

# Local SEO Theory & Praxis

**Mike Blumenthal**

Near Media

[mblumenthal@nearmedia.co](mailto:mblumenthal@nearmedia.co)

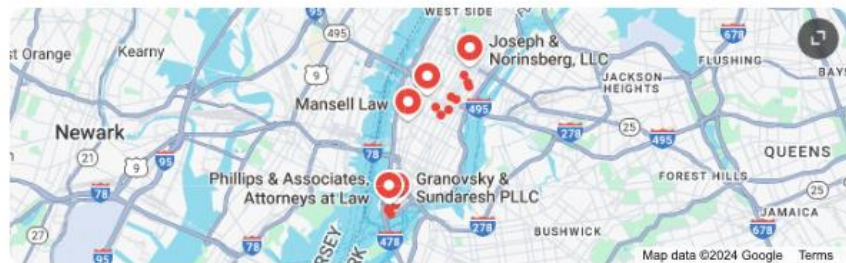
@mblumenthal



# Ranking

- Proximity
- Relevance
- Prominence

## Businesses :



### Phillips & Associates, Attorneys at Law

4.9 ★★★★★ (558) · Employment Lawyer

10+ years in business · 45 Broadway #430 · +1 866-229-9441

Open 24 hours

💬 "They fought hard and helped reach a favorable outcome."



Website



Directions

### Mansell Law

5.0 ★★★★★ (85) · Employment Lawyer

5+ years in business · 85 8th Ave #6M · +1 646-921-8900

Open · Closes 7 pm

💬 "Attorney Carrie Dyer helped me to navigate my case with care and empathy."



Website



Directions

### Joseph & Norinsberg, LLC

4.9 ★★★★★ (153) · Employment Lawyer

10+ years in business · 110 E 59th St Suite 2300 · +1 929-207-5794

Open 24 hours

💬 "Very knowledgeable of employment law, with fast results."



Website



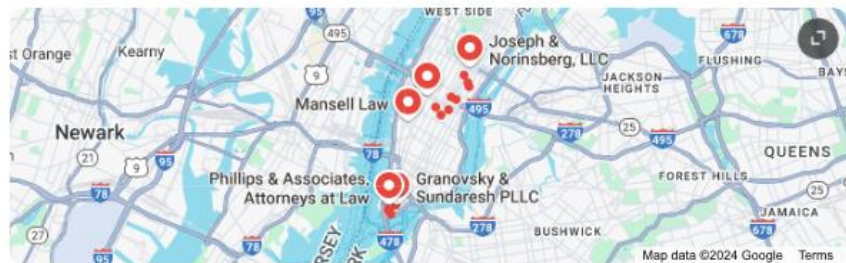
Directions

More businesses →

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- Engagement(?)

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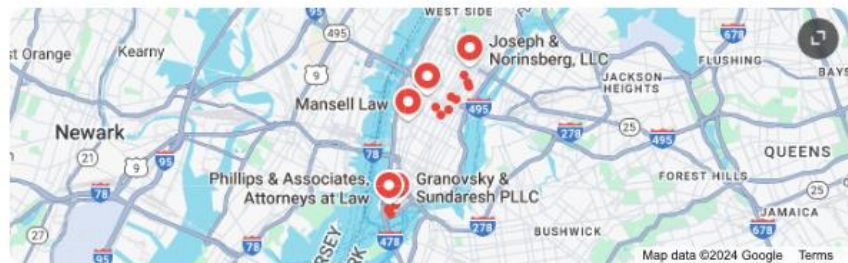
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More businesses →

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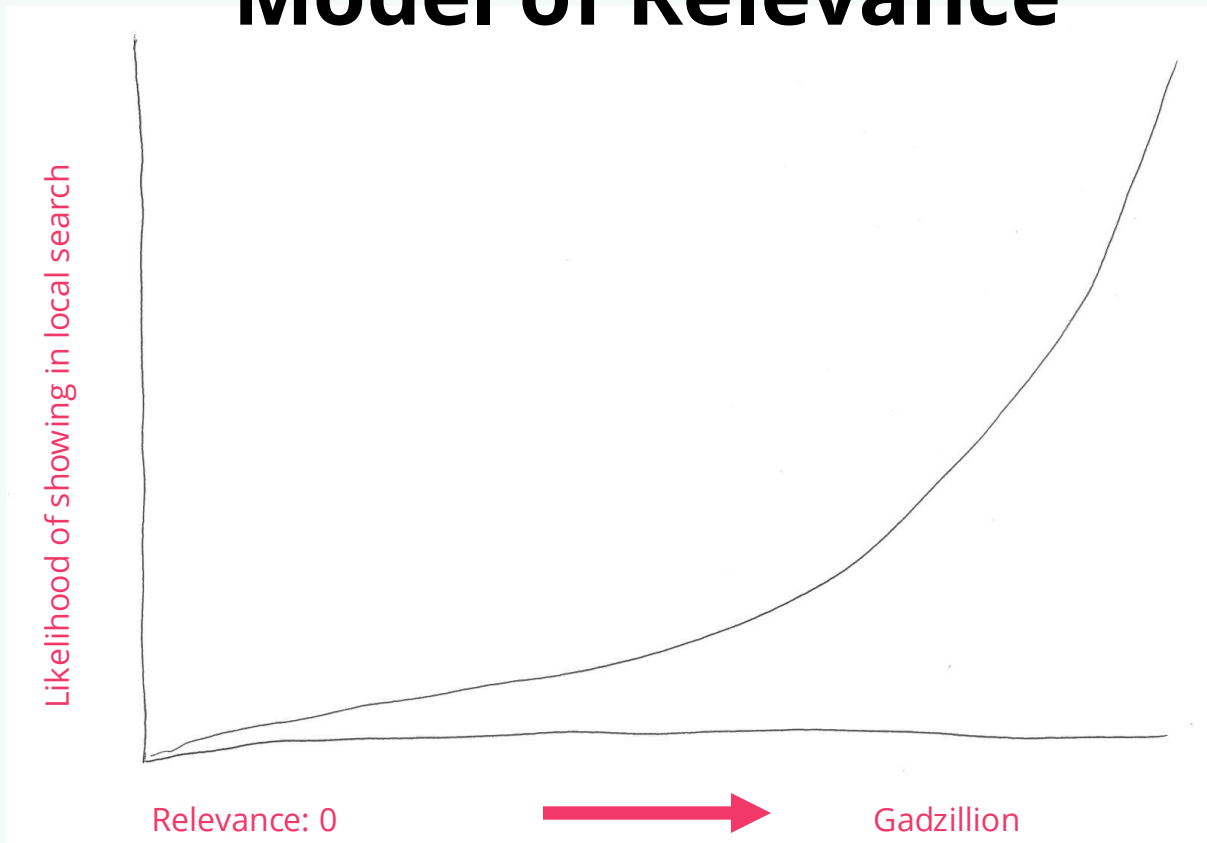
Website



