing real local SEO stuff.

N.A.P. Hunter Lite performs searches for various combinations of a business's name, address and phone number information to give you a look at a business' citation profile and automatically download it to a .csv file.

With N.A.P. Hunter Lite you can have your...
Reviews

Reviews are a direct factor that influences local rankings.

Google can read all reviews on the web, not just the ones on its system (GMB).

Therefore, it is important to adopt a proactive strategy to get them.
User behaviour

Google tries to understand what happens off-line, so user behavior on Serp affects Ranking.

i.e. when a friend or a relative tells me about a new restaurant or a new store, I immediately search for it on Google.

And Google reads it (this behavior).
Top Negative Ranking Factors

• Incorrect business category
• Listing detected at false business address
• Mis-match NAP / Tracking Phone Numbers Across Data Ecosystem
• Presence of malware on site
• Reports of Violations on your GMB listing
• Keyword stuffing in business name
• ...

Luca Bove
2017 Local Pack Ranking Factors

- **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 4%
- **Personalization** 10%
- **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 10%
- **Review Signals** (Review quantity, review velocity, review diversity, etc.) 13%
- **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 13%
- **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 14%
- **My Business Signals** (Proximity, categories, keyword in business title, etc.) 19%
- **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 17%

https://moz.com/local-search-ranking-factors
2017 Geolocalized Organic Ranking Factors

- **On-Page Signals** (Presence of NAP, keywords in titles, domain authority, etc.) 24%
- **Link Signals** (Inbound anchor text, linking domain authority, linking domain quantity, etc.) 29%
- **Citation Signals** (IYP/aggregator NAP consistency, citation volume, etc.) 8%
- **My Business Signals** (Proximity, categories, keyword in business title, etc.) 7%
- **Review Signals** (Review quantity, review velocity, review diversity, etc.) 7%
- **Social Signals** (Google engagement, Facebook engagement, Twitter engagement, etc.) 4%
- **Behavioral Signals** (Click-through rate, mobile clicks to call, check-ins, etc.) 11%
- **Personalization** 9%

Luca Bove

https://moz.com/local-search-ranking-factors
Microdata for local SEO
Schema Markup for Local SEO

Schema.org is about semantic web.

Semantic web is useful for a better comprehension of content by machine.

With the semantic web we have not only a sequence of words, but we have a specific entity, i.e. a Local Business, a Restaurant and so on.
Schema Markup for Local SEO

Schema.org (microdata) brought about a revolutionary collaboration between the world’s top search engines to create a method that made it easier to categorize and identify important information on websites.

Local businesses that want to utilize the internet to get more customers should implement Schema Markup, as it allows search engines to display important information, such as hours, testimonials, reviews, and even menus easily in search results.

http://schema.org/LocalBusiness
Schema Markup for Local SEO

The schema markup is displayed via div tags and isn’t displayed on the live version of the website. The div tags designate the information that applies to the chosen schema markup:

```html
<div itemscope itemtype="http://schema.org/Attorney">
  <span itemprop="name">ABC Attorneys</span>
  <div itemprop="address" itemscope itemtype="http://schema.org/PostalAddress">
    <span itemprop="streetAddress">123 Main Street</span>,
    <span itemprop="addressLocality">Malibu</span>,
    <span itemprop="addressRegion">CA</span>
    <span itemprop="postalCode">90263</span>
  </div>
  Phone: <span itemprop="telephone">555-423-2352</span>
  <a href="http://googlemapsurl.com" itemprop="maps">URL of Map</a>
</div>
```

http://schema.org/LocalBusiness
Local Business more specific types

- AnimalShelter
- AutomotiveBusiness
- ChildCare
- DryCleaningOrLaundry
- EmergencyService
- EmploymentAgency
- EntertainmentBusiness
- FinancialService
- FoodEstablishment
- GovernmentOffice
- HealthAndBeautyBusiness
- HomeAndConstructionBusiness
- InternetCafe
- Library
- LodgingBusiness
- MedicalOrganization
- ProfessionalService
- RadioStation
- RealEstateAgent
- RecyclingCenter
- SelfStorage
- ShoppingCenter
- SportsActivityLocation
- Store
- TelevisionStation
- TouristInformationCenter
- TravelAgency

http://schema.org/LocalBusiness
Local Search:
Common Problems
Common Problems

1. Duplicate listing

There could be duplicate local pages because of different reasons:

1. There are more than one not claimed Local Pages created by Google automatically (based on LOCAL data extracted by portals such as Yellow pages etc.).

2. There is 1 – or more – not claimed Local pages in addition to the verified/claimed

3. There are more than one claimed local pages for the same business within different accounts.
2. Incorrect Data

You can find local pages with incorrect data such as city, address or category.

In this case, you should try to edit the page correctly but, if the errors persist, it's better to contact Google staff.
Ex. Uncorrect Data

Italian Farmhouse located in the United States!!
Common Problems

3. Pin Locator

Pin Locator can be localized incorrectly. It happens, for example, when local businesses are localized in geographical areas not “mapped” by Google cars.

Even when PIN locator is positioned manually, Google can move it and in this case it's necessary to proceed with a problem signal request...
To solve these problems: use the form “Suggest an edit”
Common Problems

4. Not received PIN Code

After one month from the request, you can ask again for a PIN Code....

