

Using Google and Local Search to Benefit your Business



Sheri Hart

Group Discoverability Director - VML



- Leader of the award-winning Performance Content Team at VML since 2018
- 20+ years of Agency experience with 12 years of content compliance focus
- 15 years of leadership experience with a passion for keeping humanity in the workplace
- Developed the Coaching and Professional Development program utilized by previous and current agencies

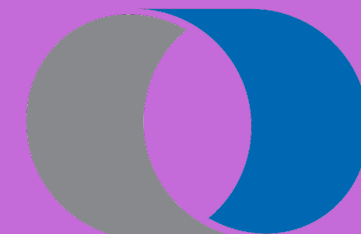
Client list:



**SHERWIN
WILLIAMS**



JOHN DEERE



**United
Rentals**



Awards:



Best Use of Content Marketing

**The Drum
Search Awards**

International Search Team of the Year



**Target Best-in-Class PDP-
Grocery**

**Walmart Best-in-Class PDP-
Household**



1.0 The Landscape of Local Discovery



How Your Customers Find You Locally

Local search focuses on optimizing your online presence to **attract customers** within a **specific geographic area** by **increasing visibility** to **attract more foot traffic** or **generate online conversions**.

Google

hotel near me with free breakfast and wifi

🇺🇸 0 · \$ N/A · ✕

🔍

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Hotels | 64116, North Kansas City, MO :

Tonight

Tomorrow

2 ▾


✓ Free breakfast

Top-rated

Budget options

Free cancellation

Deals ▸

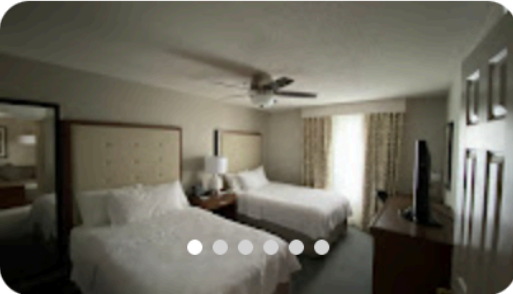


Comfort Inn & Suites Kansas City - \$79

3.9 ★★★★★ (946) · 2-star hotel

"Amazing good room free breakfast and ..."

☕ Free breakfast · 🏊 Pool

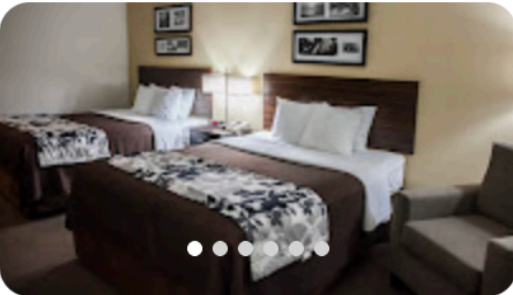


Homewood Suites by Hilton \$87

4.1 ★★★★★ (709) · 3-star hotel

"Nice staff, clean rooms, free standard br..."

☕ Free breakfast · 🌿 Eco-certified



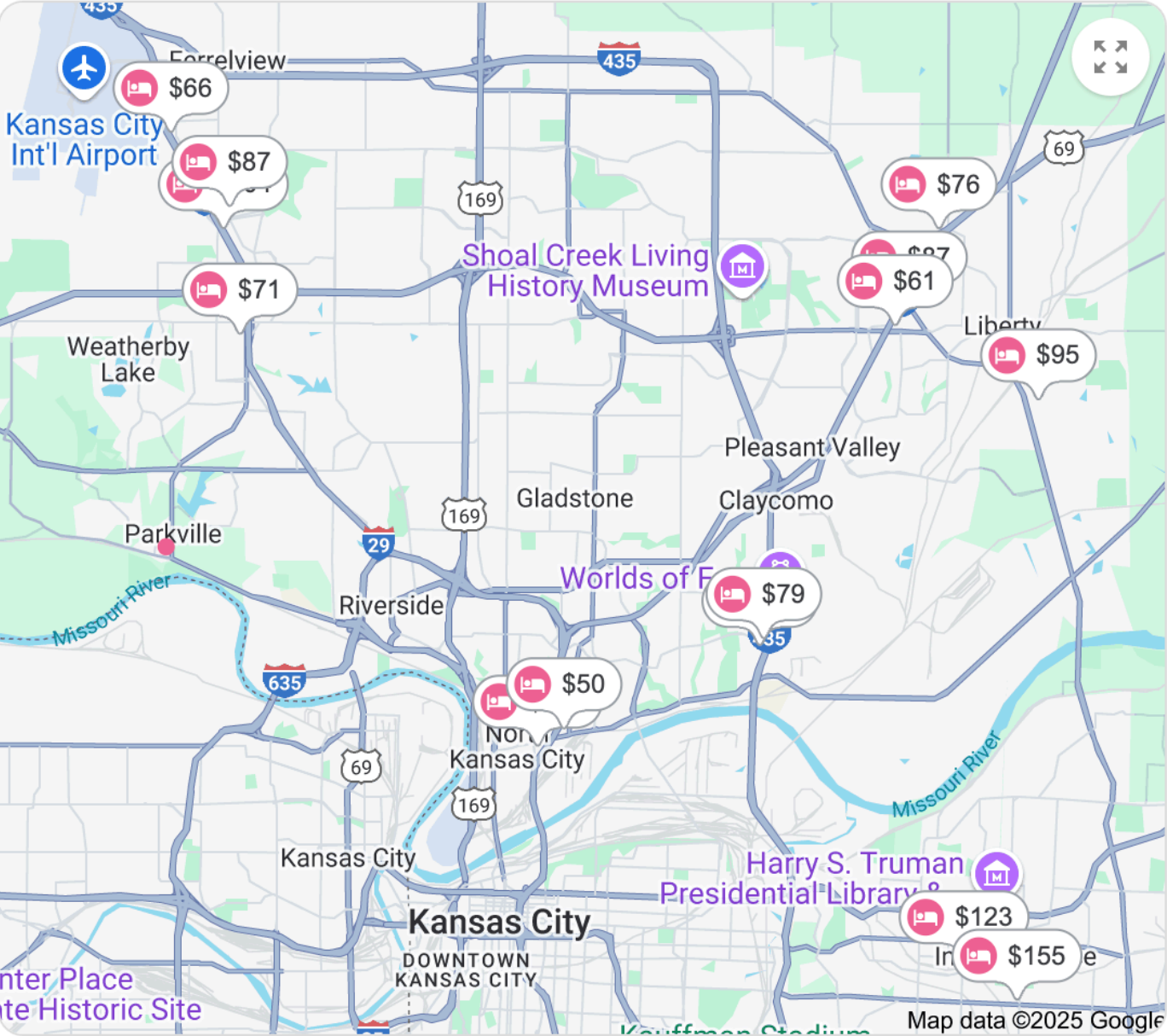
Sleep Inn & Suites Indoor \$76

3.9 ★★★★★ (1K) · 3-star hotel

"They also have a free breakfast which w..."

☕ Free breakfast · 🏊 Pool

See more →



Map data ©2025 Google

PAGE 4

The Local Compass: *Decoding What Drives Discovery*

Ranking Pillars

- **Proximity:** How near a customer is to your business location when they search
- **Prominence:** How well known your brand reputation is compared to local competition
- **Relevance:** How closely your online offering in listings & website content matches the user query

Generative AI Response

Google

where can i find a mexican restaurant in kingman, ks

0

N/A

X

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Tools

AI Overview

Learn more

In Kingman, Kansas, **Cancun Mexican Grill** is a popular Mexican restaurant. You can find them at 245 N Main St. [Yelp says](#) they are 5.0 rated with 1 review, while Tripadvisor says they are 3.0 rated with 2 reviews.

THE BEST 10 MEXICAN RESTAURANTS near KINGMAN, KS 67068

The Best 10 Mexican Restaurants near Kingman, KS 67068 * Cancun Mexican Grill. 5...

Yelp

Profile for Cancun Mexican Grill Kingman, Kansas - Facebook

Local Pack

Businesses

Shelter Insurance - Chadwick Osborn

4.2 (6) · Insurance agency

10+ years in business · 126 W A Ave

Open · Closes 5 PM · (620) 532-3100

"Chad has given us many years of unmatched customer service and commitment."

Website

Directions

Strong's Insurance

4.0 (3) · Auto insurance agency

10+ years in business · 142 N Main St

Open · Closes 8 PM · (620) 532-5831

"Great agency!"

Website

Directions

Farm Bureau Financial Services: Charl...

4.5 (11) · Insurance agency

10+ years in business · 220 W D Ave

Open · Closes 5 PM · (620) 532-3188

"Friendly and well-informed agents."

Website

Directions

More businesses →

Local Organic Results

Sunstar Insurance Group

https://sunstarinsurancegroup.com › our-footprint › kin...

Kingman Insurance Agency

1,680 177 0 TITLE CHANGED

Kingman Insurance Agency has been servicing insurance needs for over 60 years. Kingman Insurance Agency 120 W. B Avenue PO Box 493 Kingman, KS 67068

People also ask

How much does it cost to use an insurance broker?

Is it better to go with an insurance broker or insurance company?

Is insurance cheaper without a broker?

Is an insurance broker better than an agent?

Feedback

Shelter Insurance

https://www.shelterinsurance.com › agent › COSBORN

Chadwick Osborn | Kingman, KS | Auto, Home, Life Insurance

688,952 528 0 TITLE CHANGED

Request free auto, home, life or other insurance quotes from Shelter Insurance® agent Chadwick Osborn today! I am proud to be your local Kingman, KS ...

