

The New Search Optimization Strategy

Unlocking Your Full Local SEO Potential



Meet Your Speakers



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Poll #1

What percentage of consumers begin their offline shopping journey online?

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

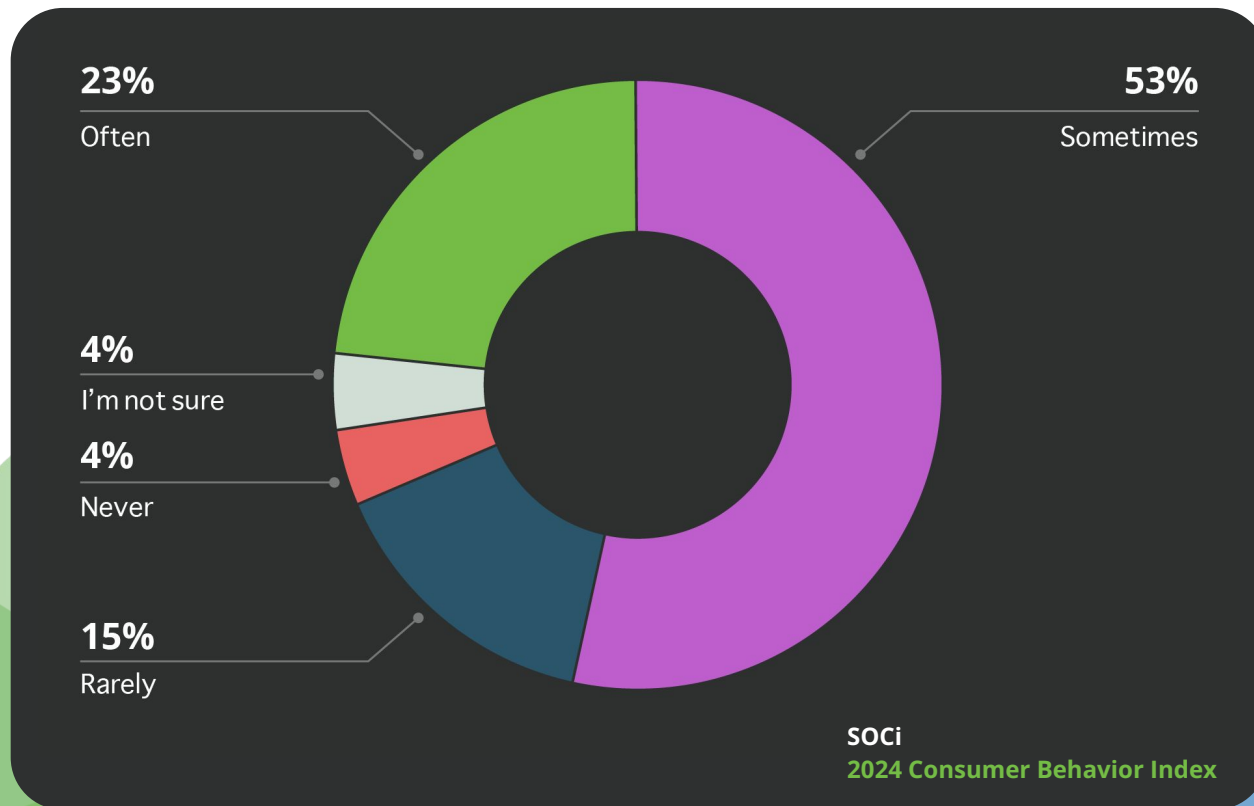
91%

of consumers say their offline purchase journey begins online.

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2024 Consumer Behavior Index

How often does your local purchase journey include online search?



