

# Become Easy to Find Online

Local Pages enable you to deploy branded, search-optimized pages that guides your audience through a personalized customer journey unique to a specific location — from the moment they land on your website to the moment they step into one of your locations.

- There are roughly **40-60 billion searches** happening on Google in the US each and every month.
- **46%** of those searches are made with **local intent**.
- Businesses that are optimized to appear in local search results are likely to experience **an in-store visit increase of 35%.<sup>1</sup>**

**Near Me** searches represent an opportunity for multi-location businesses to increase their revenue and enhance the Customer Experience they provide online and in-store.





Maximizing the Near Me search opportunity for revenue requires optimizing the Customer Experience that multi-location brands and business sites offer today  
**for every physical location.**



### Are your Local Pages optimized for mobile?

They should be - 52% of global internet traffic comes from mobile devices and roughly 1/3 of all mobile Google searches are related to location<sup>2</sup>



### Are your Local Pages designed to deliver a localized customer experience for each of your businesses' locations?

51% of people want location-based coupons when searching online<sup>3</sup>



### Do your Local Pages require visitors to click through various links to uncover relevant details about your business' locations?

Getting directions should be easy. 86% of people look up business locations on Google Maps,<sup>1</sup> so your address data should be optimized as the authoritative source for accurate, up-to-date location information.

How are **Near Me** searches a revenue opportunity?

## BY BEING A PRODUCT SEARCH

**35%** of product searches start on Google<sup>2</sup>

search query

Pizza near me now

## BY ANSWERING A QUESTION

about **8%** of search queries are phrased as questions<sup>1</sup>

search query

What stores are open near me now?

## BY PROVIDING DIRECTIONS

**72%** of consumers that perform a local search visit a store within 5 miles of their current location<sup>1</sup>

search query

How do I get to the nearest gas station?

## BY BEING CREDIBLE

Reviews and testimonials influence **67%** of consumers<sup>1</sup>

search query

What's the top-rated carry-out restaurant near me?

## BY BEING CONVENIENT

**78%** of local mobile searches result in offline purchases.<sup>2</sup> **18%** of those searches lead to a sale within one day<sup>2</sup>

search query

Which shoe stores near me have online checkout and curbside pickup?