Strong's Insurance

https://stronginsurances.com

Strong's Insurance, Inc.

346 N/A N/A

Strong's insurance began in 1921 and now serves the following Kansas communities: Kingman, Medicine Lodge, Pratt, Anthony and Cheney.

jonwollen.com

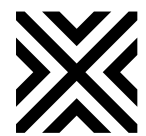
https://jonwollen.com

State Farm Insurance Agent Jon Wollen in Kingman KS

12 2,548 0

For State Farm car, home, life insurance and more in Kingman KS, call Jon Wollen at (620) 532-3179. See how a good neighbor may help you save today!.

The Cost of Confusion: Why Your Local Presence Can't Be a Guessing Game



2.0

The Power of Local Search

**How
Many
Google
searches
happen
every
day in
the US?**

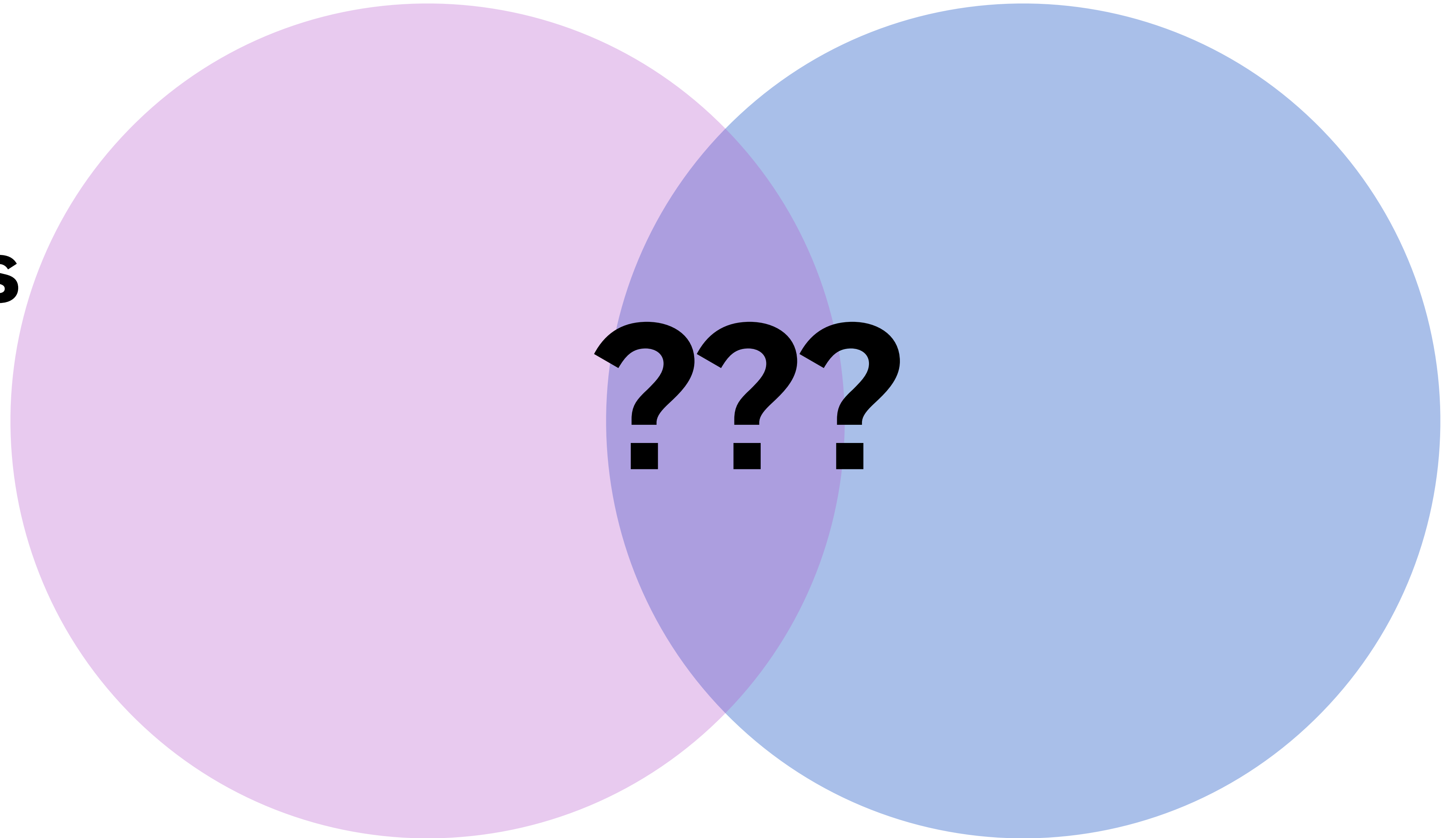


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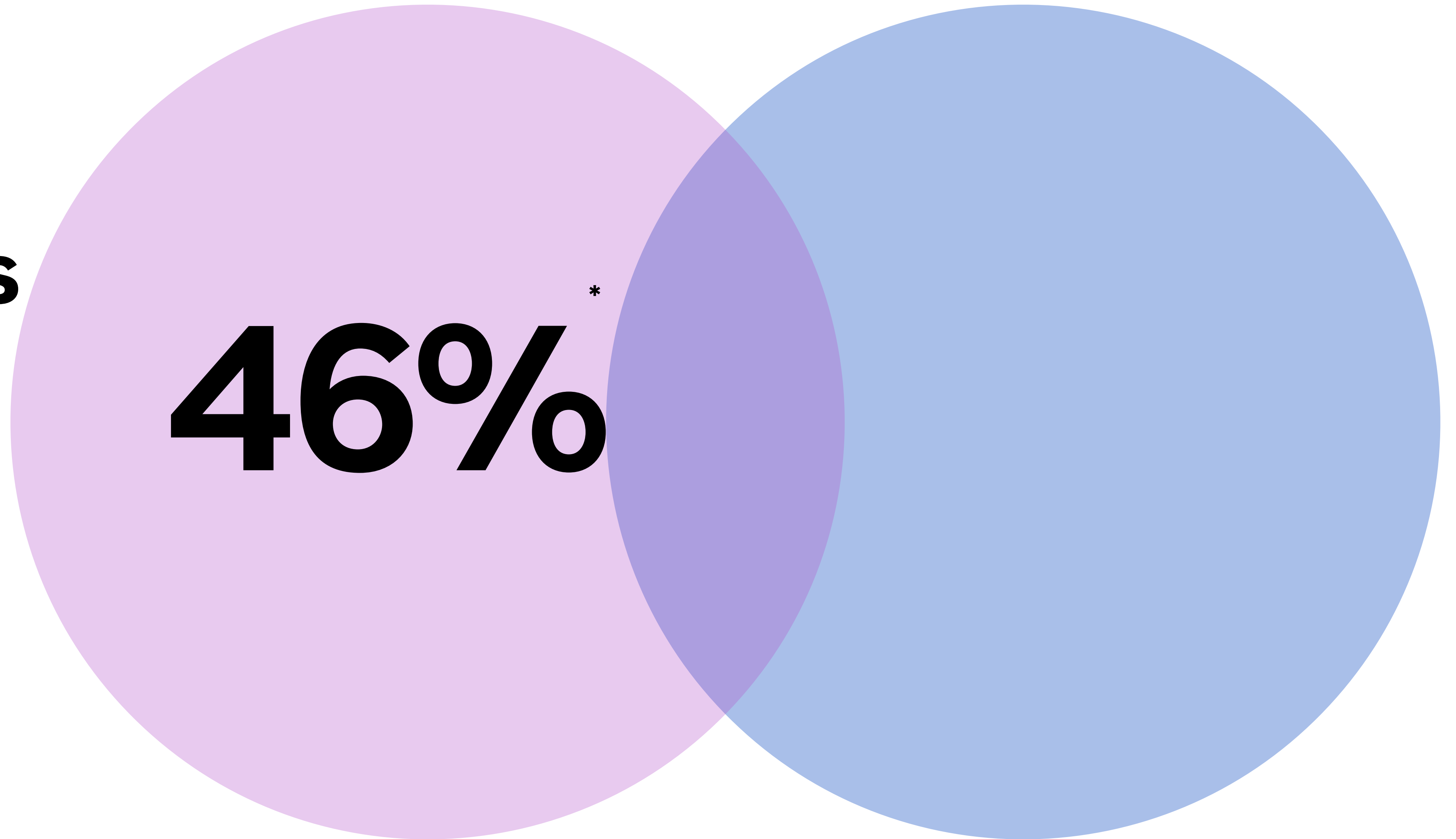
**How
Many
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every
day in
the US?**