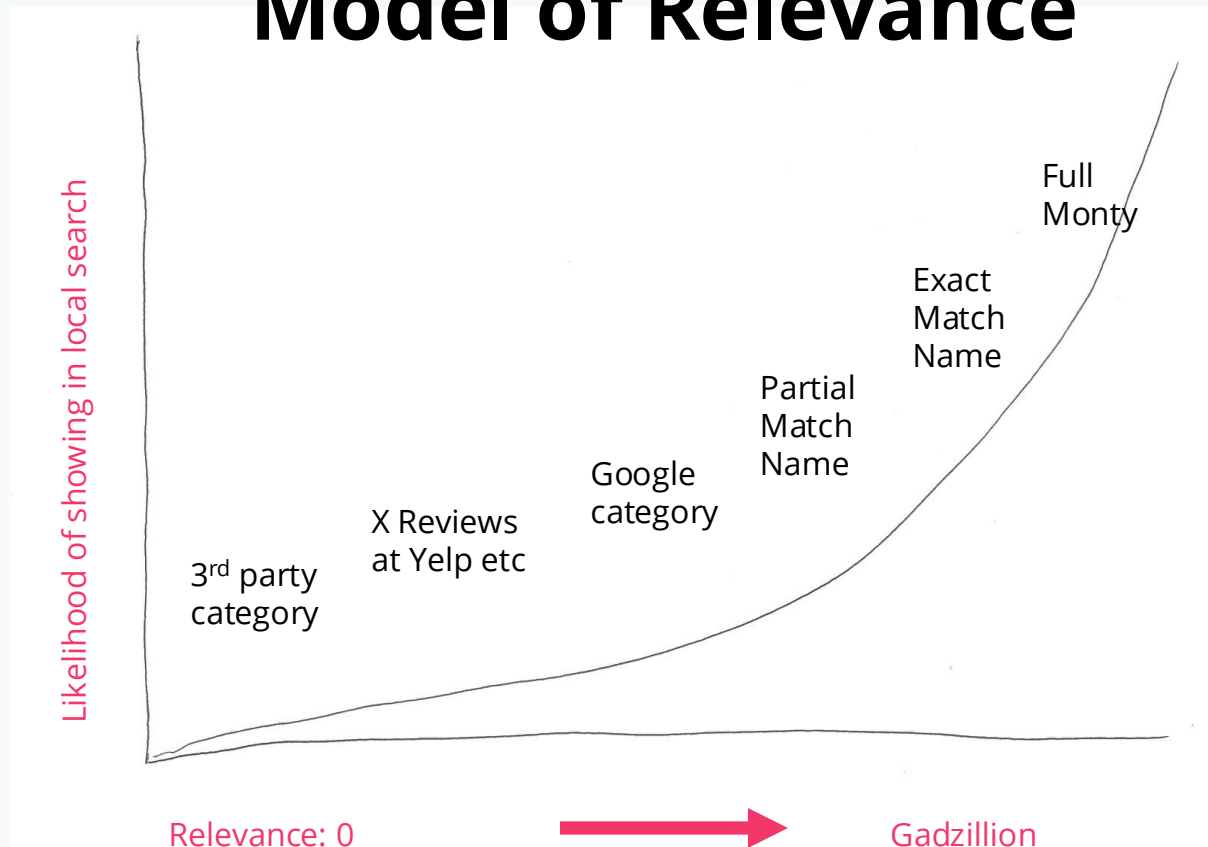
Directions

More businesses →

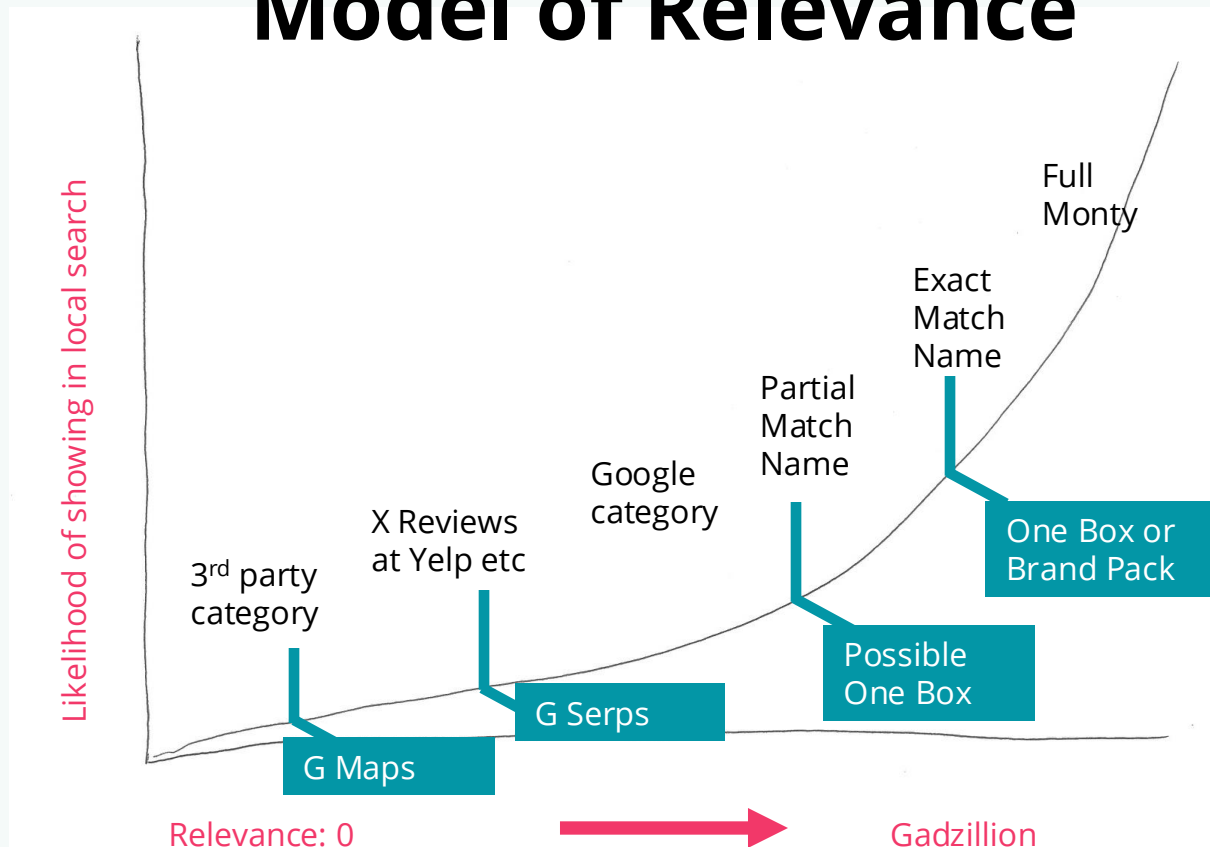
# Model of Relevance



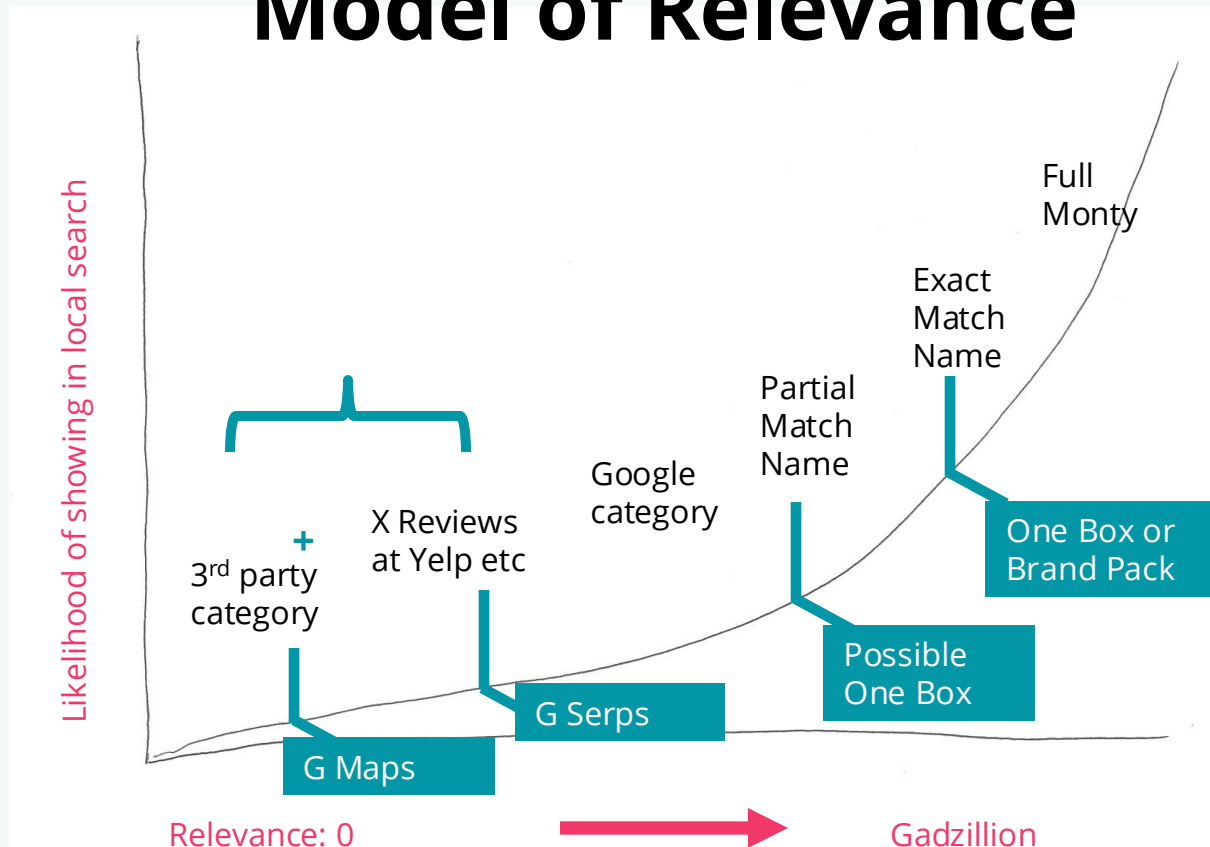
# Model of Relevance



# Model of Relevance

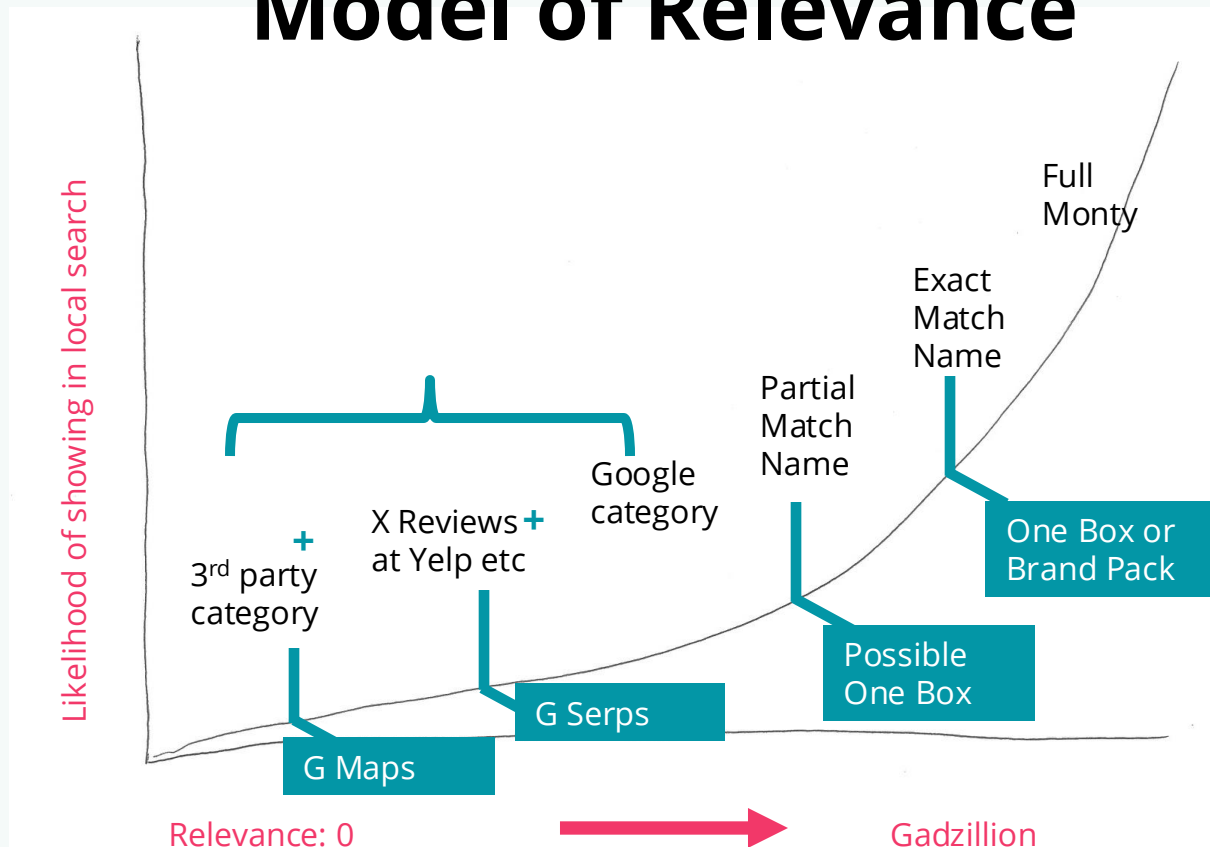


# Model of Relevance

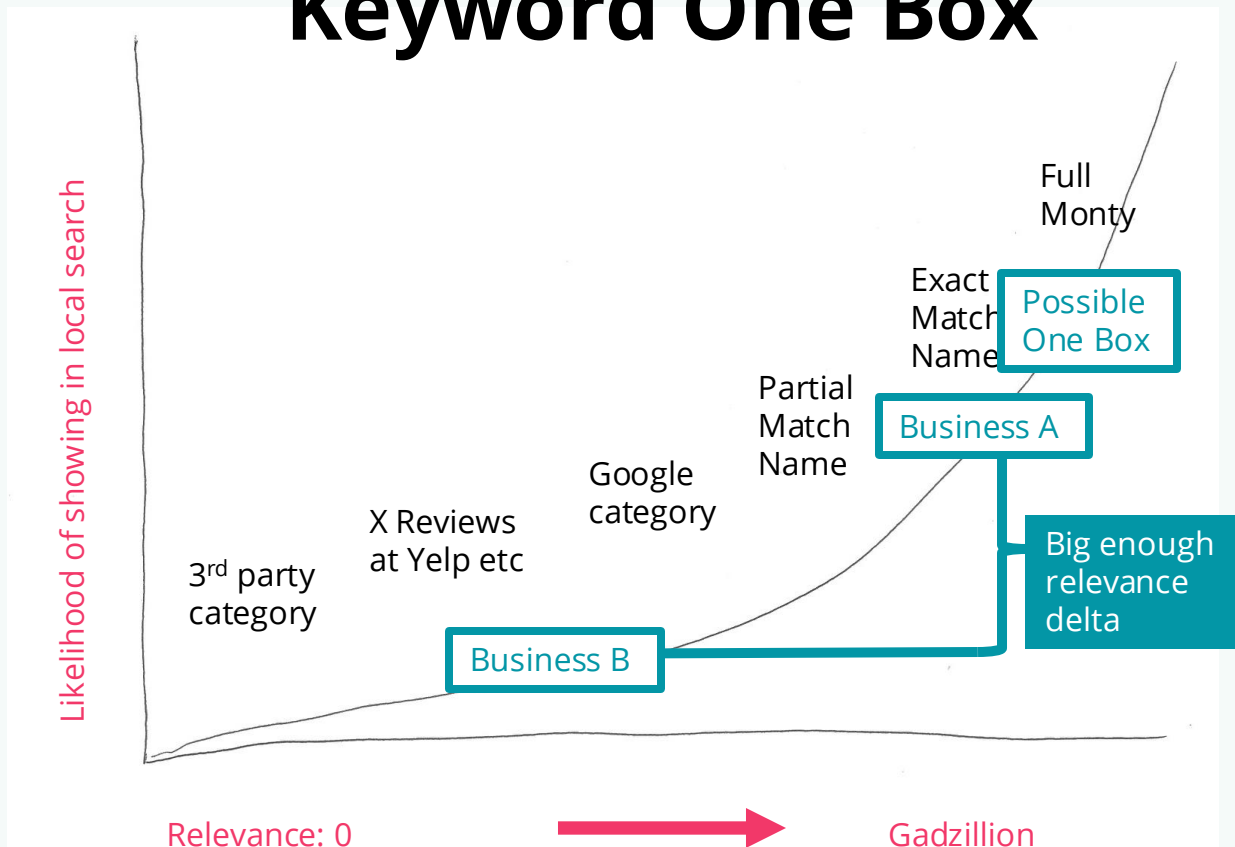




# Model of Relevance



# Keyword One Box



# Model of Relevance



sexual harassment lawyer nyc



All News Images Videos Forums Maps Shopping More Tools

## Sponsored



Joseph & Norinsberg LLC  
<https://www.employeejustice.com>

### Sexual Harassment Law Firm - No Fees Unless We Recover.

Top **Sexual Harassment** Firm With Major Resources. No Fee Unless We Win. Free Consultation. We Fight for the Rights of Workers In **NYC**, Brooklyn, Bronx, Queens...

Employment attorney · New York · Open 24 hours



### Same-Sex Harassment

Top Rated Sexual Harassment Lawyers Here To Help You Win Your Case.

### Free Consultation

Serving Manhattan, Brooklyn, Bronx, Queens, Nassau & Suffolk County.

### Sexual Harassment

No Fee Unless We Recover. Speak To A Lawyer For Free.

### Testimonials

\$100,000,000 Recovered For Clients. Speak To A Lawyer For Free Today.

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elizabethgraysonattorney.com  
<https://www.elizabethgraysonattorney.com>

### Sexual Harassment Lawyer | #metoo defense lawyer

Falsely accused? #me too? Harvard-educated **lawyer** - vigorous **sexual harassment** defense. Corporate and individual. **California**, **New York**, and federal courts. Free initial consultation. **California** and **New York**. Locations: Manhattan, San Francisco.



## Sekendiz Law Group P.C Sexual harassment, Employment Discrimination and unpaid overtime lawyers

Website

Directions

Save

4.9 ★★★★★ 71 Google reviews

Employment attorney in New York

Law firm specializing in employment discrimination, sexual harassment, and other workplace legal matters.

Generative AI is experimental. Learn more

**Address:** 45 Broadway Suite 1420, New York, NY 10006

**Hours:** Open · Closes 8 PM

**Phone:** (212) 380-8087

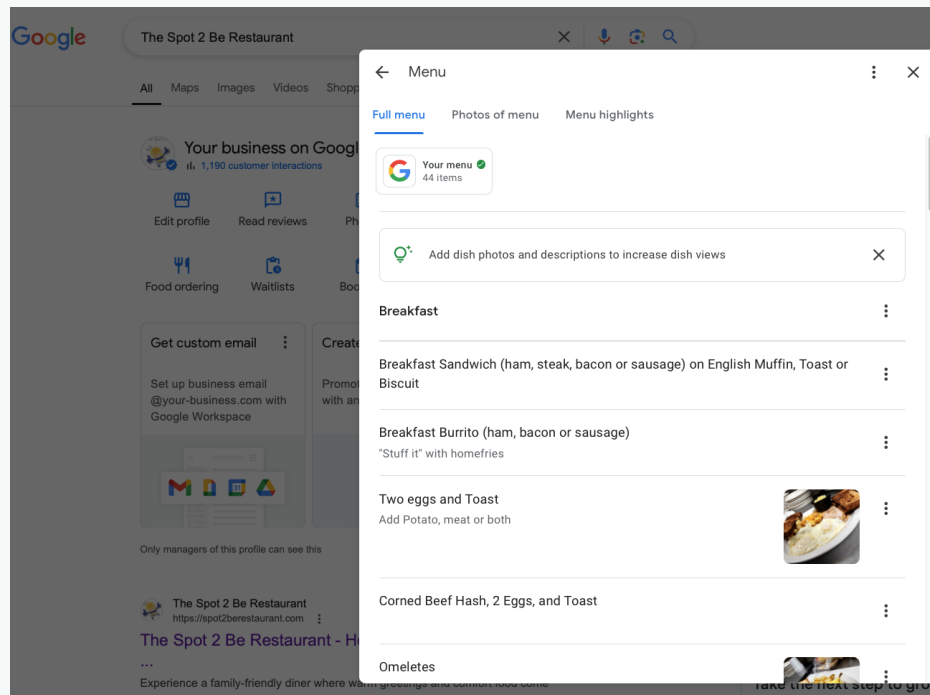
[Suggest an edit](#) · [Own this business?](#)