After 2 or 3 times, contact Google staff.
Google Street View

With Google Street View for Business Virtual Tours, your visitors will love being in control of an incredible 360 degree interactive experience, that lets them connect with your business in a unique, vibrant, fun and engaging way.

With a Google Virtual Tour you can show your customers what your business has to offer, show them what you do and how your business differs from your competitors. You can creatively inform and educate your visitors about your business, whilst reassuring them that a visit to your business is worthwhile.
Google AdWords EXPRESS
Google AdWords Express

Google offers a simplified version of Adv Program (the popular AdWords) for small business.

Google AdWords Express is an advertising product that automatically manages your online ads, without the need for daily management or tasks.

You need:

- A GMB listing
- Choose the radius (25-65 km)
- Insert the ADV phrases (slogan)
- Insert the max budget

https://www.google.com/adwords/express/
Local Search for multi-location businesses
What you need

- A good Store Locator on your website in order to profit from the «Venice Update»
- Using microdata (schema.org)
- Generating a kml file
- Google My Business LOCATION
- «Listing Management» on other (Local Search) systems
The Venice Update offers great opportunities both to “small” and “big” websites (such as Store Locator) to appear in results with Local intents.

What do you need for a good store locator?

- A good informative architecture (listing based on a location and a local page)
- Using microdata/schema.org
- Generating a kml file
With Store Locator you have:

- Indexed pages (each store must have its own page with optimized url)

- Information with a standard format: address, telephone number, opening hours ...

- Use of structured data as Schema.org
Wrong!

There aren't the location pages and it's impossible to calculate the itinerary.

Phone number is not clickable.
Right!
Example of Location Page
Keyhole Markup Language (KML) is an XML notation for expressing geographic annotation and visualization within Internet-based, two-dimensional maps and three-dimensional Earth browsers.

It was created by Keyhole, Inc, which was acquired by Google in 2004. KML became an international standard of the Open Geospatial Consortium in 2008.

The KML file specifies a set of features (place marks, images, polygons, 3D models, textual descriptions, etc.) for display in Here Maps, Google Earth, Maps and Mobile, or any other geospatial software implementing the KML encoding.

https://developers.google.com/kml/documentation/
An example KML document is:

```xml
<?xml version="1.0" encoding="UTF-8"?>
<kml xmlns="http://www.opengis.net/kml/2.2">
<Document>
<Placemark>
  <name>New York City</name>
  <description>New York City</description>
  <Point>
    <coordinates>-74.006393,40.714172,0</coordinates>
  </Point>
</Placemark>
</Document>
</kml>
```
The correct presence on Google My Business Locations is a prerequisite to access to the new features that Google is experimenting such as the Local Inventory Ads (a virtual shop window).
Other Systems

Geo-Social

Google is not the only one
Mobile devices used in Italy

Smartphone OS sales market share

Read our expert’s latest commentary
Android Share Growth is Highest in EUS in Over Two Years

http://www.kantarworldpanel.com/global/smartphone-os-market-share/
1. Apple Maps
Connect

You can add or edit your business information that is displayed on Apple Maps. FREE!!

http://www.localstrategy.it/apple-maps-connect/
2. Here

http://here.com/business/?lang=it-IT
3. FourSquare / SwarmApp
4. PINTEREST
(Thanks to Foursquare)
5. INSTAGRAM (Thanks to FB)
Facebook Local Pages

https://www.postplanner.com/facebook-for-local-business-beginners-guide/
6. Facebook Places

https://www.facebook.com/places/
Facebook Local Awareness Ads
7. Yelp

Find and Claim your Yelp Business Page

Business Name e.g. Men's Diner
Near Address, Neighborhood, City, State or ZIP

Get Started

Respond to reviews as the business owner
Measure visitor activity on your page
Call to get started
(877) 767-9357

https://biz.yelp.it/

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8. Tripadvisor
Tripadvisor

Select your business type

If you're an official representative of your property, service, or company, set up your free TripAdvisor listing today. Read our listing policies below for more details.

- Hotels
- Restaurants
- Attractions
- Holiday Rentals

http://www.tripadvisor.it/GetListedNew
9. Bing Places

https://www.bingplaces.com/
Bing Places

Local or small business with a store front
Chain business with multiple locations
Businesses offering services at customer locations

Account Microsoft – Outlook required
10. Yellow Pages
Hei cercato ristorante a Reggio nell’Emilia

257 risultati trovati (1 - 50)

Filtra i risultati ▼

1. ALBERGO DELLE NOTARIE

L’Albergo Notarie è situato proprio nel cuore di Reggio Emilia, nella zona più antica e ricca di storia della città, a soli 50 metri da piazza del Duomo. Ristrutturato recentemente con antichi che vogliono...

Categorie: Ristoranti
Cerca la Struttura più vicina a Reggio nell’Emilia

2. RISTORANTE PIZZERIA JOLLY

di GURGOINE A. snc
10411 V. Gramsci - 42124 Reggio Emilia (RE) | mappa
tel: 0522 279010
Ristorante con specialità di carne e pesce, pizza tirata anche a pranzo.
Thank you for your attention!

http://www.lucabove.it
http://www.imevolution.it

The first Italian website dedicated to Local Search:
http://www.LocalStrategy.it

Mobile: +39 347 34 09 389

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