**16.4
Billion***

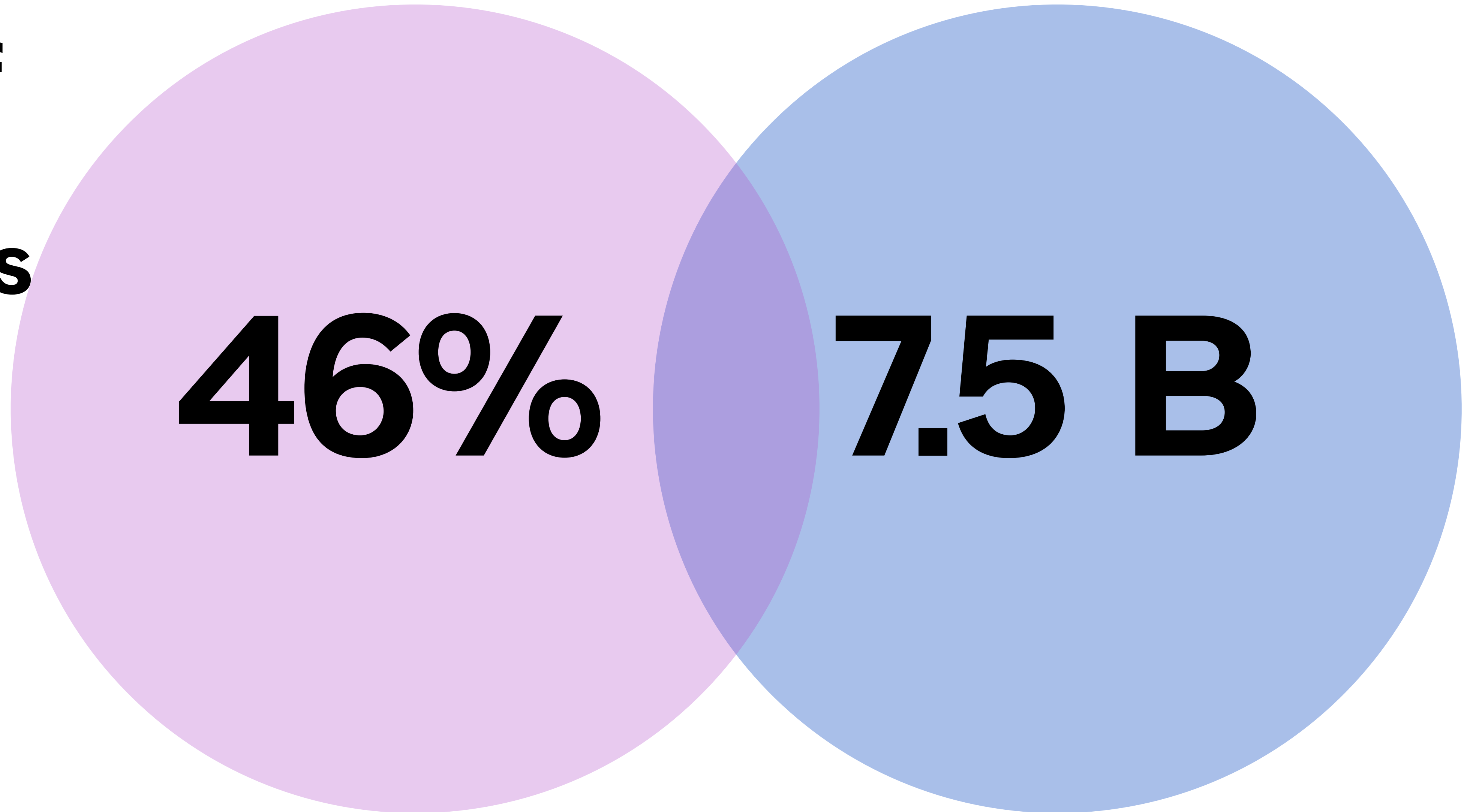
**How
many of
these
searches
are
local?**



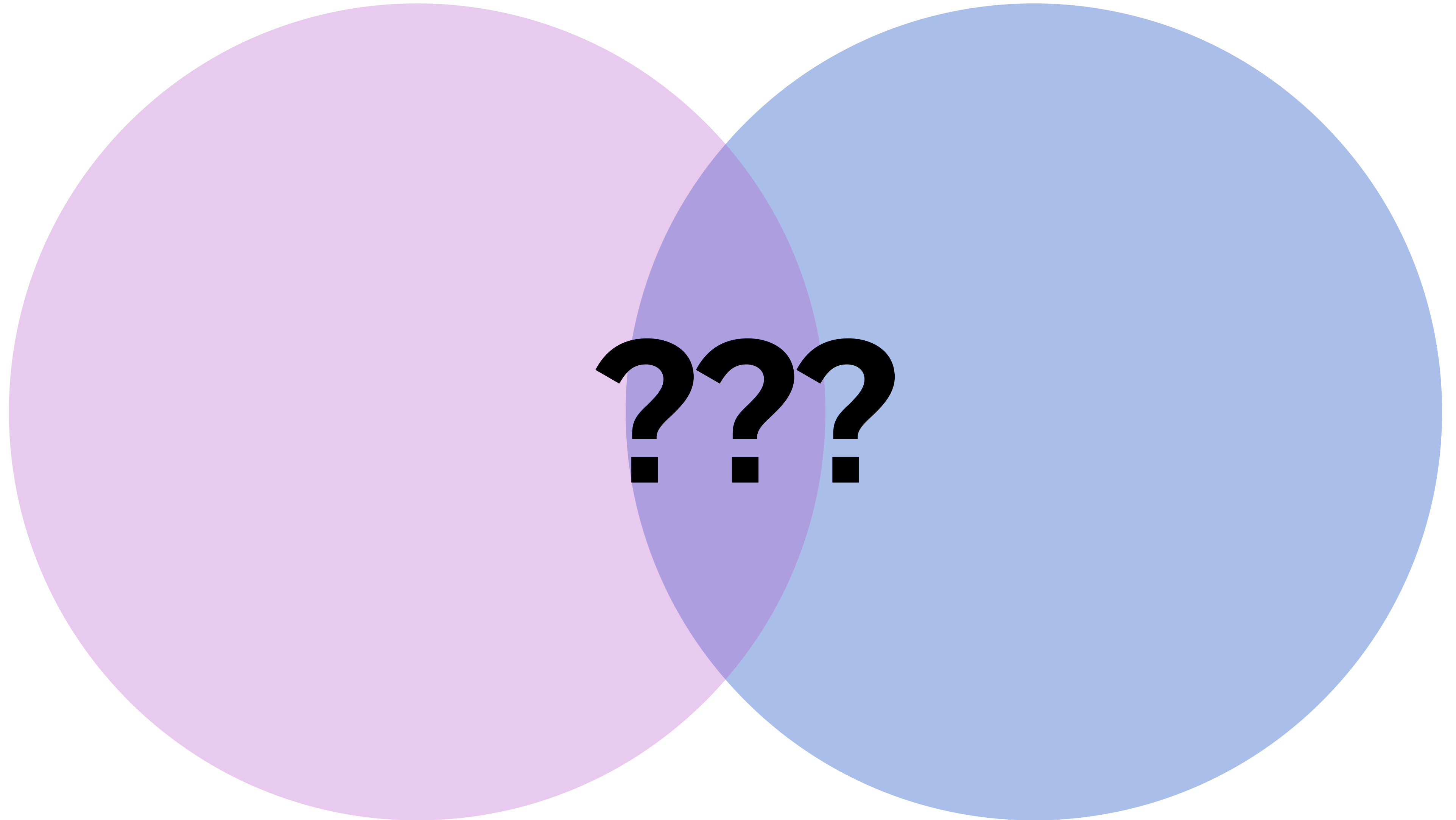
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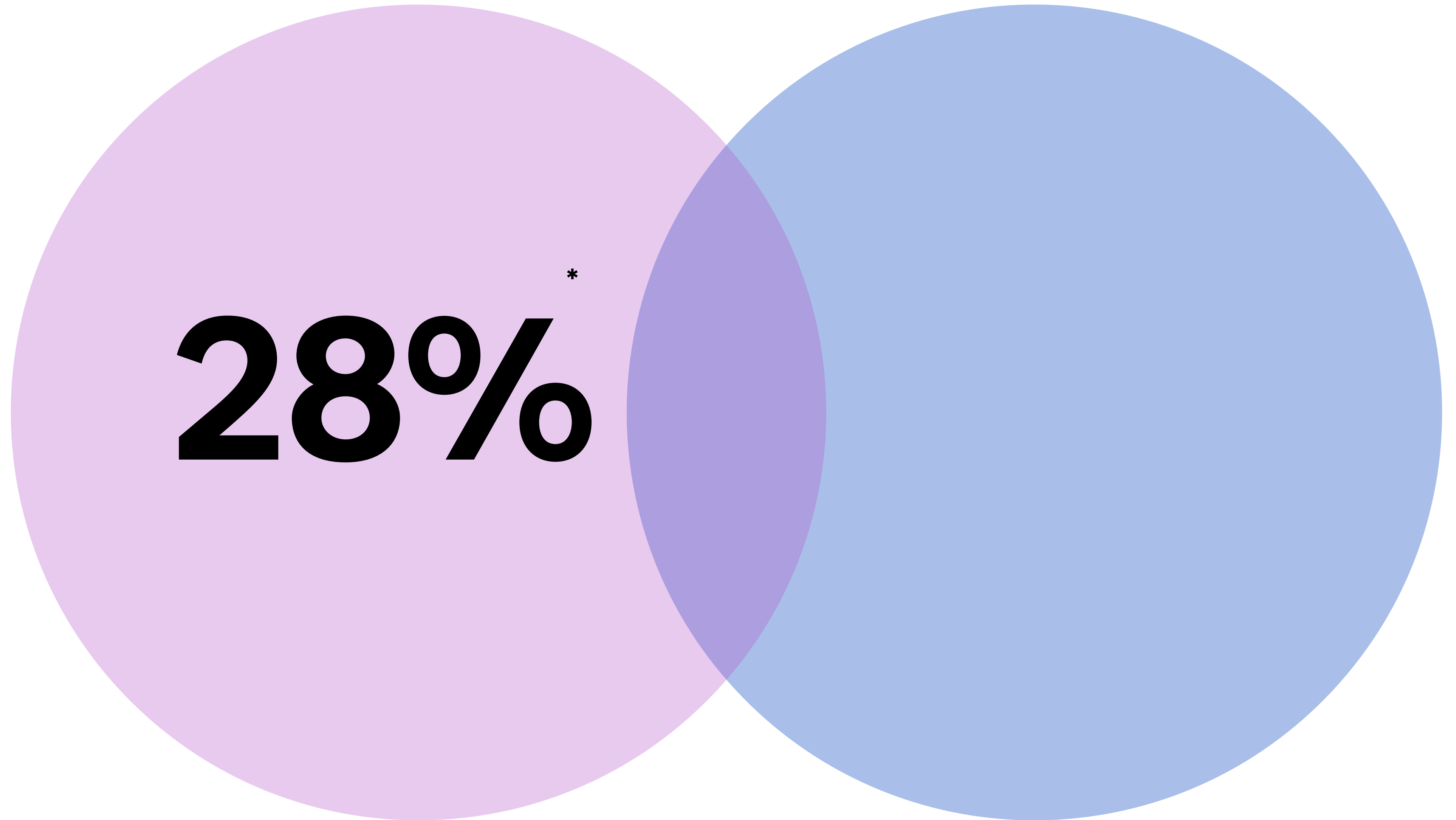
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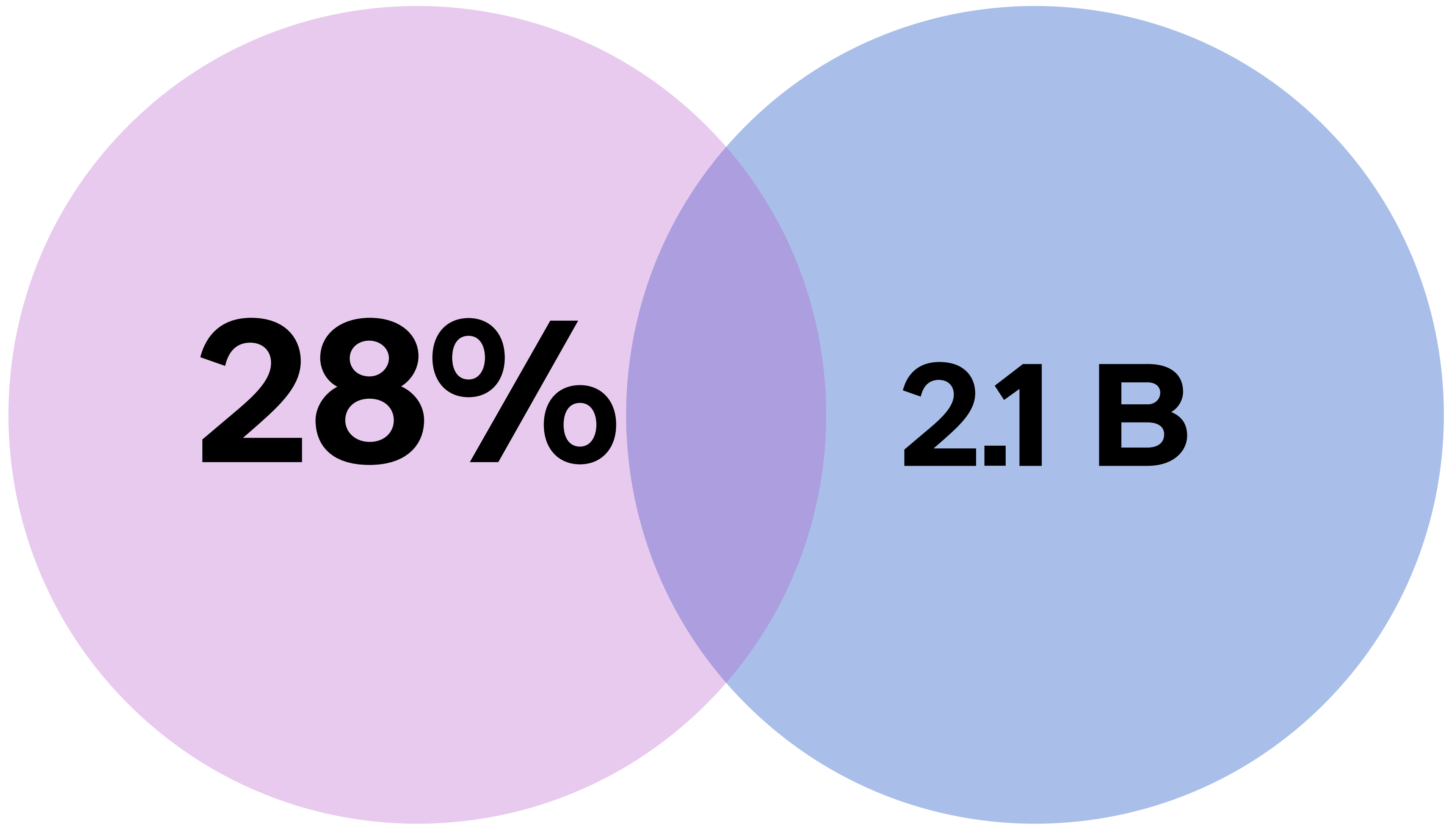
**How
many of
these
local
searches
turn into
a sale or
service?**