# Relevance Difference Makers



## Add Menus

Low impact  
Low effort



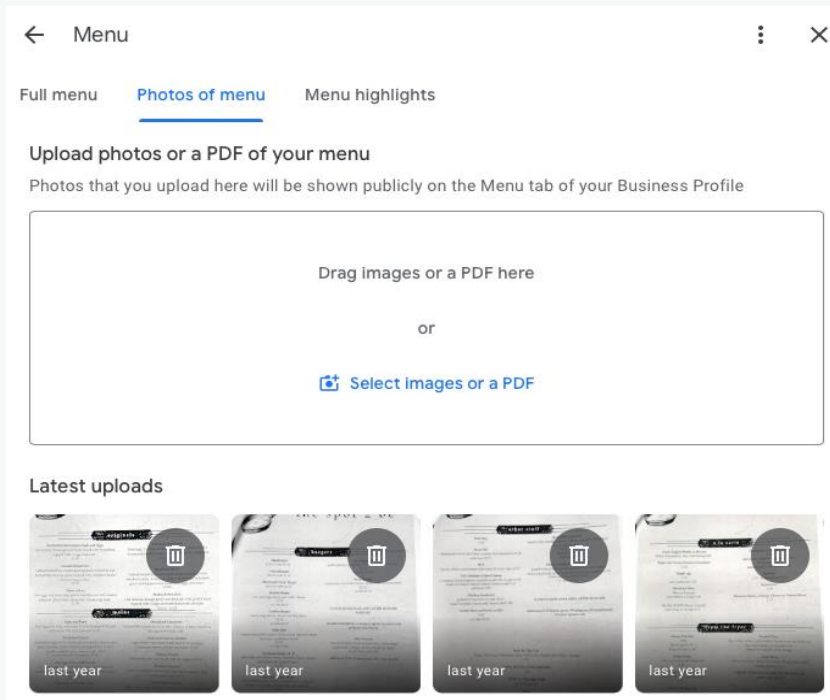
**Increase Visibility:**  
On long-tail restaurant  
searches.

- [Menu Items Can Boost Your Local SEO Ranking](#)



## Add Menu

Low impact  
Low effort



**Google Menu PDF Upload:**  
Automates menu creation via  
text recognition.


- [GBP AI-Transcribed Menu Upload Just Got Better](#)



## Add Menu Items

Low impact  
Low effort

← Review menu highlight



Send feedback to Google

Feedback will be reviewed in 5-7 days

☐ Dish not served here

☐ Update dish details

Cancel

Submit

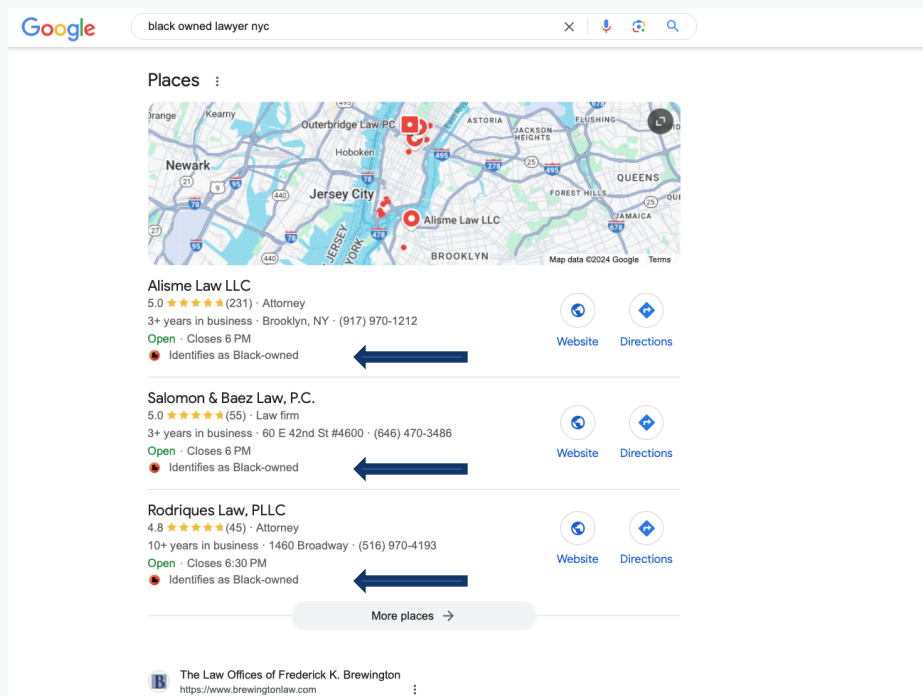
States

**Google Menu Highlights:**  
Improves Google's Query  
Matching

- [The Visual Future of Local Search](#)

## Add Attributes

Low impact  
Low effort



## Increase Visibility:

On identity searches:

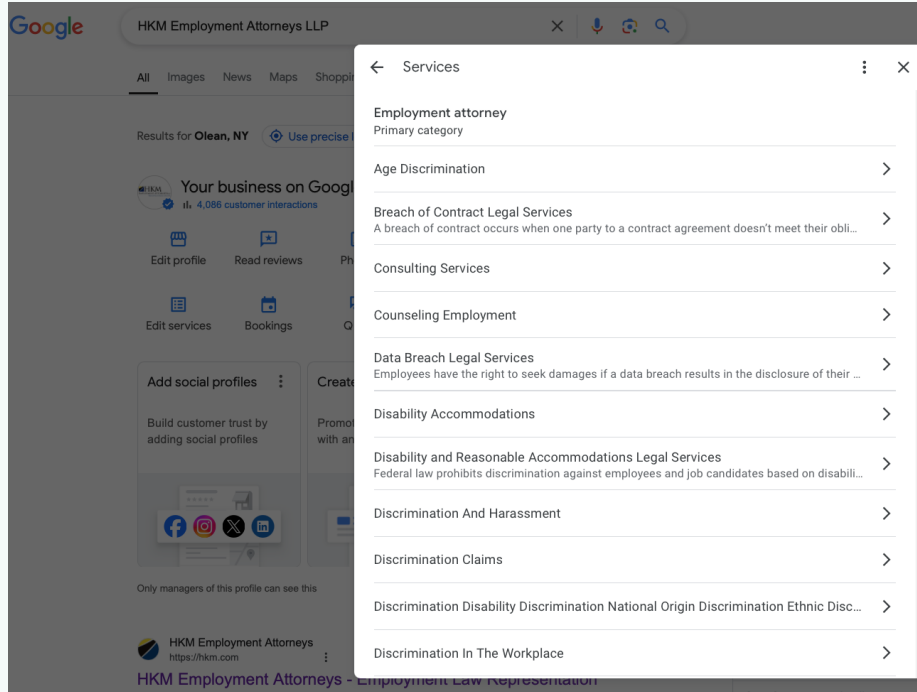
- Asian-owned
- Black-owned
- disabled-owned
- Indigenous-owned
- Latino-owned
- LGBTQ+ owned
- veteran-owned
- women-owned

- Do Google My Business Identity Attributes Impact Ranking?



## Add Services

Moderate impact  
Low effort



### Increase Visibility:

On Google identified specialty services for practitioners.

Usually taken from website links

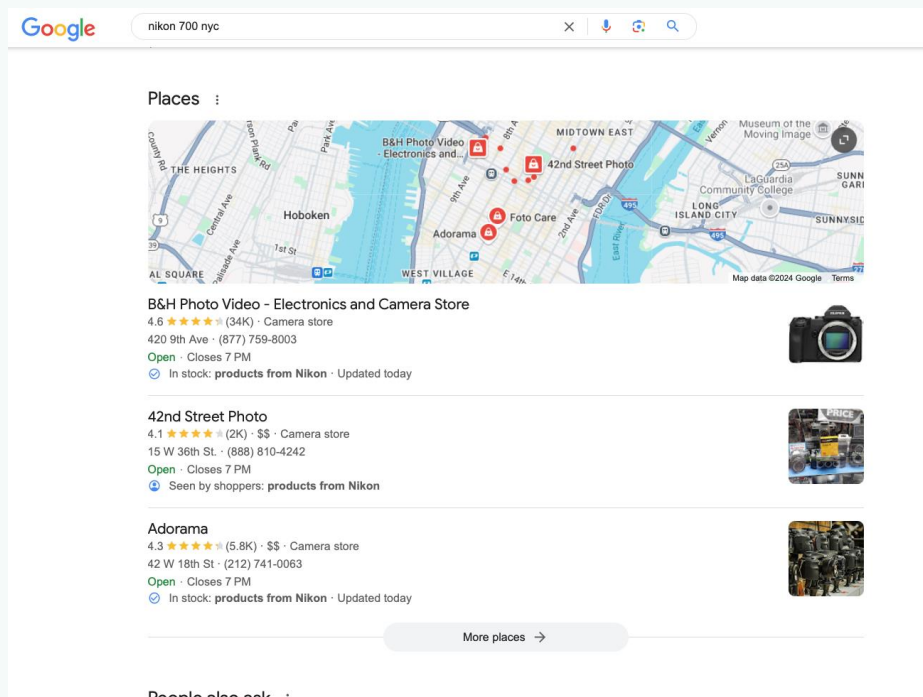
Custom services have no impact

- [Services in Google Business Profiles Impact Ranking](#)



## Add Product Feeds

Moderate impact  
Moderate effort



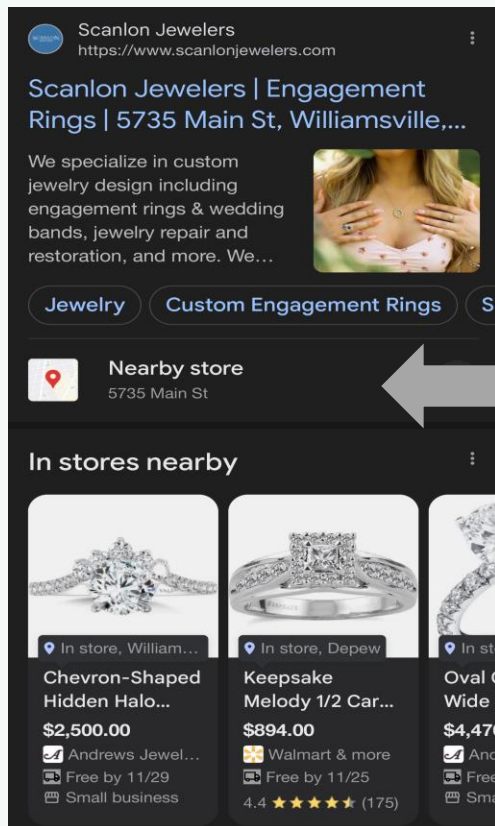
**Increase Visibility:**  
On specific product searches.

- [Adding In-store Products Can Improve Local Rankings](#)



## Add Product Feeds

Moderate impact  
Moderate effort

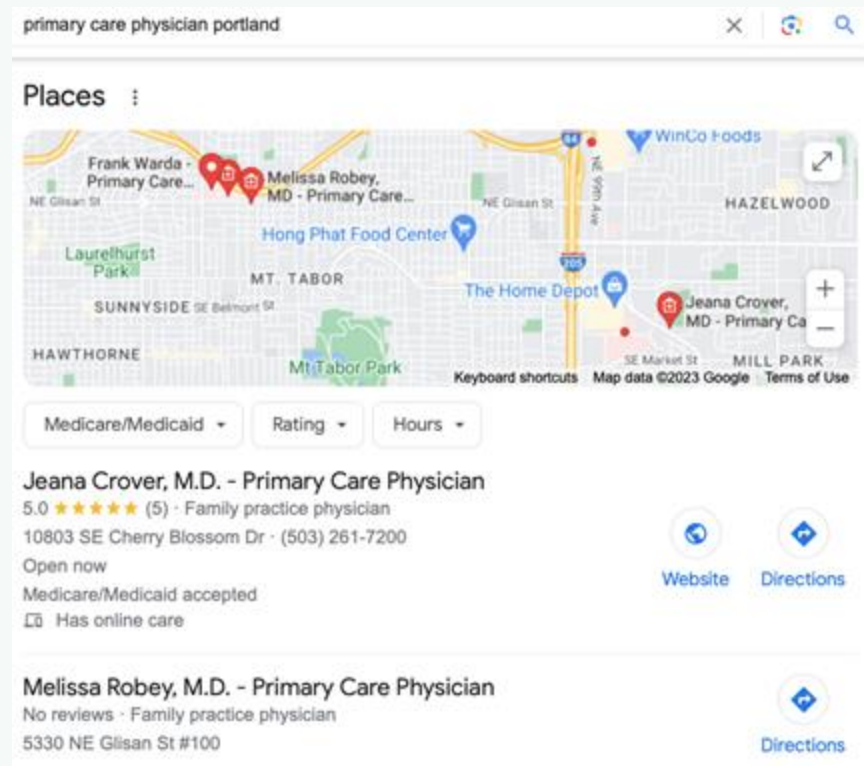


### Increase Visibility:

Get extra Nearby Store  
Shown in Product Carousels

## Add specialty to business name of practitioners

High impact  
Low effort



### Increases Visibility:

On keyword searches

(remove superfluous professional acronyms)



## Add keyword rich tag line

High impact  
Low (?) effort

×
🔍

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[Videos](#)
[Forums](#)
[Maps](#)
[Shopping](#)
⋮
[More](#)
Tools

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https://www.newyorkcitydiscriminationlawyer.com › sexual › harassment

**Sexual Harassment Law Firm**

Phillips & Associates — New York Sexual Harassment Lawyers - Call Phillips & Associates for Legal Help. Recognized As...

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[Harassment](#) · [Contact Us](#) · [Why Choose Us?](#) · [Testimonials](#) · [Our Team](#)

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Top **Sexual Harassment** Firm With Major Resources. No Fee Unless We Win. Free Consultation. We Fight for the Rights of Workers In NYC, Brooklyn...