SEARCH IS EVOLVING

2016

- 🔍 Glasses store
- 🔍 Glasses near me

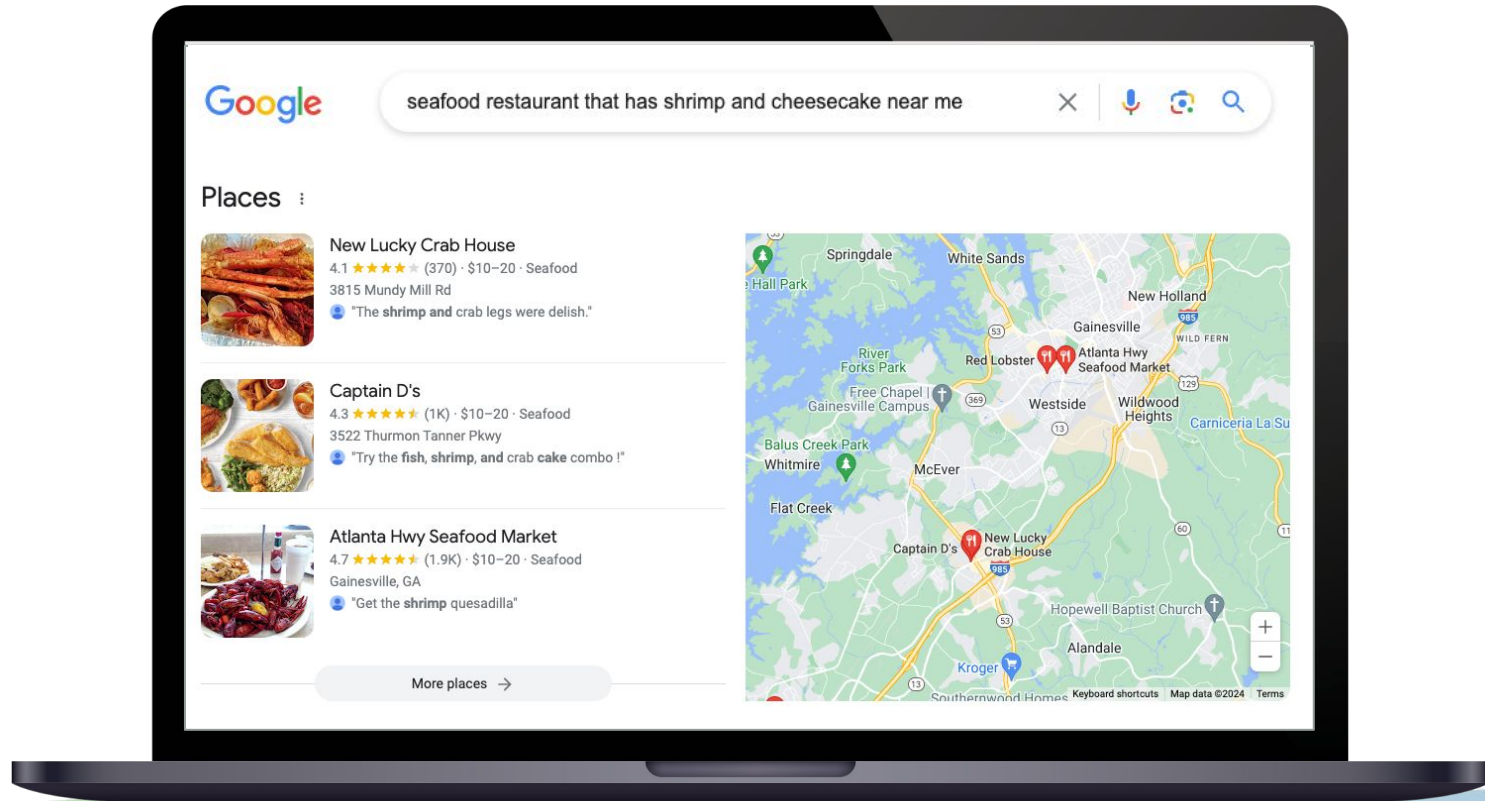
2019

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

2024

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

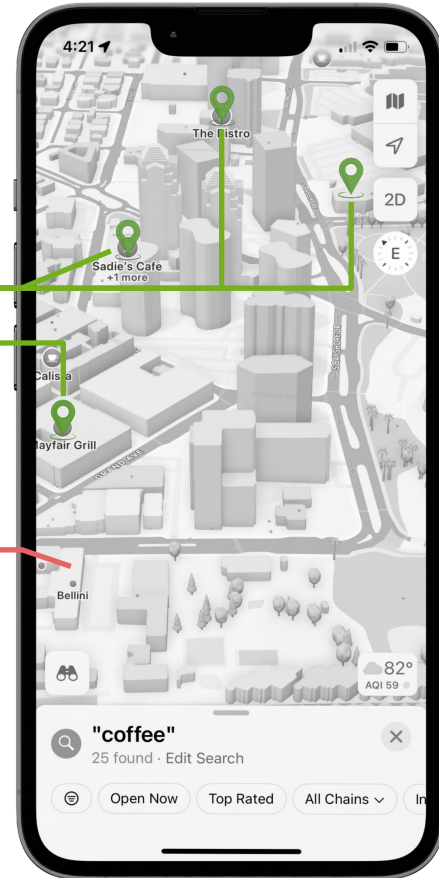
SEARCH IS EVOLVING



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

Local Competition

Your Business



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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?

7%

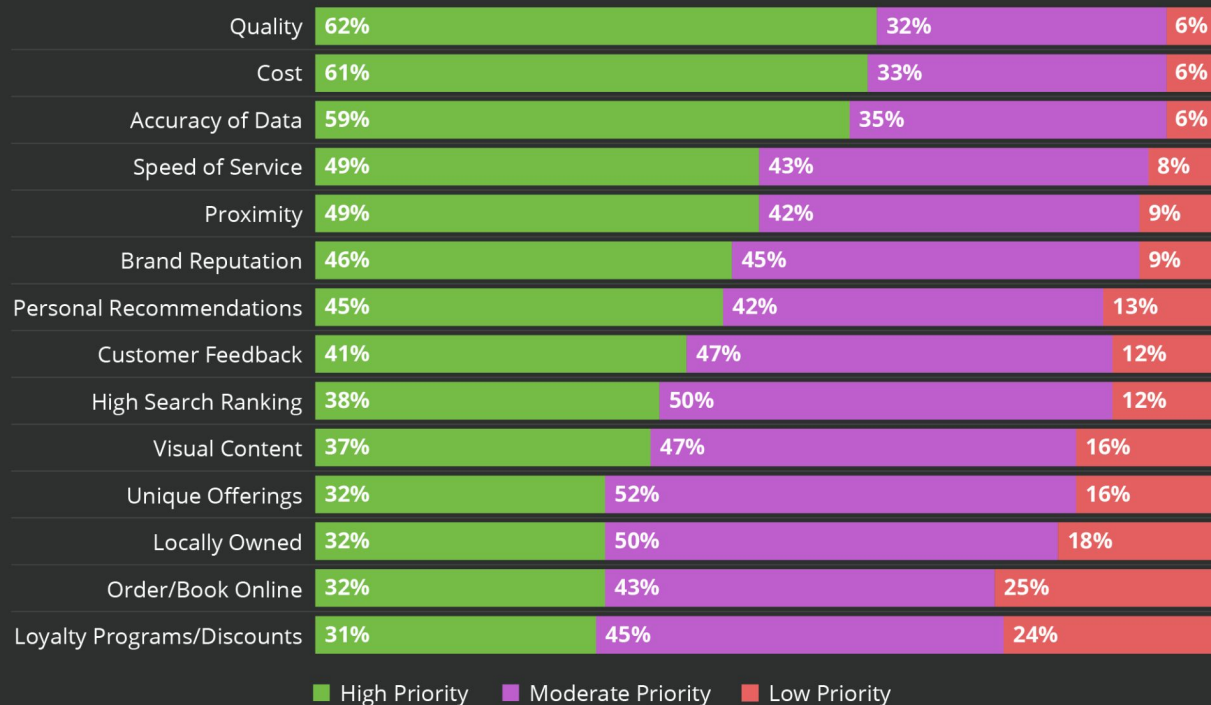
Give up and go home

9%Leave an online comment
or review complaining
about the issue**14%**Contact the business when
possible to let them know
about the experience**47%**Look for a similar
business nearby**23%**Visit business at
another time

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



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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

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

SOCI



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

87%

of consumers regularly read reviews
before making a purchase decision.