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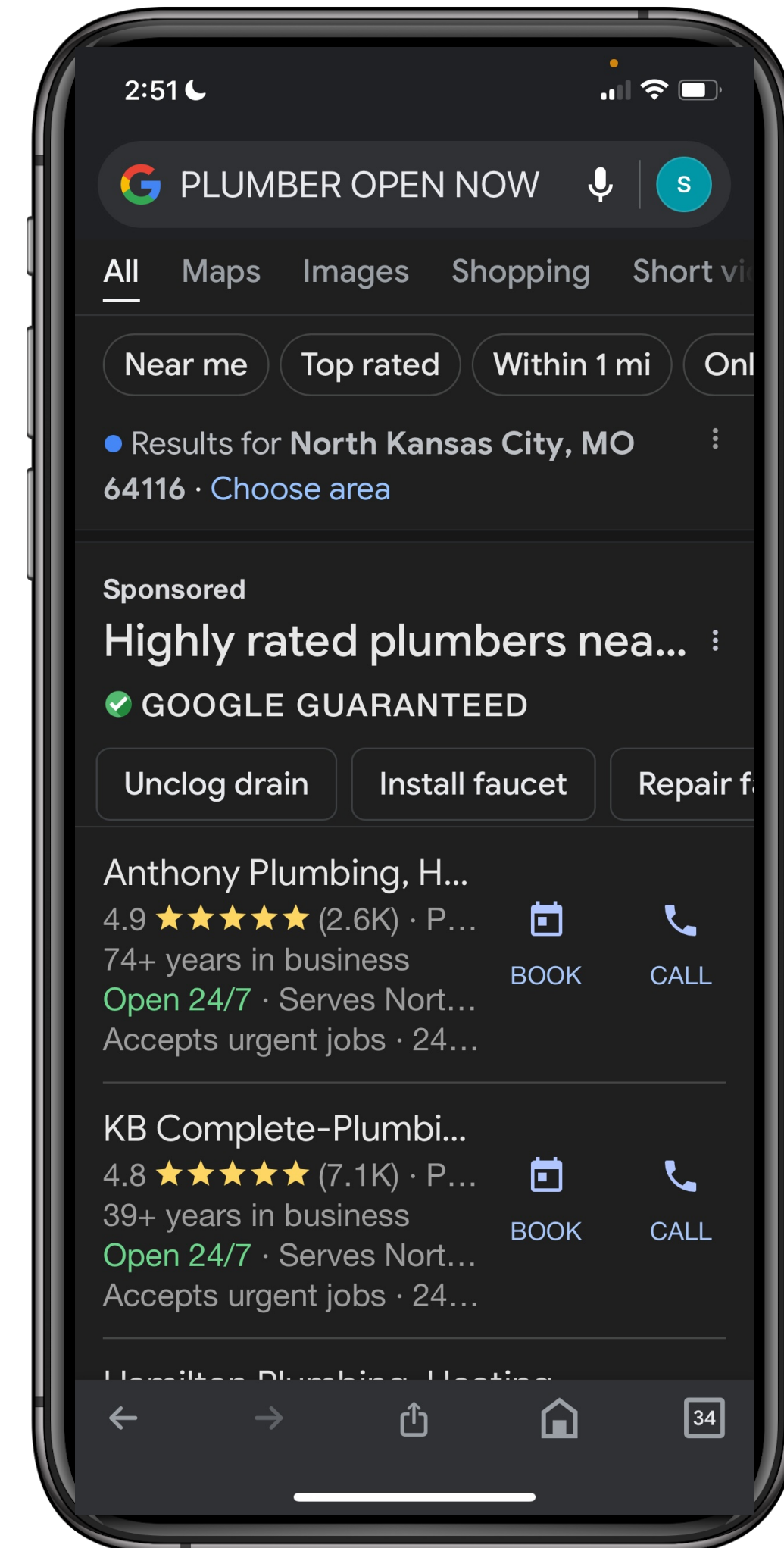
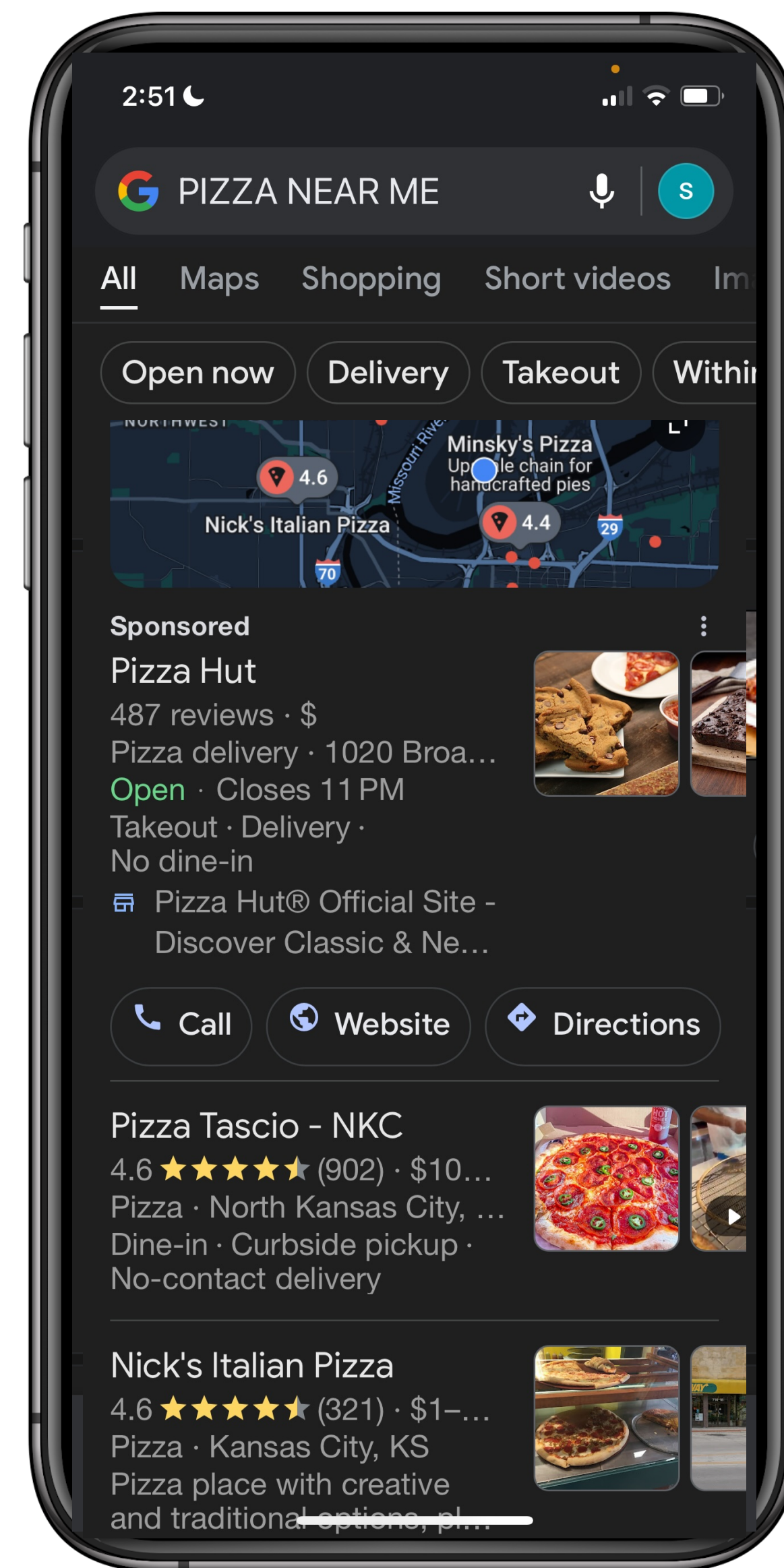