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**Sekendiz Law Group P.C Sexual harassment, Employment Discrimination and unpaid overtime lawyers**

4.9 ★★★★★ 71 Google reviews · Employment attorney in New York

[Website](#) [Directions](#) [Save](#) [Share](#)

[Call](#)

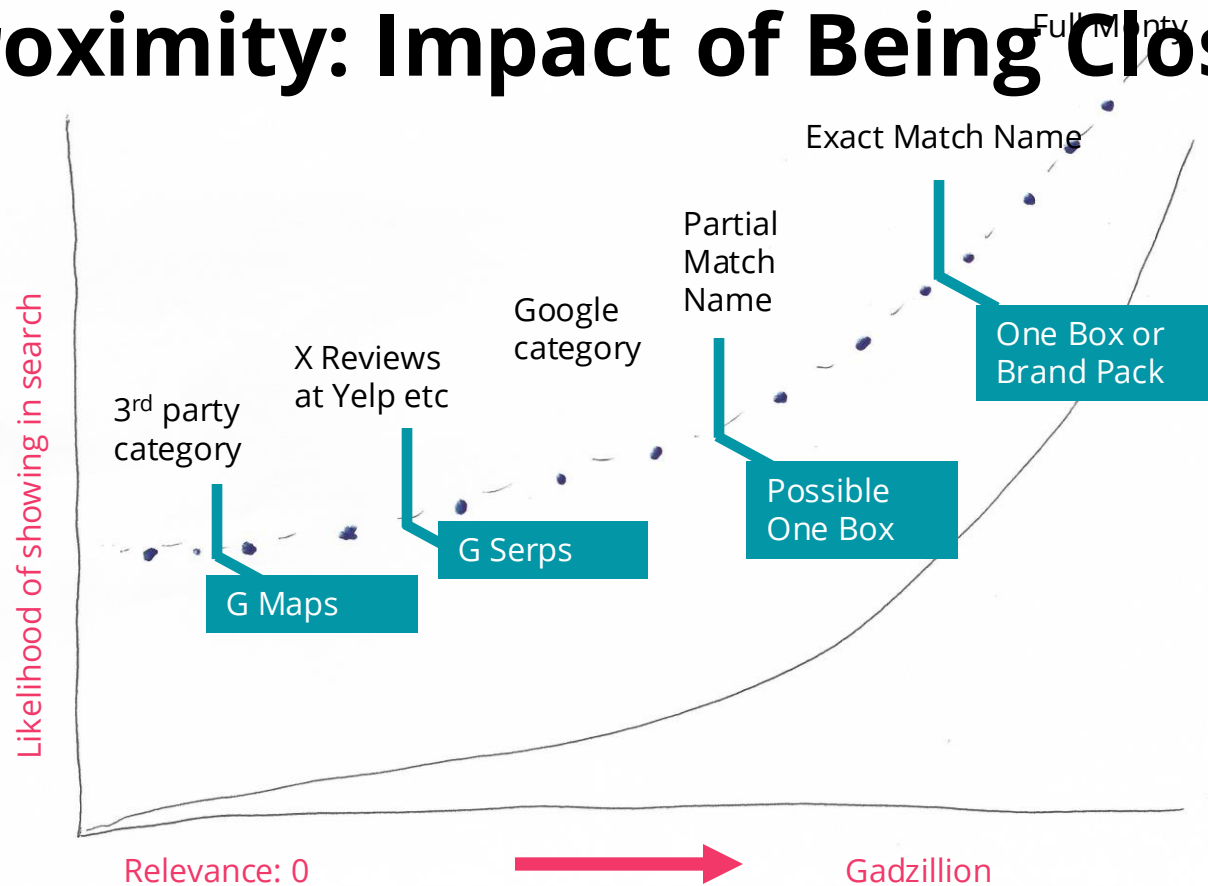
### Increase Visibility:

Google allows some # of modifiers

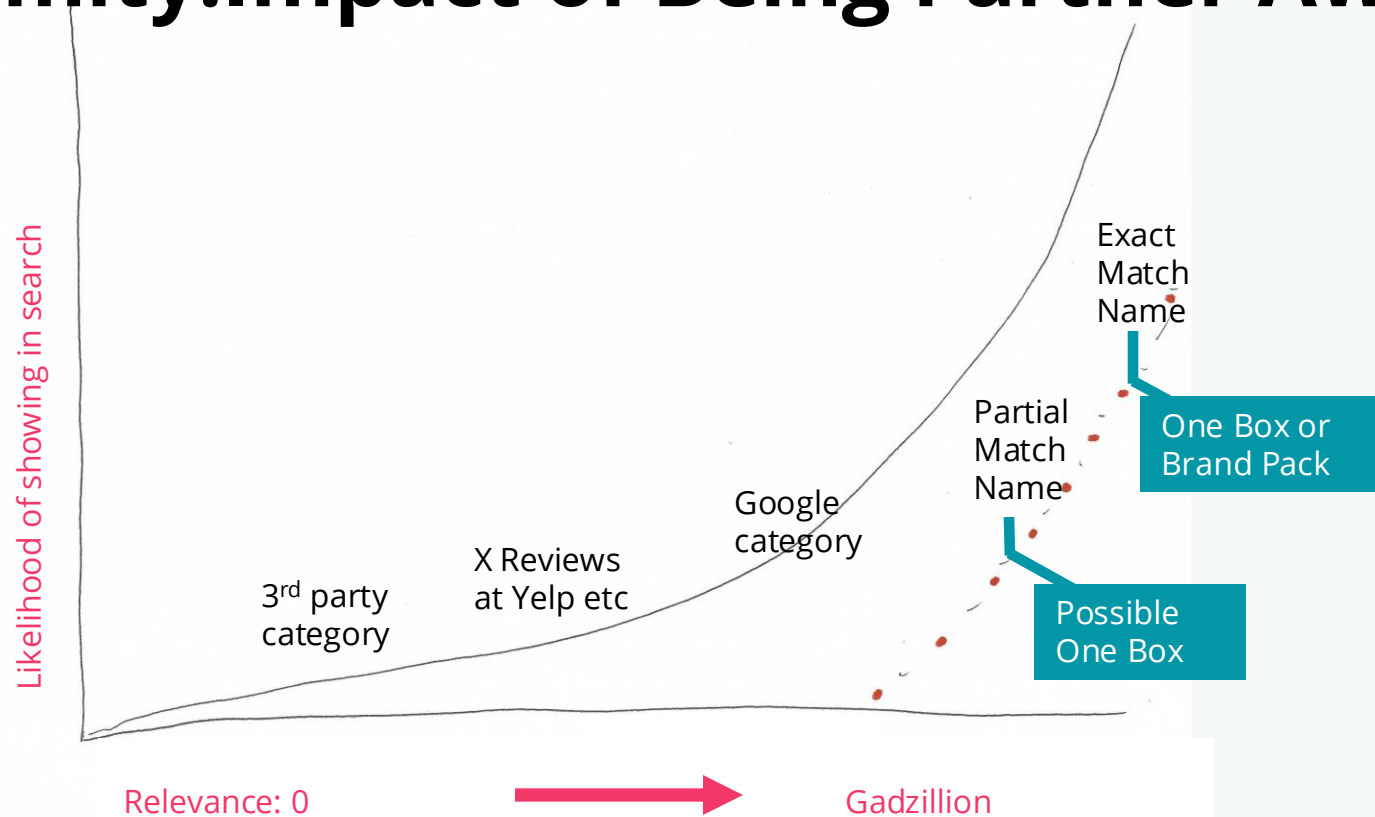
Also add to website  
CAUTION in distressed categories

- [Name Abuse Escalated on Forums Denied by Google](#)