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Poll #2

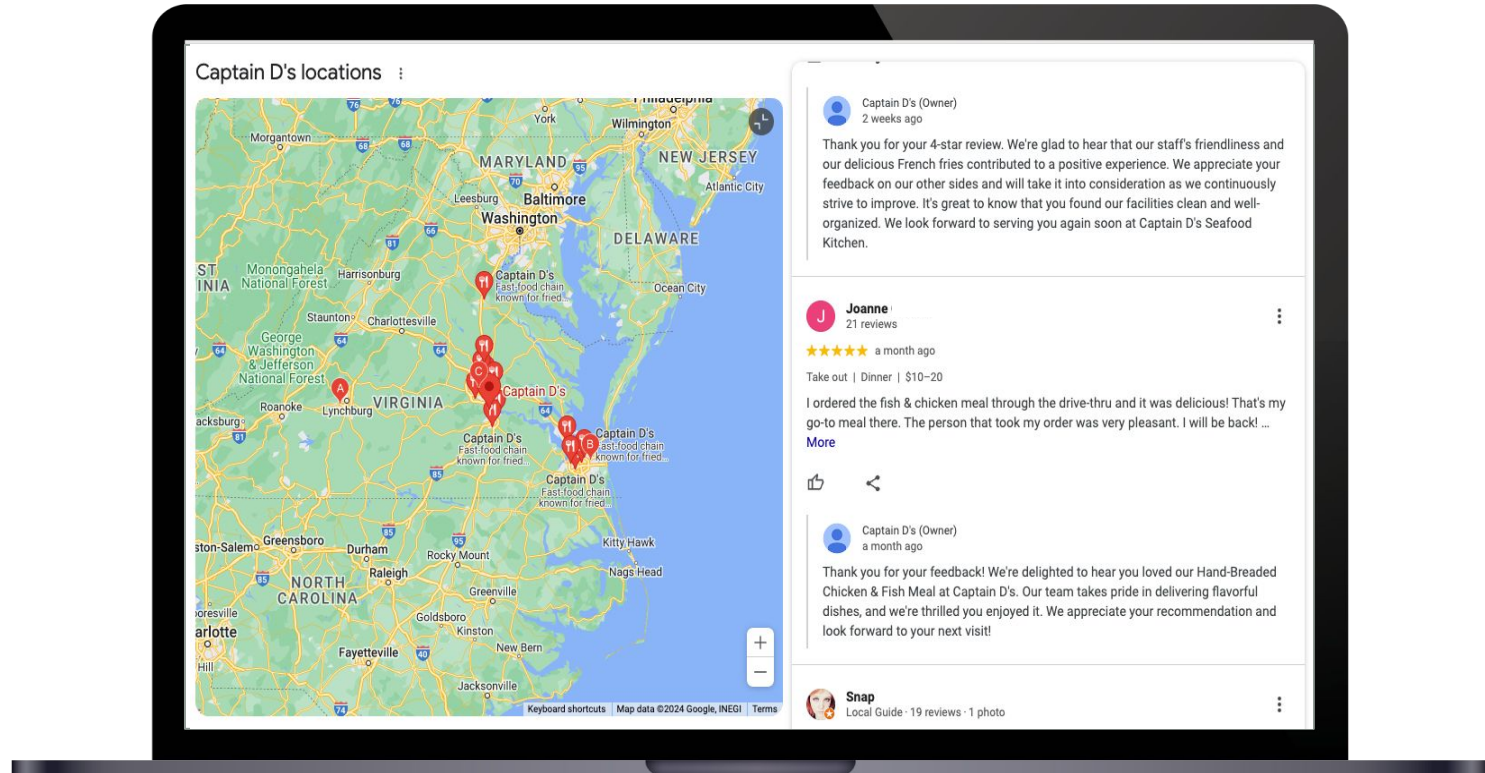
You're looking at visiting a new restaurant, what is the minimum star rating they must have for you to visit?