What factors into this conversion the most?

Every Local Search is a Race Against Time

88% of local searches that result in a purchase happen within 24 hours of the search.

Near Me: **72%** of consumers that did a local search visited a store within five miles.



3.0

From Global Numbers to Local Impact:

What This Means for *Your*
Business

**So how
to we
break
that
down
into
“real”
numbers?**



???

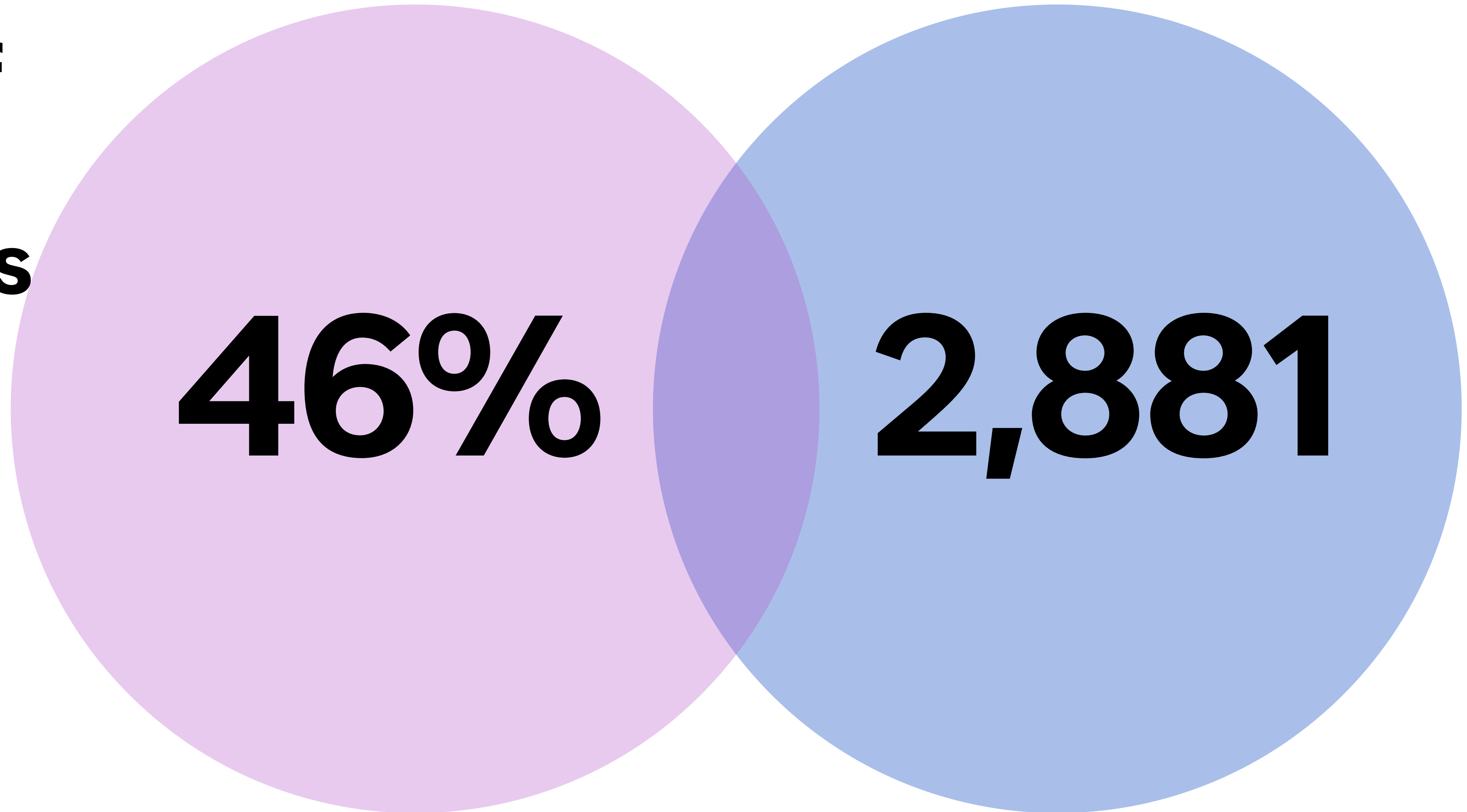
**How
Many
Google
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happen
every
day?**



