

Keys to a Winning Strategy for Listings Management

A strong local listings strategy is critical for multi-location brands. When nearly 50% of Google searches have local intent,¹ you simply cannot afford to not optimize your business listings.



If that's not enough, consider these other eye-opening statistics.

Nearly all consumers have conducted a local search²

90%

Consumers who used search to find a local business in the last year



33%

Consumers who use search to find a local business every day

Local search begins a natural progression toward purchase, especially on mobile³



4 out of 5

Consumers use search engines to find local information

50%

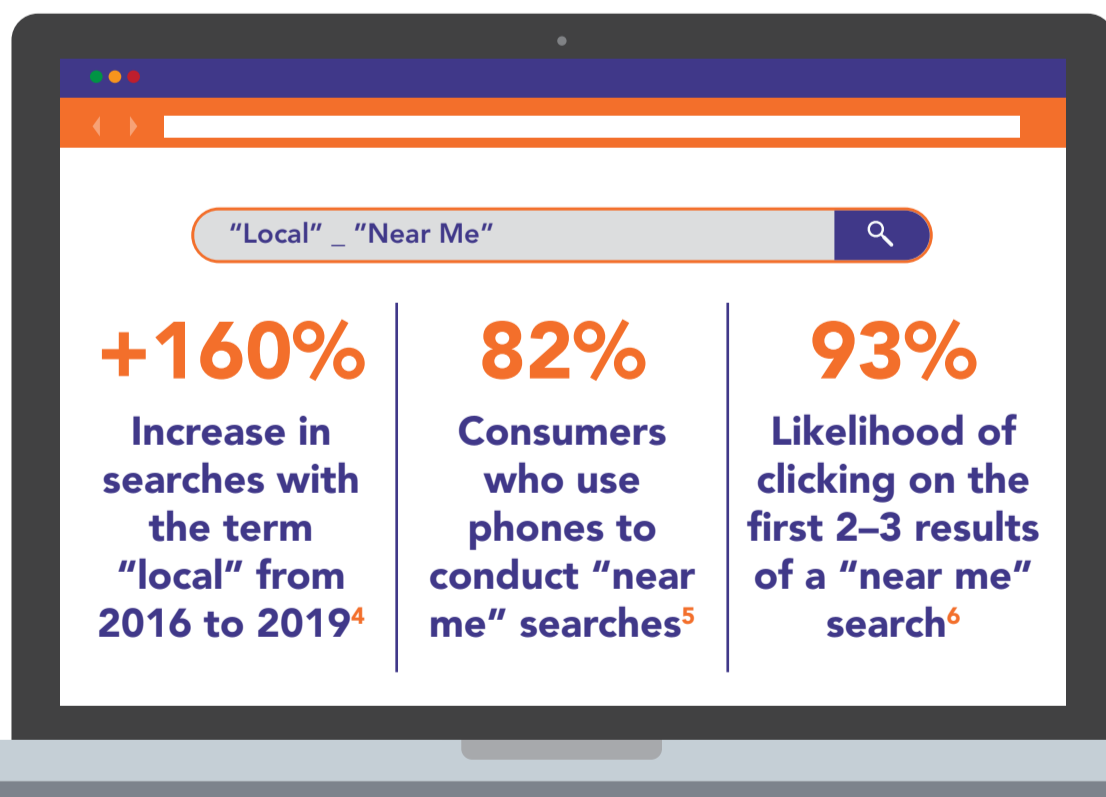
Of consumers visit a store within 1 day of conducting a local search on their phone



2.5x

More phone-based local searches lead to a purchase within 1 day than non-local searches

Keyword searches indicate the importance of complete and accurate listings information



¹ SEO Tribunal : 60+ SEO Statistics to Help You Rank #1 in 2019

² BrightLocal : Local Consumer Review Survey 2019

³ Google : Understanding consumers' local search behavior

⁴ HubSpot (Jumpshot) : The Ultimate List of Marketing Statistics for 2020

⁵ Uberall : New Uberall Survey Finds That 82% of Mobile Shoppers Do 'Near Me' Searches

Contact Binary Fountain for a free listings audit.

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