- 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

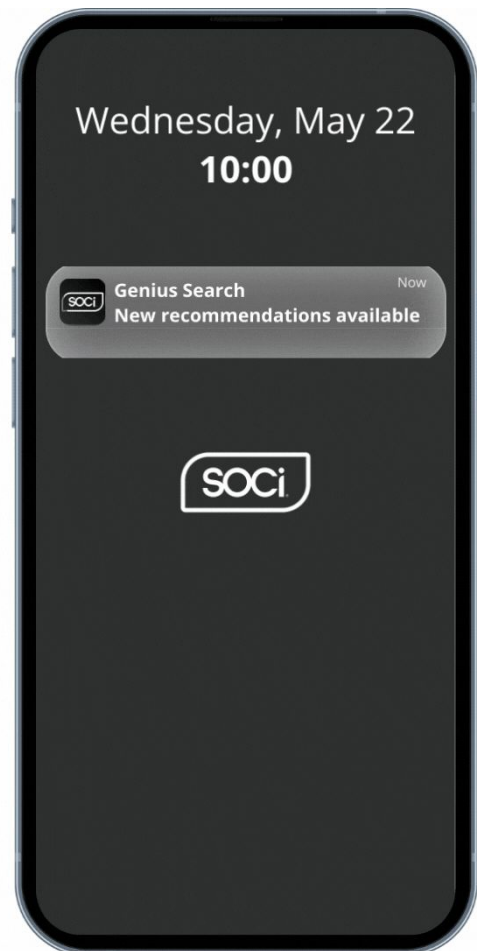
Managing Online Reputation

- ❑ 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

soci



INTRODUCING GENIUS SEARCH

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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

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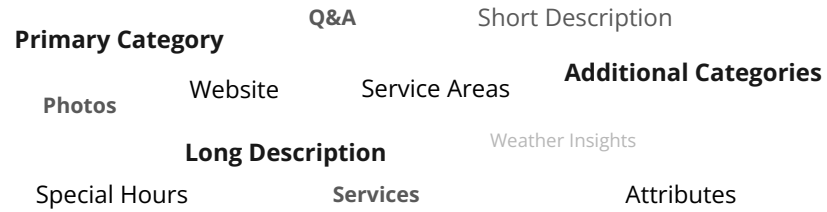
Genius Search

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

All Recommendations

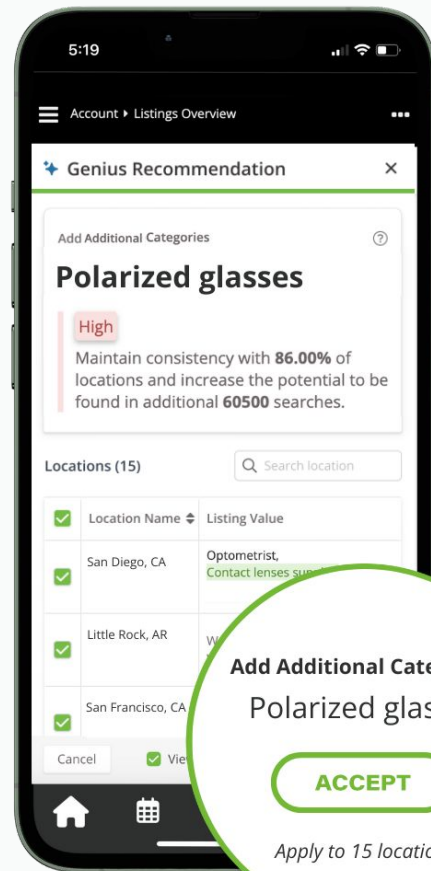
All Statuses

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



INTRODUCING GENIUS SEARCH

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FREE RESOURCE

The 2024 Consumer Behavior Index (CBI)



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