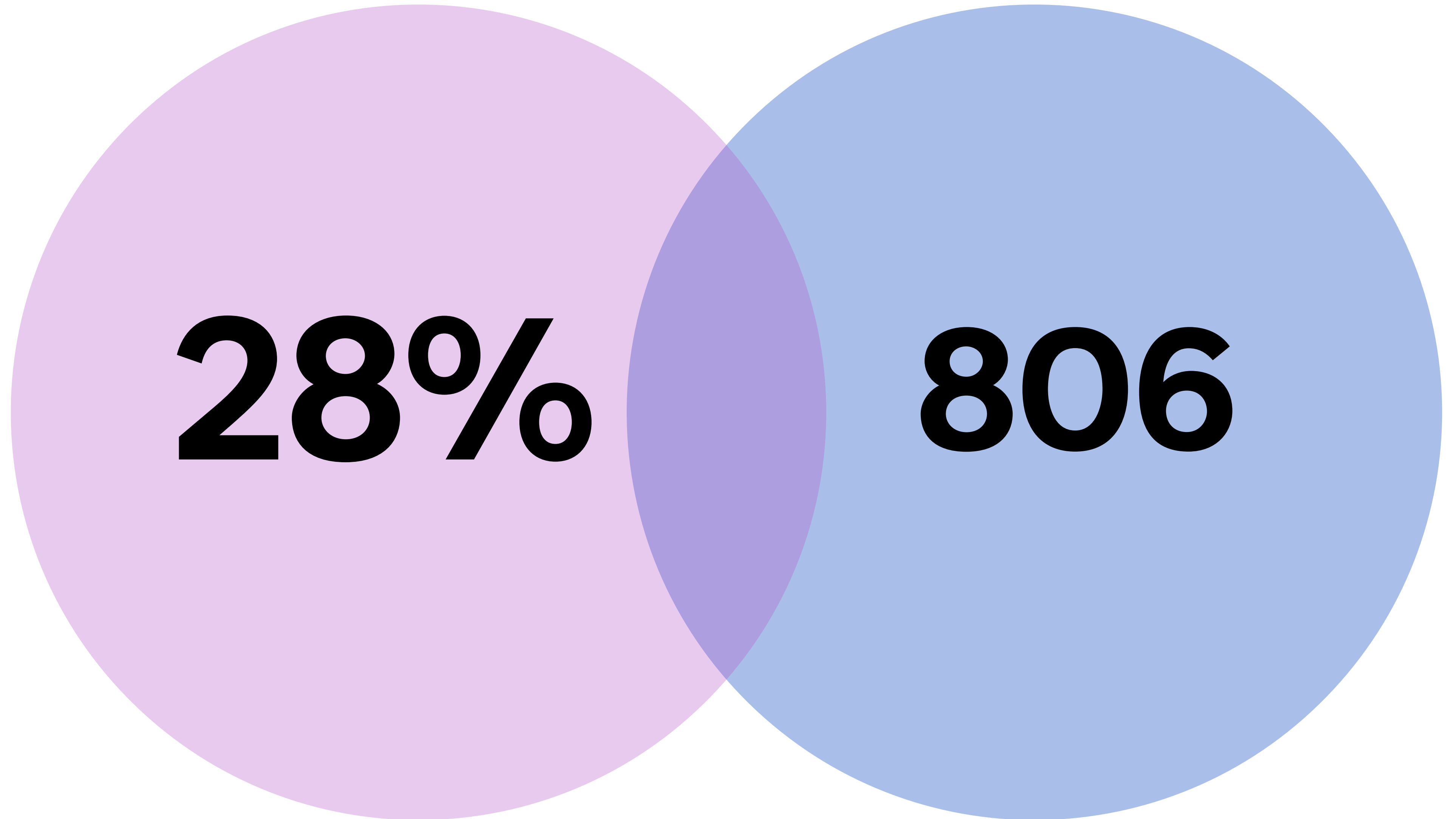
**City
population
6,264**

**The average Google user performs 4.2 searches per day.*

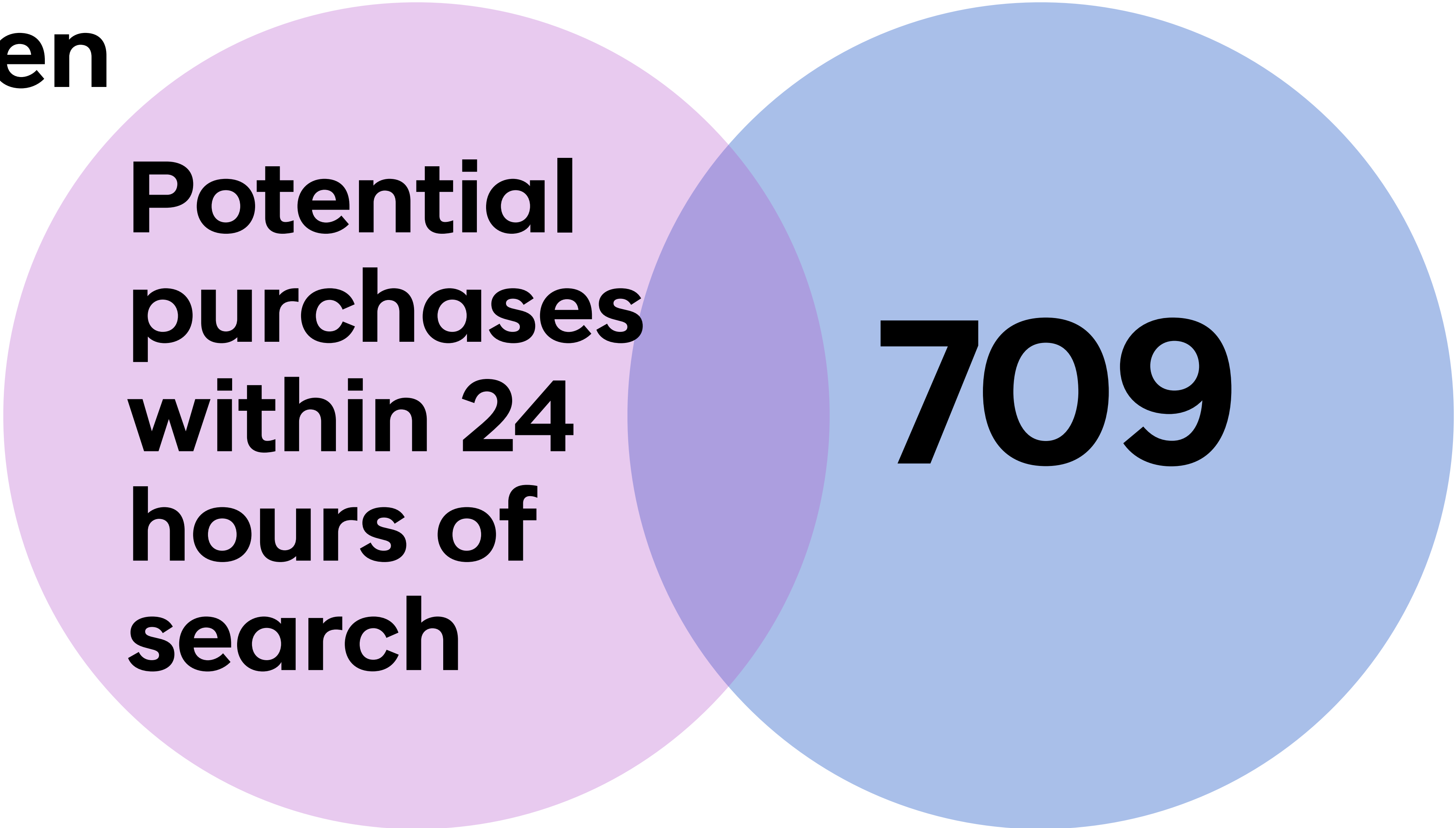
**How
many of
these
searches
are
local?**



**How
many of
these
local
searches
turn into
a sale or
service?**



**If stats
hold, then
that
would
mean...**



**Potential
purchases
within 24
hours of
search**

709

Out-of-market visitors: 136.8K (YoY) *(just under 384/day, adding approximately 44 more purchases/visits)*

Doing more math...

Kingman, KS - Population 3,110 (2020 census)

46% Local Searches = 1,431

28% Make a purchase/visit = 401

88% Purchase/Visit within 24 hours = 352

Out-of-market visitors: 35.4K (YoY) *(just under 100/day, adding approximately 11 more purchases/visits)*

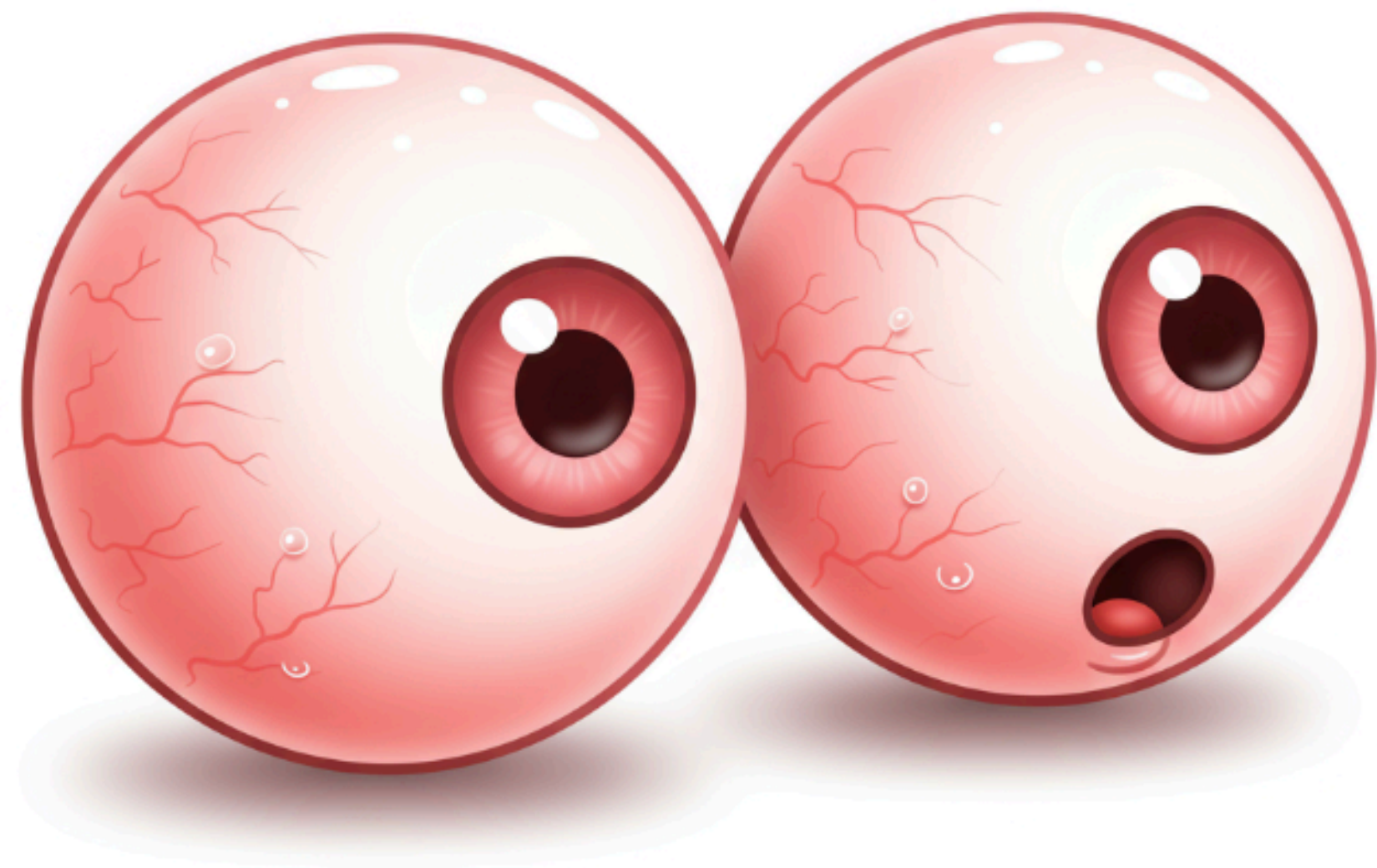
Other Stats of Interest:

- **Google Dominates Search:** Over 90% of all searches (Trillions world-wide)
- **Online Presence Matters:** 97% of people learn more about a local company online over anywhere else. - *SEO Tribunal*
 - 61% of mobile searchers are more likely to contact a local business if they have a mobile-friendly site. - *HubSpot Marketing*
- **Page One:** 92% of searchers will pick businesses on the first page of local search results. - *SEOExpert*

4.0 Your Digital Front Door:



Navigating the Path to Local Discoverability



Tools

whitespark



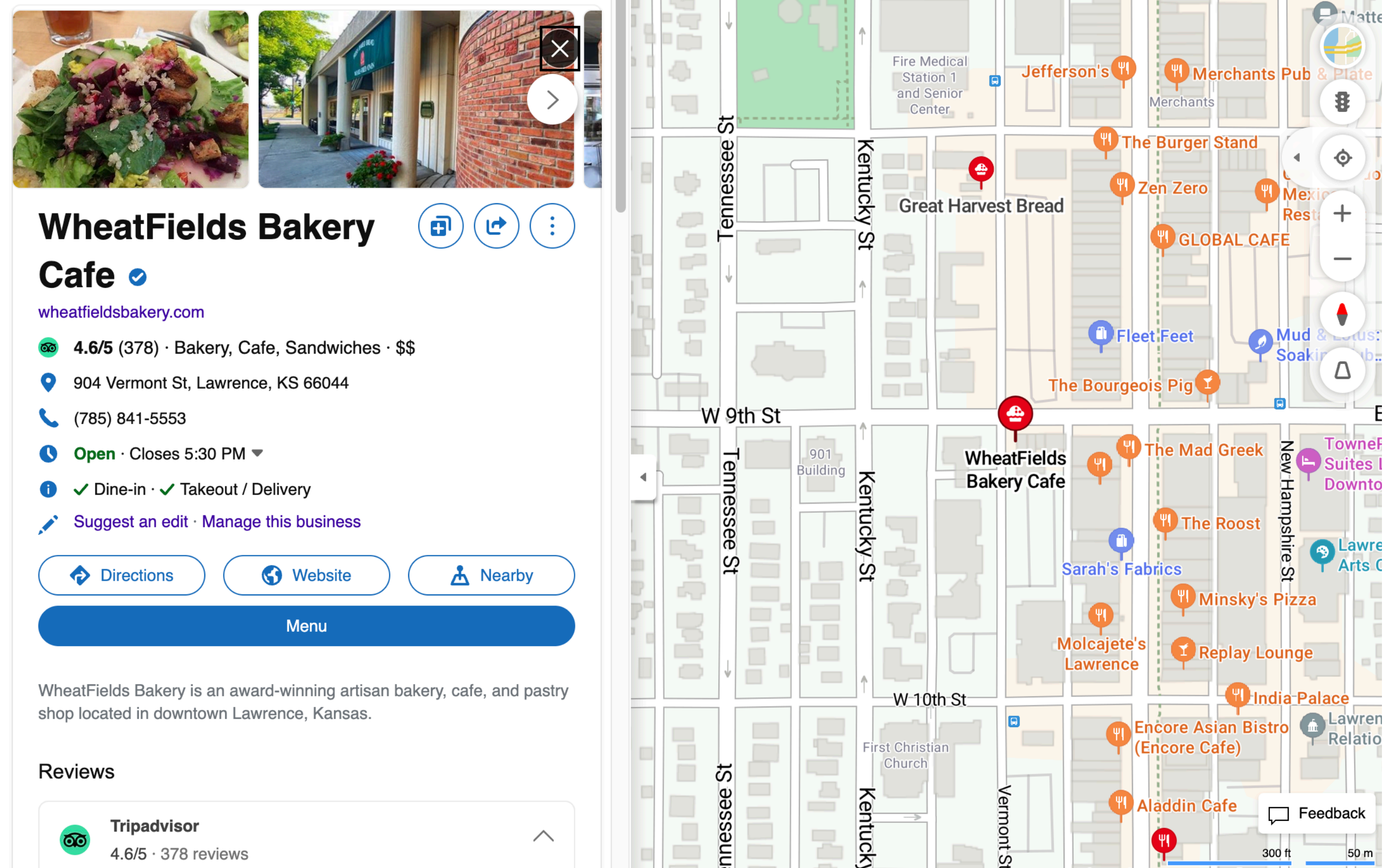
Google
Business Profile

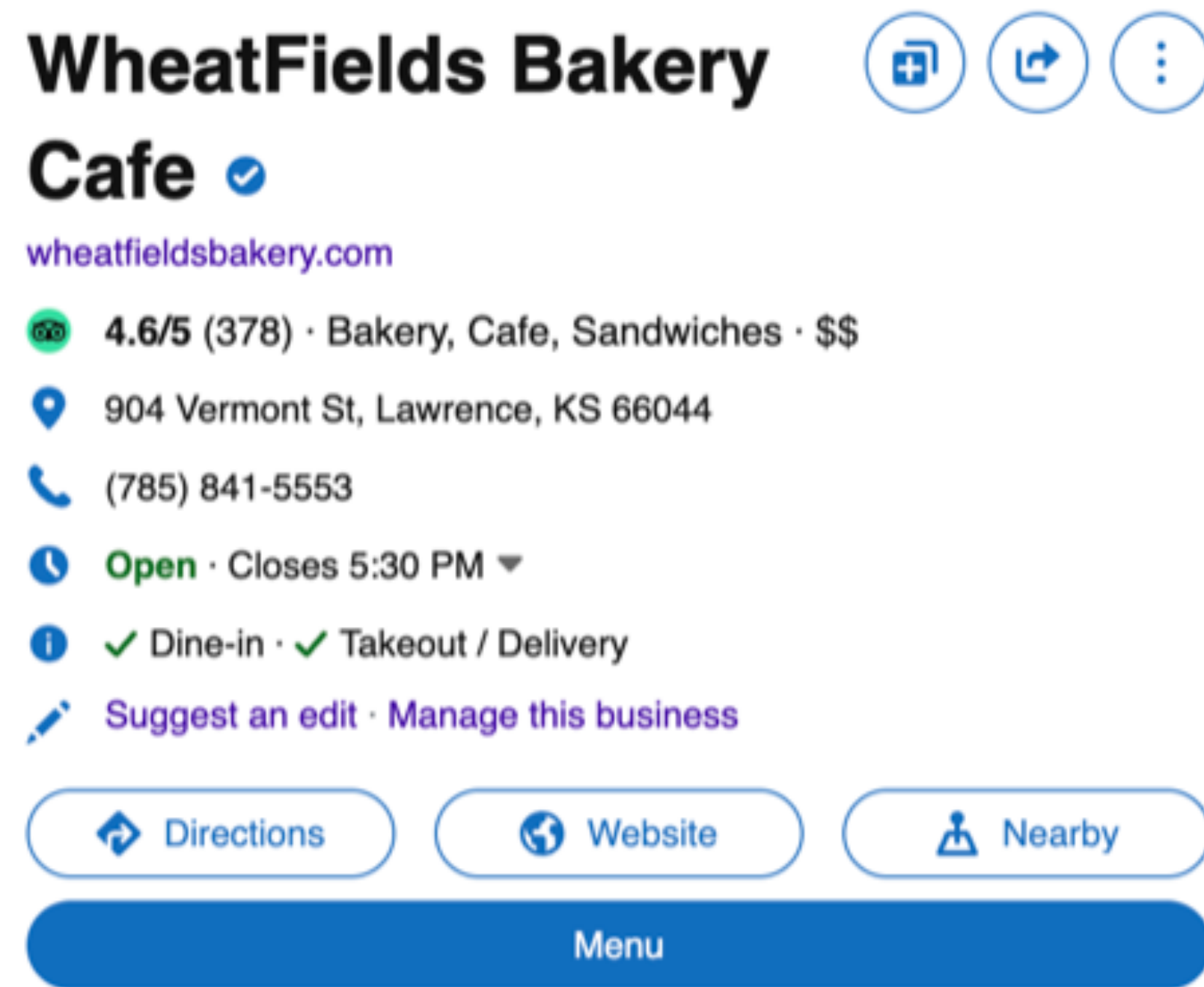


What is a Google Business Profile?

Google Business Profile (GBP) is a free tool offered by Google to help businesses manage their online presence. It allows you to create and optimize a business listing that appears in Google Search and Google Maps when people search for your company or relevant services in your area.