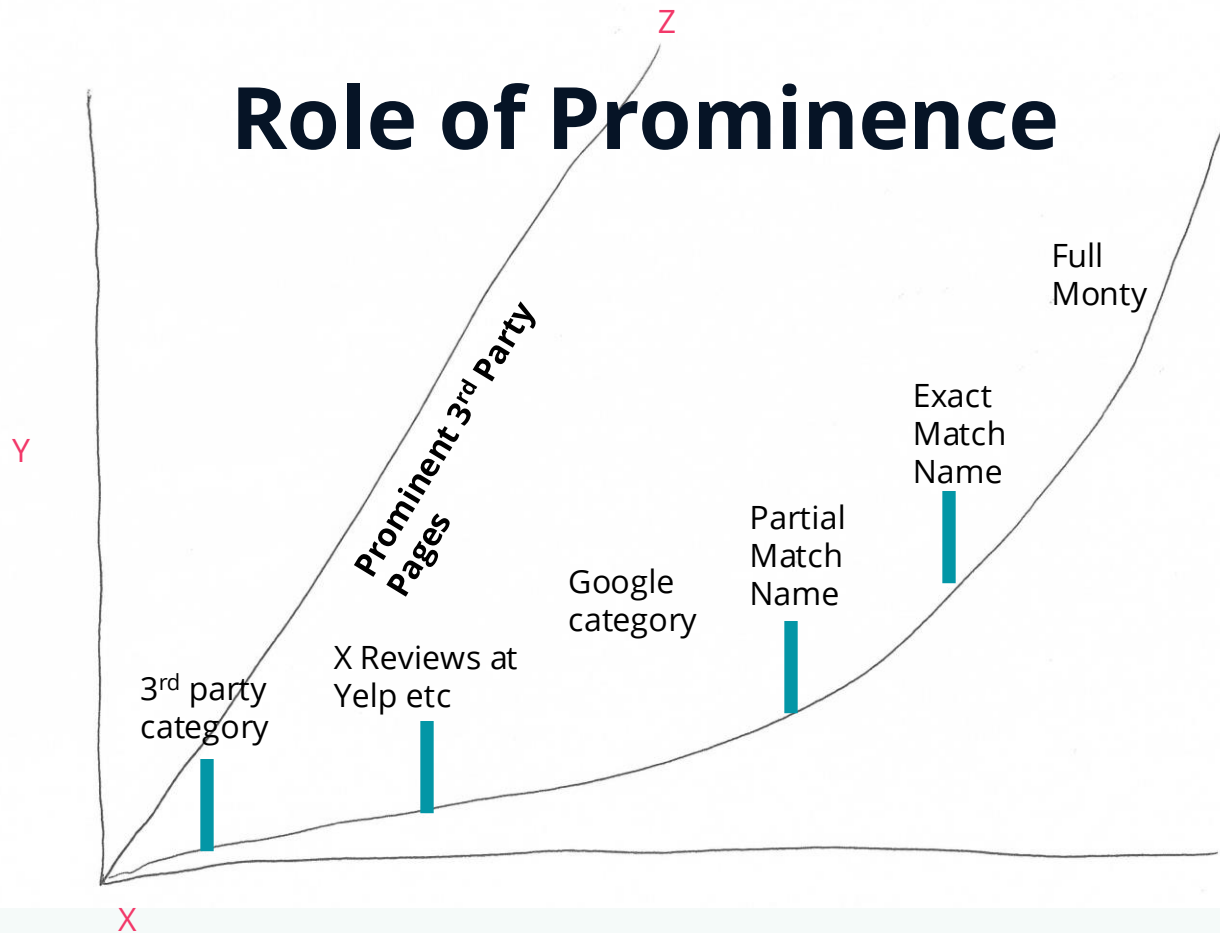
# Proximity: Impact of Being Closer



# Proximity: Impact of Being Further Away

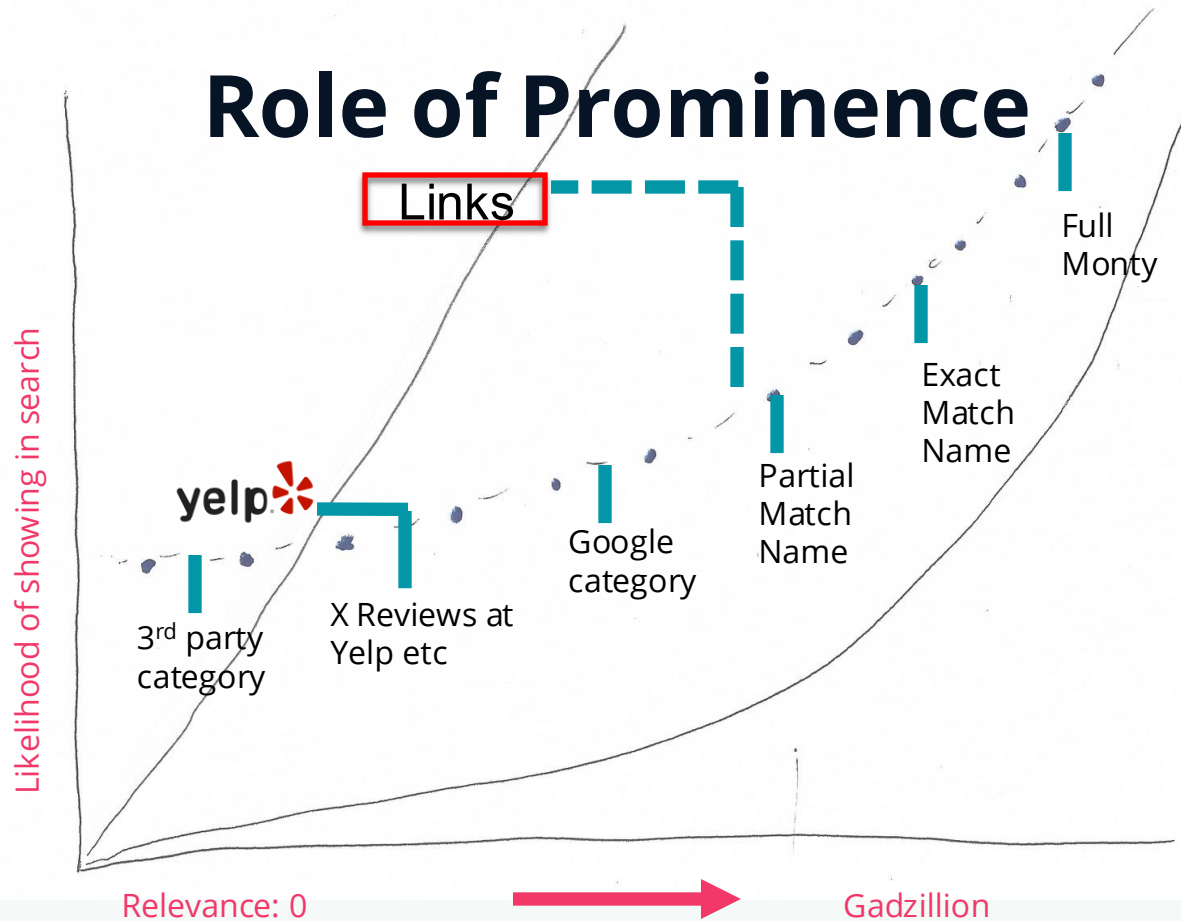


# Role of Prominence

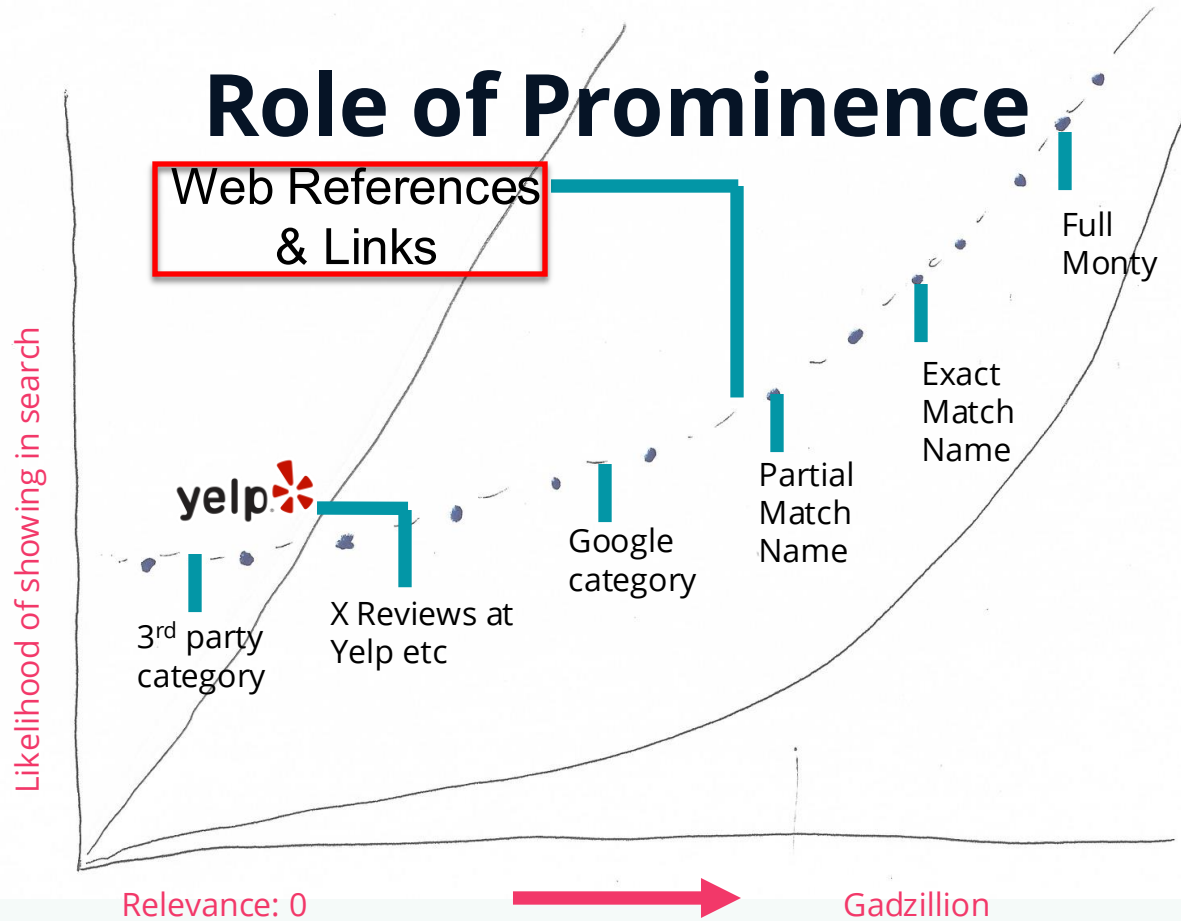




# Role of Prominence



# Role of Prominence



# Web References in the Google Leak

High impact  
High effort

Yoshi-code-bot / elixir-google-api Public

forked from googleapis/elixir-google-api

<> Code Pull requests Actions Projects Security Insights

Files

Q webref

- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_mention.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_link\_info.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_name\_info.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_task\_data.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_entity\_join.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_name\_scores.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_oyster\_type.ex
- clients/analytics/lib/google\_api/analytics/v3/model/web\_property\_ref.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_display\_info.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_display\_name.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/repository\_webref\_task\_details.ex
- clients/content\_warehouse/lib/google\_api/content\_warehouse/v1/model/alert\_center

elixir-google-api / clients / content\_warehouse / lib / google\_api / content\_warehouse / v1 / model / repository\_webref\_mention.ex

yoshi-code-bot feat: Automated regeneration of ContentWarehouse client (googleapis#1... d7a637f · 8 months ago History)

1.5 KB

```

sense, Version 2.0 (the "License");
sept in compliance with the License.
License at

enses/LICENSE-2.0

law or agreed to in writing, software
is distributed on an "AS IS" BASIS,
ONS OF ANY KIND, either express or implied.
ific language governing permissions and
.

ated by the elixir code generator program.
ly.

house.V1.Model.RepositoryWebrefMention do

rtified on a document or query. Each entity can be mentioned several times in different positions or

type:* 'boolean()', *default:* 'nil') - Whether this mention was created by CloseAnswers on Postref.
: {type:* 'list(GoogleApi.ContentWarehouse.V1.Model.RepositoryWebrefMentionAdditionalExplainedRan
: {}), *default:* 'nil'} - The [begin, end) byte offset, compatible with the Goldmine DocState repr
: 'integer()', *default:* 'nil'} - The [begin end) token offsets in the Goldmine DocState. They fo
: 'list(GoogleApi.ContentWarehouse.V1.Model.RepositoryWebrefMentionCompoundMention.t)', *default:*
28 * "compoundMention" (*type:* 'list(GoogleApi.ContentWarehouse.V1.Model.RepositoryWebrefMentionCompoundMention.t)', *default:*
29 * "confidenceScore" (*type:* 'number()', *default:* 'nil') - A probabilistic score describing how certain the annotator is '

```

## Web References:

Any mention of an entity

Common in [algo leak search](#)

# Prominence Difference Makers





## Get Brand Mentions (Web References) in Local & National Media

High impact  
High effort

**CNN Business** Markets Tech Media Calculators Videos Watch Listen

Markets →			Fear & Greed Index →		Latest Market News →	
DOW	43,186.54	0.19% ▼			Comcast's cable networks spinoff raises	
S&P 500	5,884.45	0.55% ▼			Ford to cut 4,000 jobs in Europe	
NASDAQ	18,845.33	0.75% ▼			Target sounds the alarm bell on holiday sl	

### Noncompete agreements aren't going anywhere. What to know if you sign one

By Jeanne Sahadi, CNN  
🕒 5 minute read · Published 6:00 AM EDT, Mon September 2, 2024

5 comments

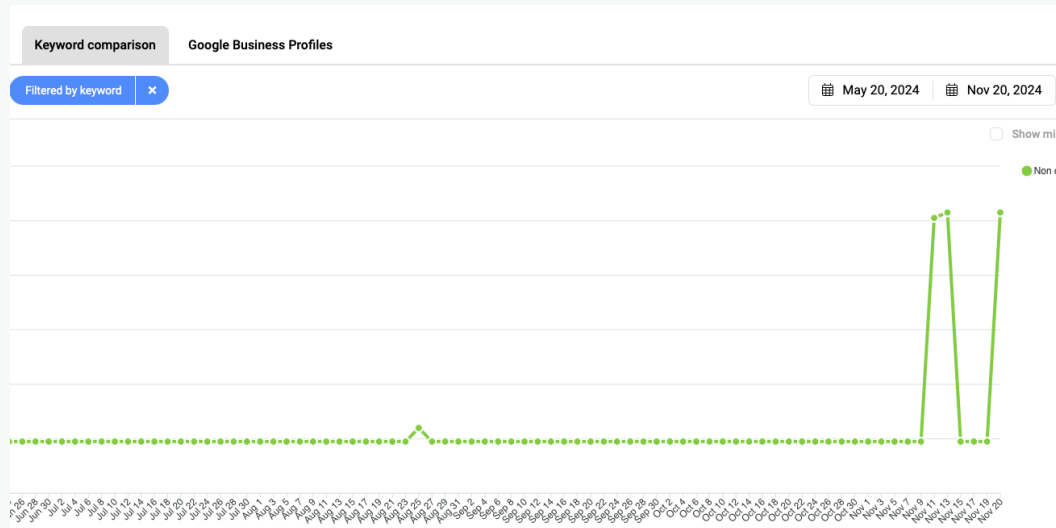
### Brand mention:

A single brand mention led to ranking increase



## Get Brand Mentions (Web References) in Local & National Media

High impact  
High effort



### Brand mention:

A single brand mention led to ranking increase

## Get 10 Reviews

High impact  
High effort



### Review Boost:

Boost came after 10  
Diminishing returns

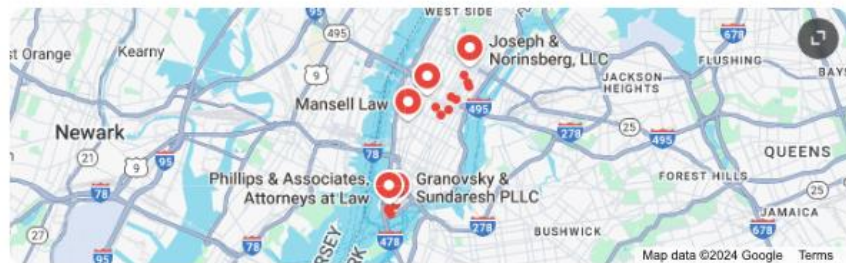
After 10, a steady flow is  
what is needed

Are The Number of Google Reviews Hurting Your Businesses Local Ranking?

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More businesses →



## NavBoost: A ranking boost for engagement

[Search Engine Land](#) [Trending: GEO](#) [SEO](#) [PPC](#) [Platforms](#) [SMX](#) [Awards](#) [Webinars](#) [Intelligence reports](#) [White papers](#) [Newsletter](#) [About](#)

[Search Engine Land](#) » [SEO](#) » [Unraveling Google Navboost and building user trust through UX](#)

# Unraveling Google Navboost and building user trust through UX

By providing your users with the best experience possible, positive search rankings will naturally follow.

Lauren Busby on August 16, 2024 at 9:00 am | Reading time: 6 minutes

[f](#) [X](#) [e](#) [in](#) [u](#) [Chat with SearchBot](#)

Google's commitment to delivering the best search results to its users has led to the development of advanced algorithms to determine the websites that dominate the SERP for any given query.

At the core of these efforts is a focus on user satisfaction as a key measure of a website's quality and relevance.

By prioritizing user experience, Google ensures that the most helpful and relevant sites rank higher in search results.

NavBoost is at the heart of Google's assessment of user satisfaction. By analyzing user behavior, particularly click patterns, NavBoost helps refine search rankings in ways that can significantly impact SEO strategies.

### NavBoost:

Chrome measures on-site  
Entity equivalent?

[Unraveling Google Navboost and building user trust through UX](#)



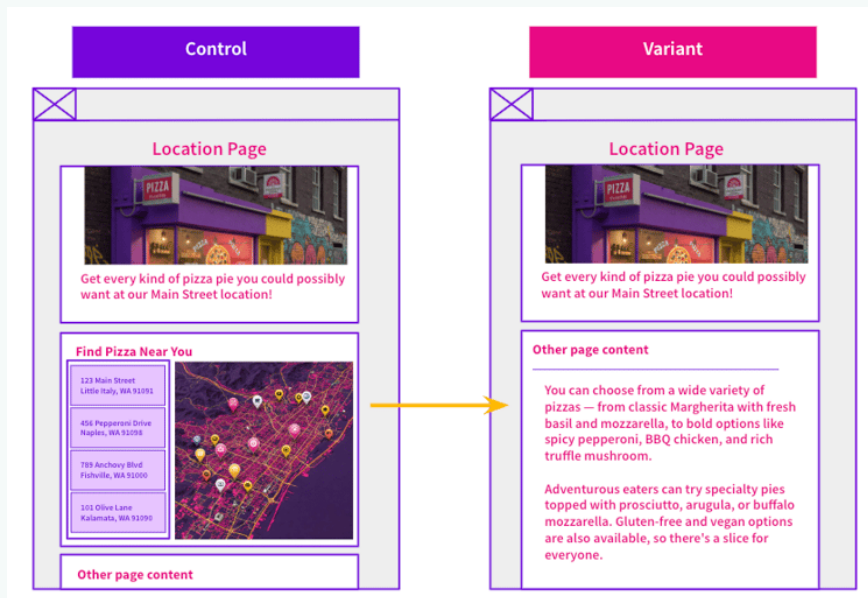
# Engagement Difference Makers



## Maps on Website

Moderate impact  
Moderate effort

7% Drop in traffic when removed



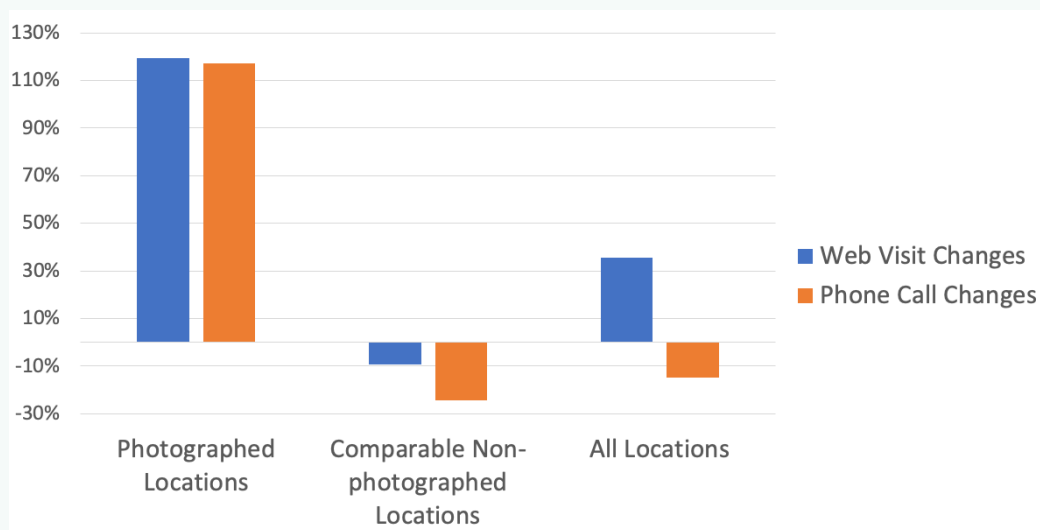
**Engagement:**  
A/B Split Test  
Map removed  
Traffic dropped

Are Embedded Map Components Sending the Right Signals for Local SEO?