Search: "Lawrence, KS bakeries"





Foundational Information (Accuracy & Completeness):

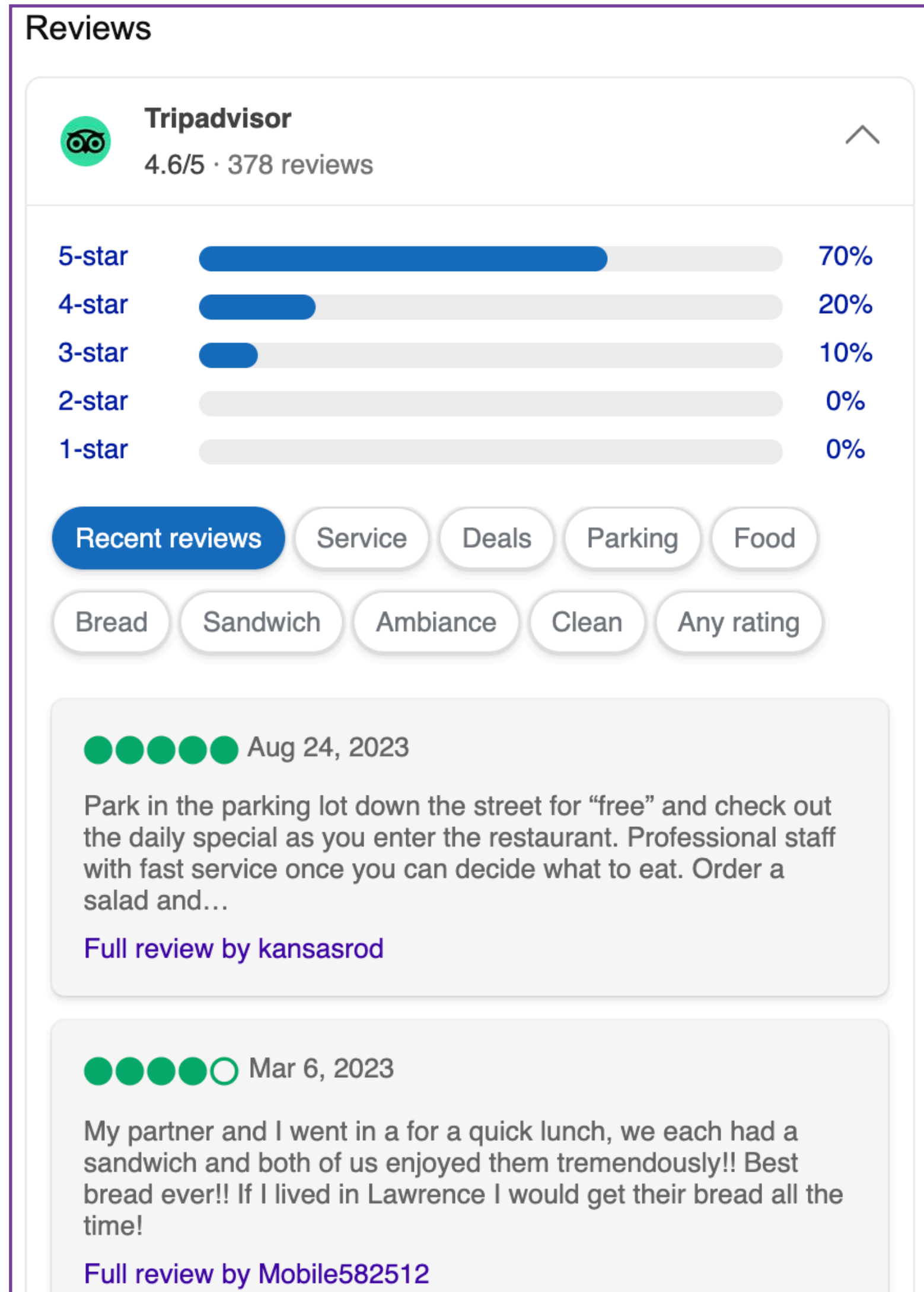
- **Accurate Business Name:** Use your legal business name. Avoid keywords or unnecessary additions.
- **Precise Address:** Use your physical address. If you serve customers at their location, you can hide your address but still specify your service area.
- **Correct Phone Number:** Use a local phone number that you actively monitor.
- **Primary Business Category:** Choose the *most accurate* primary category that describes your core business. This is crucial for relevance in search results.
- **Additional Categories:** Add relevant secondary categories to further refine your business description. Don't overdo it; stick to categories that genuinely apply.
- **Business Hours:** Maintain accurate and up-to-date business hours, **including special hours for holidays or events.**
- **Website URL:** Link to your official website. Ensure the website is mobile-friendly and loads quickly.

Compelling Content (Engagement & Information):

- **Detailed Business Description:** Write a compelling and keyword-rich description that highlights your unique selling points, services, and target audience. Focus on benefits, not just features. Avoid keyword stuffing.
- **High-Quality Photos & Videos:**
 - **Exterior Photos:** Show the outside of your building, making it easy for customers to find you.
 - **Interior Photos:** Showcase your business's atmosphere and ambiance.
 - **Product/Service Photos:** Display your offerings in an appealing way.
 - **Team Photos:** Introduce your staff to build trust.
- **Products/Services Sections:** Utilize the Products and Services sections to list your offerings with descriptions, prices (if applicable), and photos. This helps customers quickly find what they're looking for.



WheatFields Bakery is an award-winning artisan bakery, cafe, and pastry shop located in downtown Lawrence, Kansas.



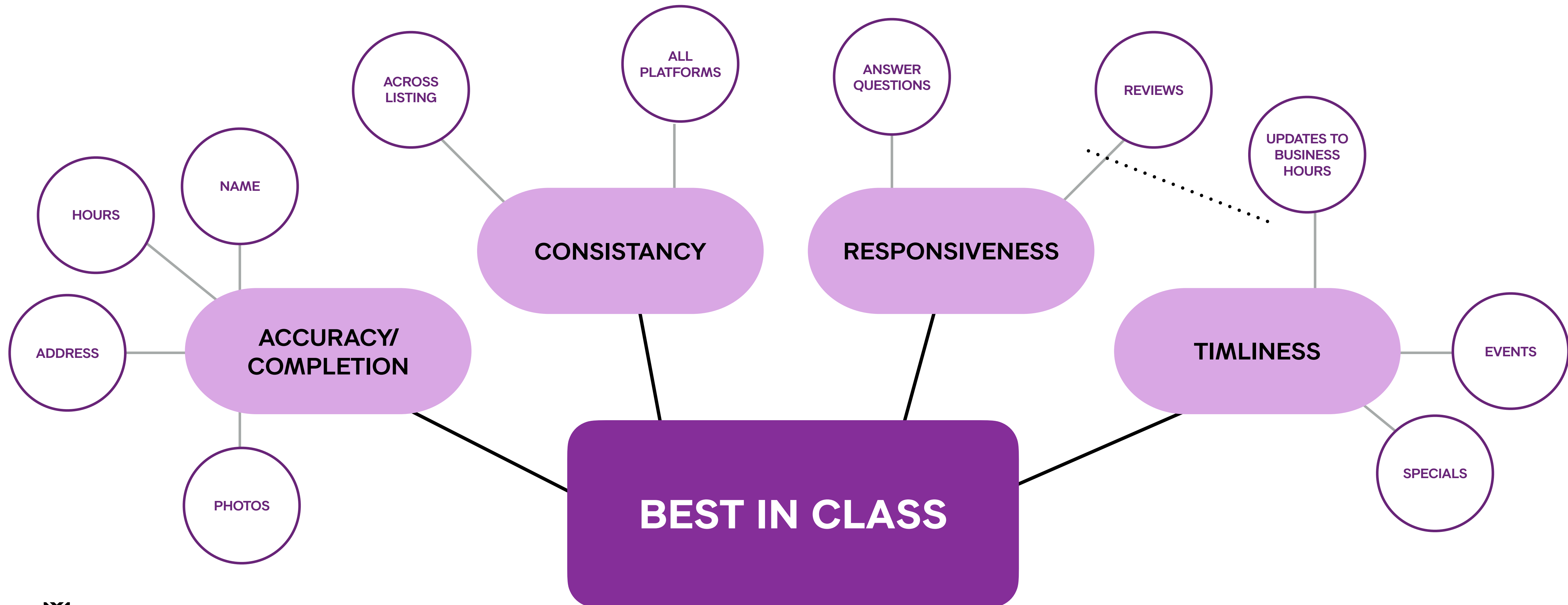
Reputation Management (Trust & Authority):

- **Encourage Reviews:** Actively ask satisfied customers to leave reviews on Google.
- **Respond to Reviews (Promptly & Professionally):** Respond to *all* reviews, both positive and negative. Thank customers for positive feedback and address concerns constructively in negative reviews. Show that you value customer feedback.
- **Monitor Your Reviews:** Regularly check your GBP for new reviews and mentions.

Google Business Profile Management

- **Accountability:** It should be a line item in someone's actual job description to be responsible for timely monitoring of your profile.
 - **Monitor and Respond to Reviews:** *Respond to all reviews, both positive and negative. Thank customers for positive feedback and address concerns constructively in negative reviews. Show that you value customer feedback.*
 - **Answer Questions:** *If someone is asking you about your products and/or services online, make sure you're there to answer those questions. Timely responses build trust.*
 - **Update for Specials and/or Events:** *If you participate in or sponsor any local events, or offer any daily/weekly/monthly/holiday specials, make sure that is promoted.*
 - **Update your Business Hours:** *Make sure that your business hours are accurately represented on your profile. If you close early for any reason, make sure that your profile reflects that information.*

The Anatomy of Discoverability: *Building Best-in-Class*



SCAN for Step-by-Step instructions to set up your Google Business Profile



Thank you for your time



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