## Great Photography

Moderate impact  
High effort

### Y/Y % Change in Google Business Profile Actions



### Engagement:

Hired photographer across 23 locations

[The Visual Future of Local Search](#)



## Great Photography – Across GBP & Website

Moderate impact  
High effort

### % Change Before & After in calls & appointments

MY BUSINESS & ON-PAGE CONTENT

## Photos on Google

Site traffic, calls, & appointments increase



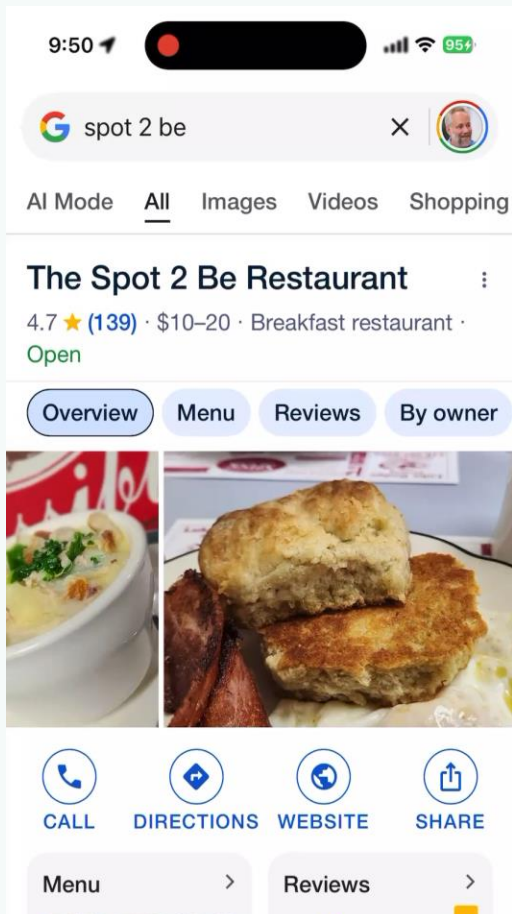
Before & after photo upload to website and Google My Business listing

[Case Study – Medical \(13:41\)](#)

Engagement:  
Replaced Stock photography



## Great Photography - Match image to intent



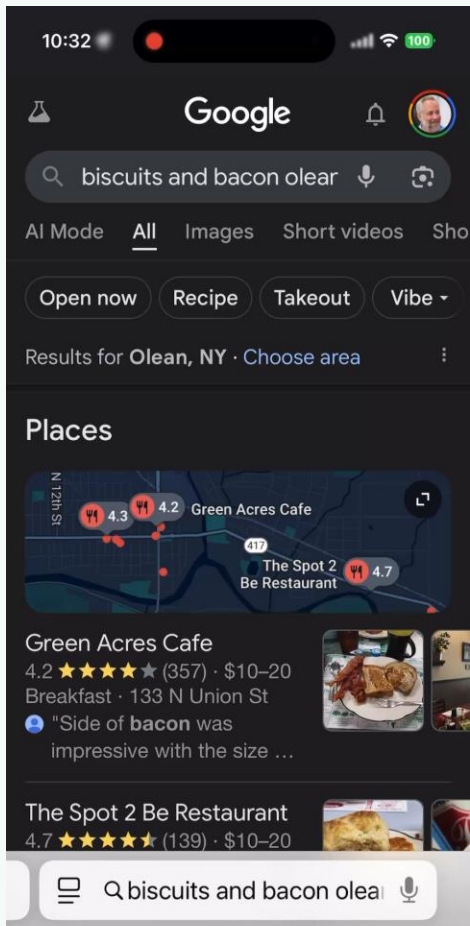
Moderate impact  
Moderate effort

### Great tip from Claudia Tomina:

1. Open the Google app on mobile or search on desktop.
2. Search your business and go to the Photos tab.
3. Press and hold any image, then tap "Search inside image" or right click and select "Search with Google lens".



## Great Photography - Match Image to intent



Moderate impact  
Low effort

### Engagement:

NOTE: Google returns image results based on query, Increasing use of video

## Median GBP Click Attributes

4.8

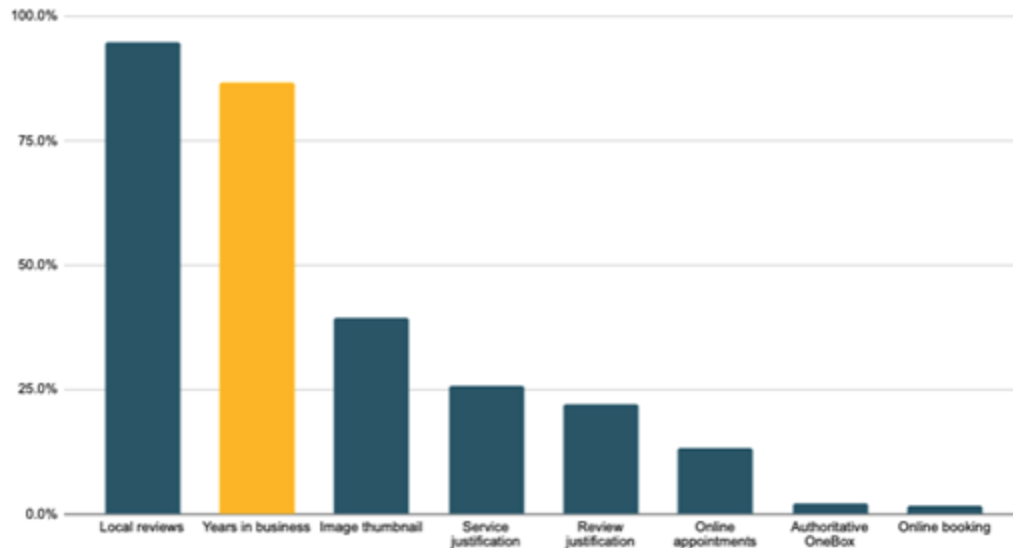


44 reviews

See earlier recommendation to boost review profiles in markets with fewer than 40 reviews.

Even if locations with fewer than 40 reviews *rank*, it's less likely they'll earn clicks.

## Median GBP Click Attributes



Opening date

January 1, 2009

Years in business was mentioned frequently in verbal narratives as a factor in searchers' decisions. Good job filling out Opening dates in GBP.

Use this insight when optimizing your organic meta descriptions.



34.3% GBP clicks  
overall (when  
present)





## Reputation Eye Candy- Review Stars

Moderate impact  
Low effort

Sponsored · Labor Lawyers | San Diego

✓ GOOGLE SCREENED



Lawyers For Justice

3.0 ★★☆☆☆ (45) · Labor Lawyer

14+ years in business · Serves San Diego

Open 24/7 · Local business



Get phone  
number



California Work Injury Law Center

4.7 ★★★★★ (55) · Labor Lawyer

8+ years in business · Serves San Diego

Open 24/7 · Free consultation



Message



Get phone  
number



Dolan Law Firm

<https://dolanlawfirm.com> · employment

**San Francisco Employment Lawyer**

Our **employment** law attorneys have a wealth of experience in handling various **employment** law cases, including discrimination, harassment, wage and hour disputes, ...

4.6 ★★★★★ (221)



### Reviews:

Every searcher says they matter

Only 20-25% actually read

Users would scroll up for LSA

Users would scroll down to click web



## Reputation Eye Candy- Review Stars

Moderate impact  
Low effort

Sponsored · Labor Lawyers | San Diego

✓ GOOGLE SCREENED



Lawyers For Justice

3.0 ★★☆☆☆ (45) · Labor Lawyer

14+ years in business · Serves San Diego

Open 24/7 · Local business



Get phone  
number



California Work Injury Law Center

4.7 ★★★★★ (55) · Labor Lawyer

8+ years in business · Serves San Diego

Open 24/7 · Free consultation



Message



Get phone  
number



Dolan Law Firm

<https://dolanlawfirm.com> · employment

**San Francisco Employment Lawyer**

Our **employment** law attorneys have a wealth of experience in handling various **employment** law cases, including discrimination, harassment, wage and hour disputes, ...

4.6 ★★★★★ (221)



### Reviews:

Every searcher says they matter

Only 20-25% actually read

Users would scroll up for LSA

Users would scroll down to click web

If you can't win, cheat?

Users chose even when low on the  
page



## Review Responses Improve Ratings & Rank

Moderate impact  
Low effort



### Study: Replying to Customer Reviews Results in Better Ratings

by Davide Proserpio and Giorgos Zervas

#### **We did the maths on it :**

For every one per cent increase in your reply rate, both your impressions and your actions will increase by 0.31 per cent.

#### Review responses:

Increase user engagement

Our research confirms

Engaging responses engage future customers

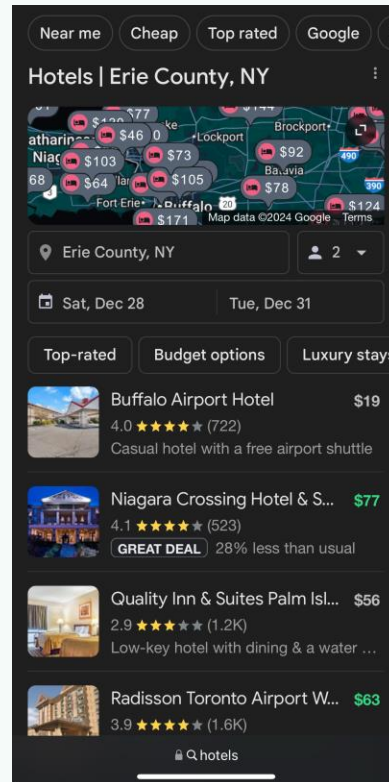
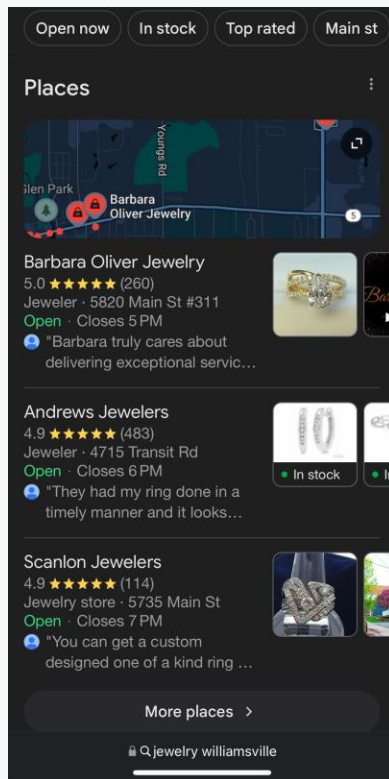
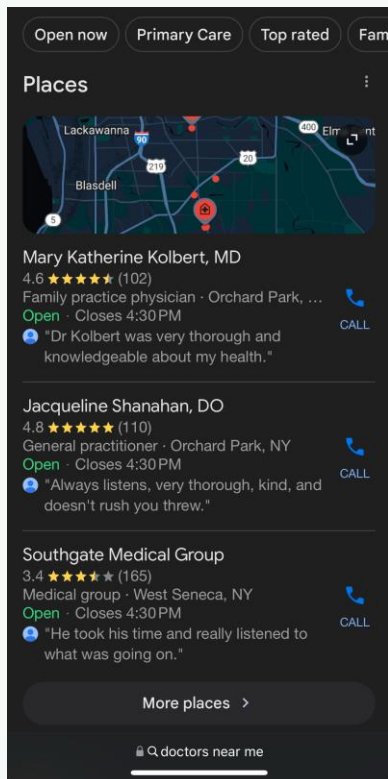
[Study: Replying to Customer Reviews Results in Better Ratings](#)

[Why Replying to Google Reviews is a Quick Win](#)

# What is Google Local?

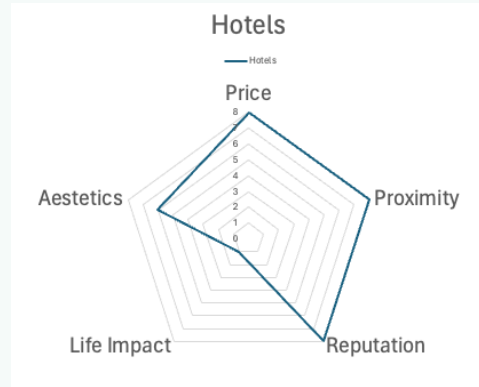
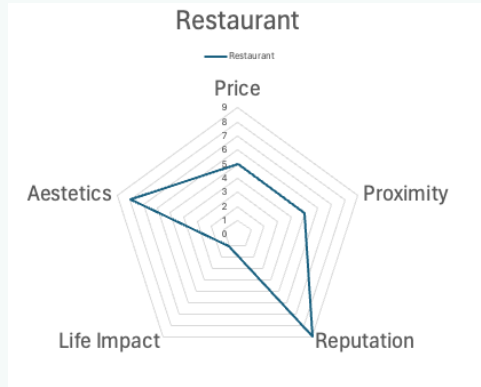
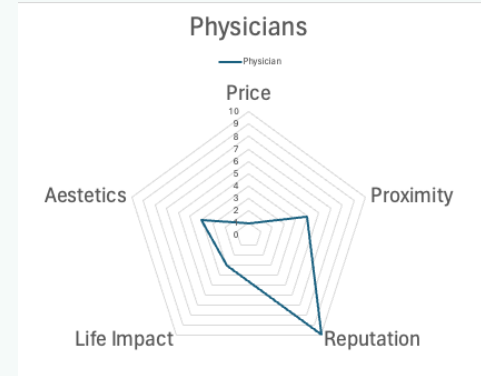
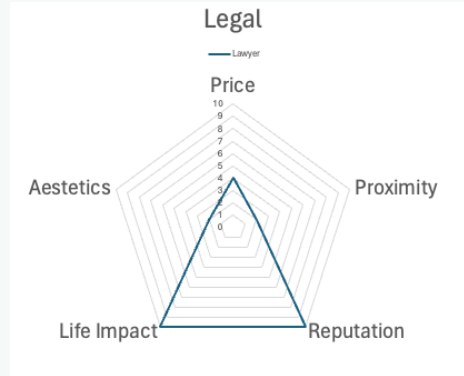
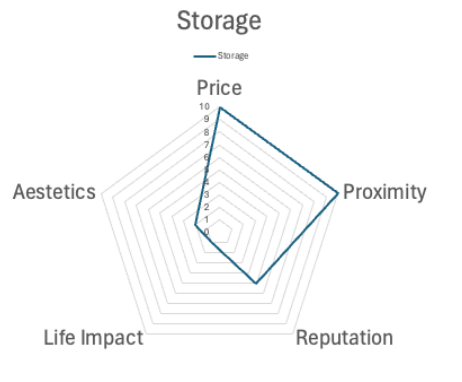


## Made up of many verticals – Know yours



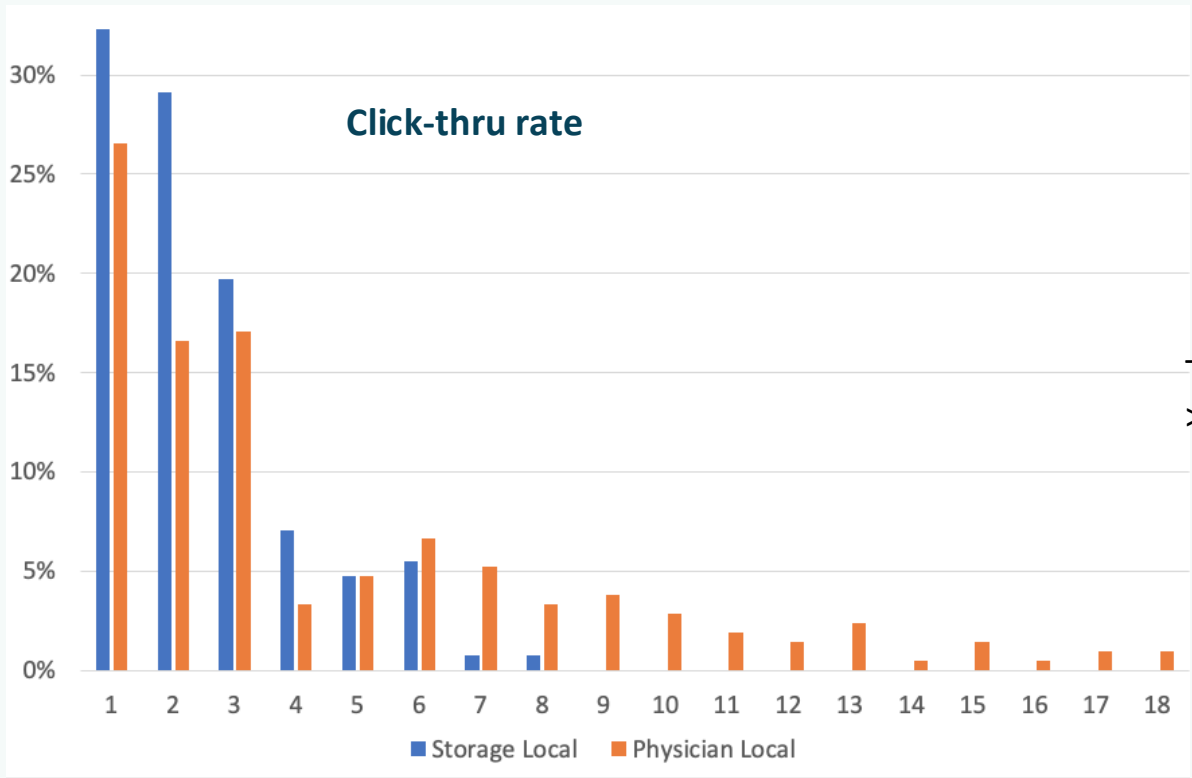
Google understands:  
Different elements highlighted

## Made up of many verticals – Know yours





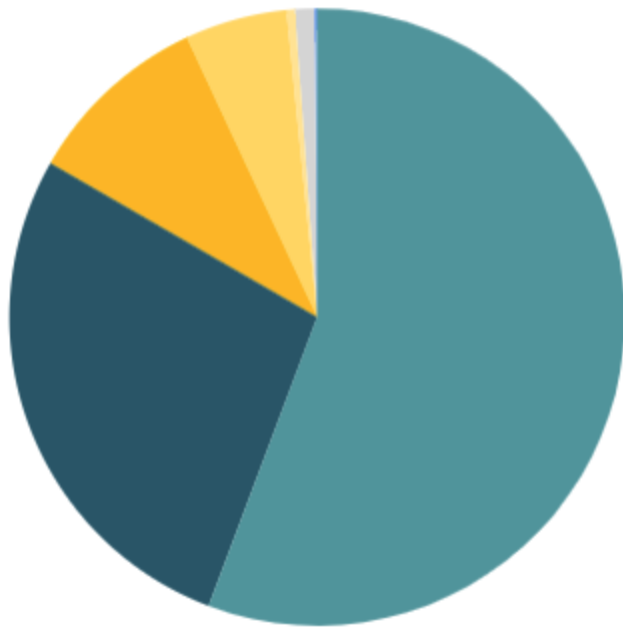
# Made up of many verticals – Know yours



**Consumers act different:**  
Totally different behavior

	Storage	Physicians
Top 3	81%	60%
> 3 Pos	19%	40%

## Made up of many verticals – Legal

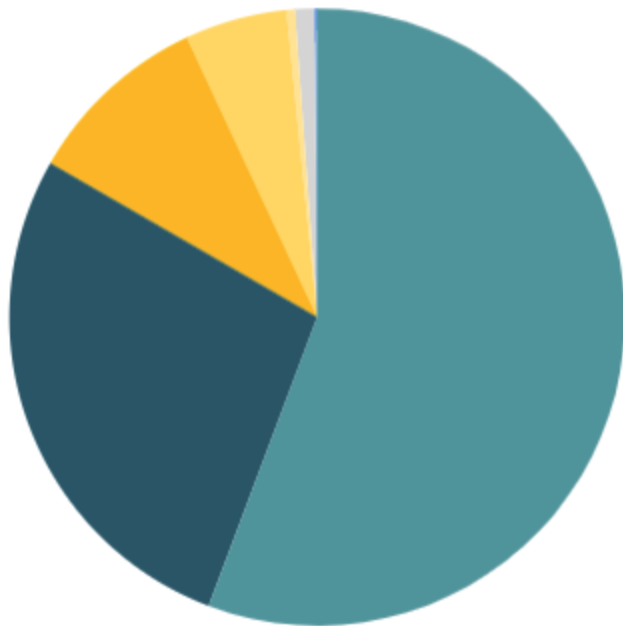


### Click share by result type

- 55.8%** Organic click
- 27.6%** GBP click  
(34.3% when Pack present)
- 9.7%** Traditional ad click  
(14.1% when traditional ad present)
- 5.4%** LSA click  
(24.6% when LSA's present)
- 0.4%** Pack ad click  
(5.1% when Pack ads present)
- 1.2%** PAA/Featured Snippet click



## Made up of many verticals – Legal



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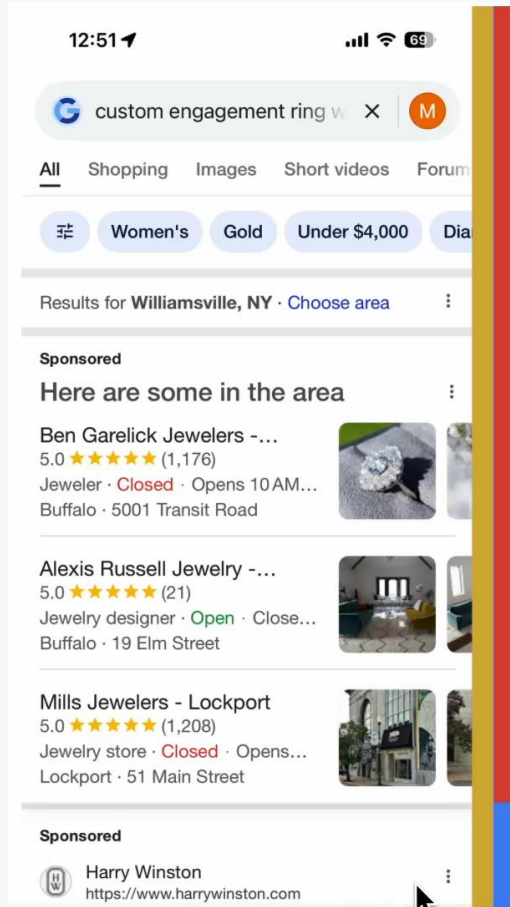
# Some thoughts on the future

[Google's Power Grab: AI Journeys, Monetized Moments,  
& the End of SEO as We Know It with Cindy Krum](#)

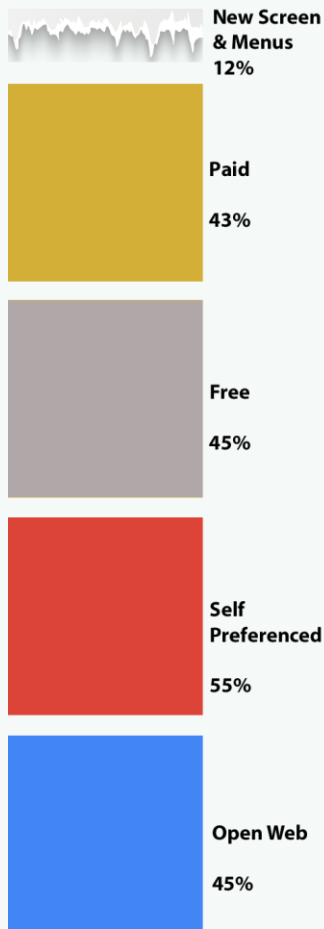




## Recent Google Local Results



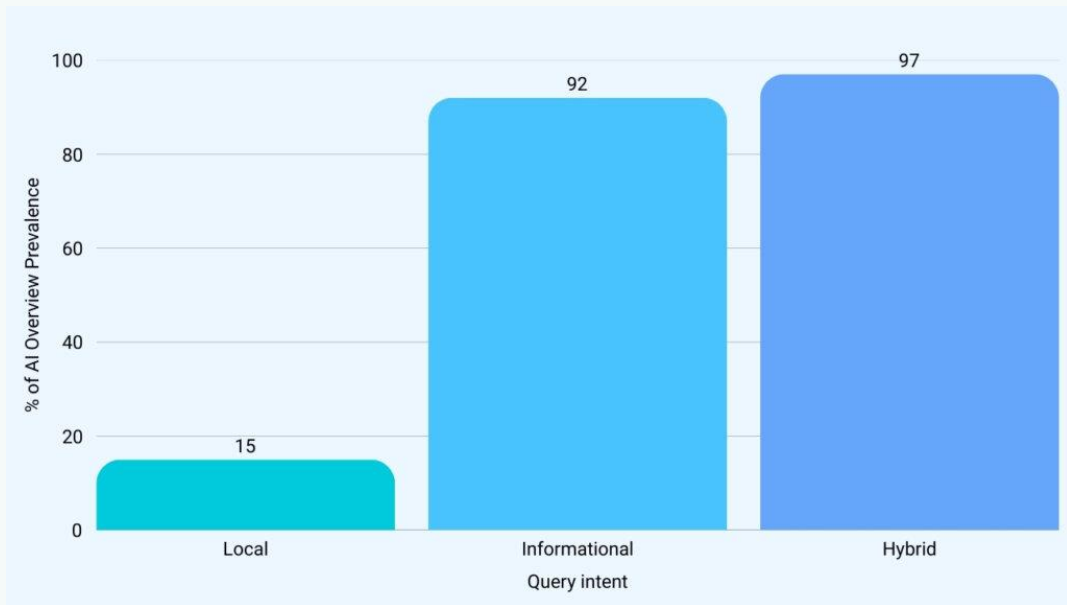
## Key



Google is monetizing more  
Increasing Ads  
Increasing self-preferencing  
They will update & change  
NOTE: This was a test

[Google Is As Google Does: A Mobile Page Analysis](#)

## AI IS Coming to Local Search



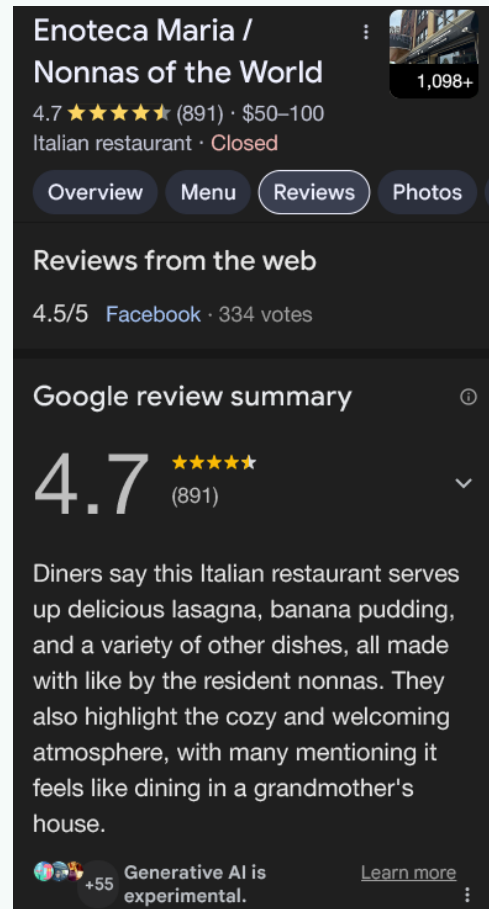
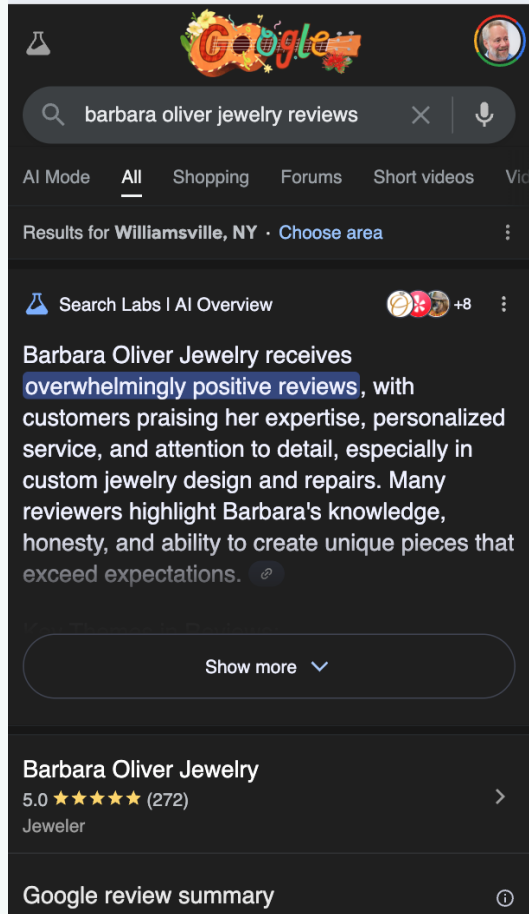
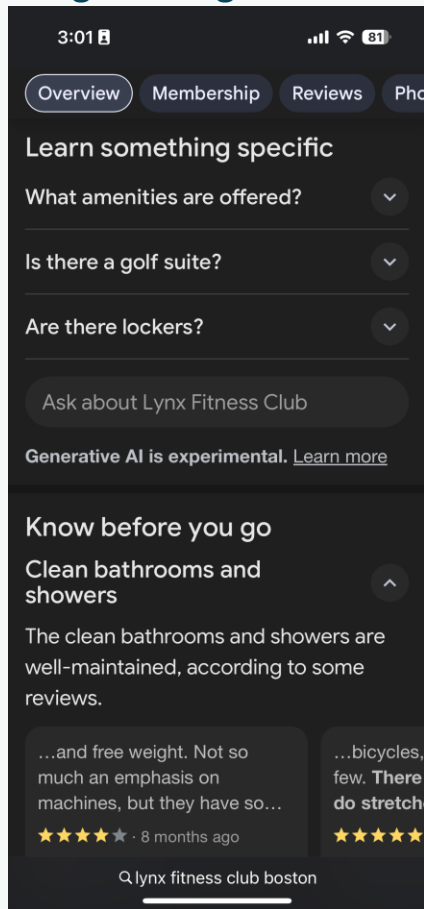
### AI Overviews Appear

- 15% of local-intent queries
- 92% of informational-intent queries
- 97% of hybrid-intent queries
- It's expensive for G

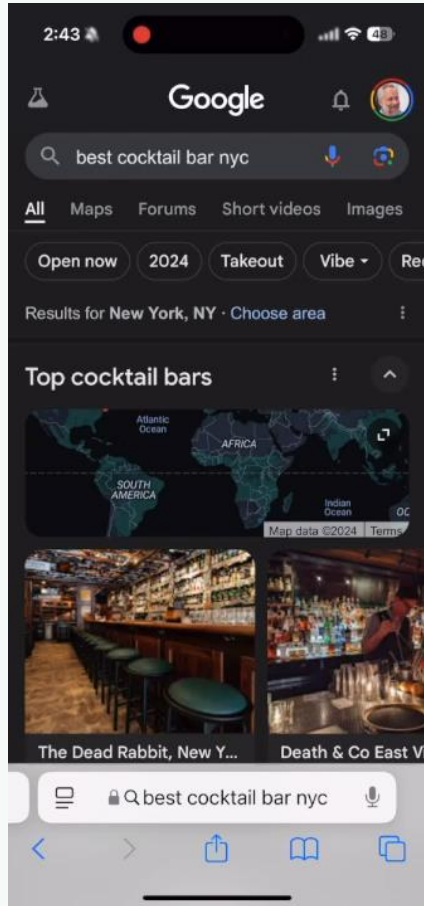
[Case Study: The Prevalence of AI Overviews in Local Search](#)



## Google AI Organized & Influenced Results – Relv on Local Schema



## Google AI Organized & Influenced Results – Google Will Defend Local



### Google is THE Local Monopoly

They have a +90% Local share

Local is inexpensive (for G)

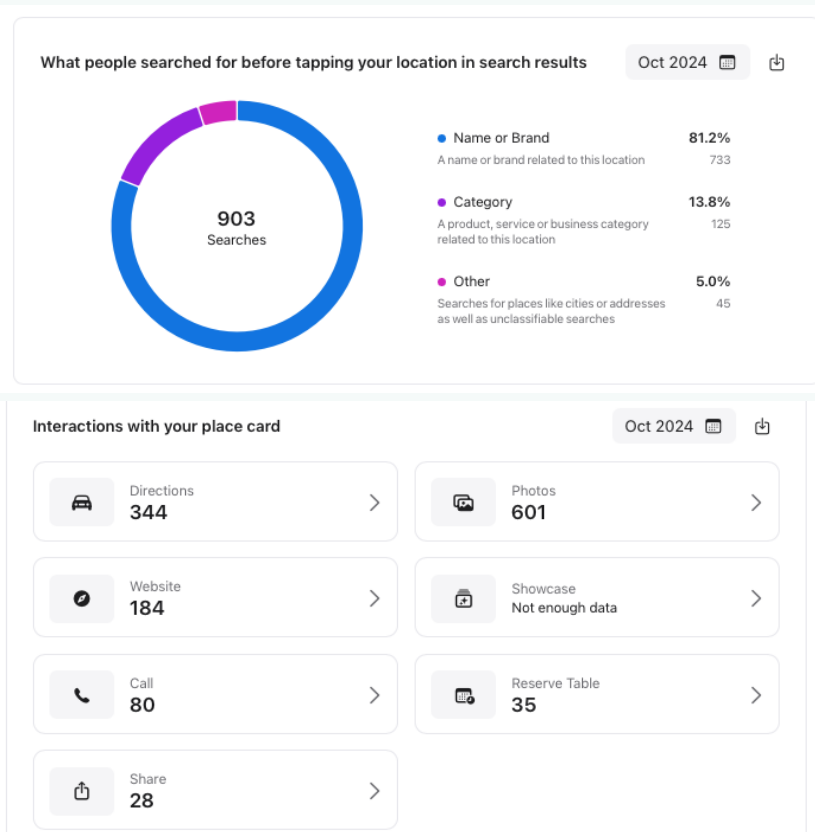
They will defend it

They will update & change

NOTE: This was a test



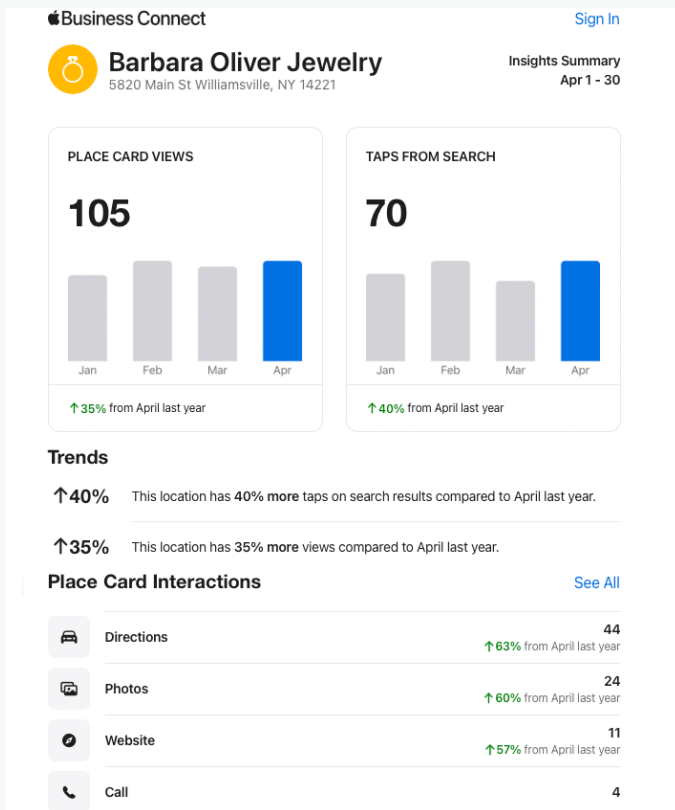
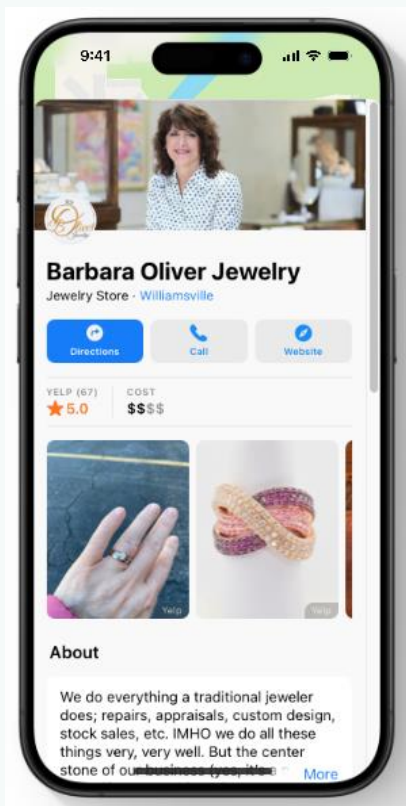
## Apple Important in Certain Verticals



**Apple Maps Thriving**  
Released on desktop  
Much improved  
Sending > traffic

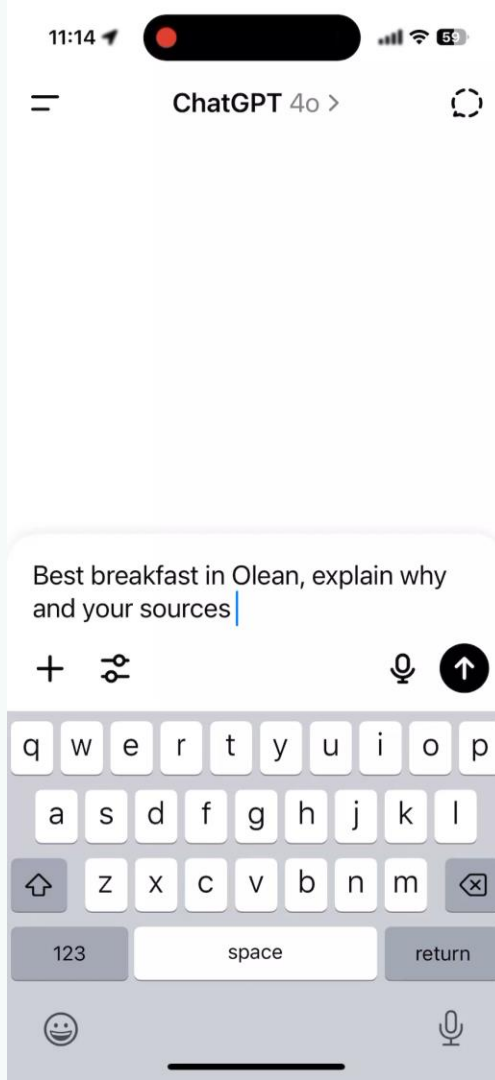


## Apple Important – Those Verticals Expanding



Apple Maps Thriving  
Previously NO traffic  
Significant Y/Y Increases  
ChatGPT Integration?





## What is Old is New Again

### All AI Needs Structure Content

True of Google AI

True of ChatGPT

Well structured website

Brand mentions on Top 10 Lists

Local Review Schema

Reviews everywhere

### Diversify, test, measure

# Local SEO

## The Praxis that matters

“In the long arc of time, you only are relevant as a retailer or merchant if your customers love you”

**Mike Blumenthal**

Near Media

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@mblumenthal



# Any Questions?

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