

Local Ranking Factors for 2020: What It Takes to Win the Map Pack



Enterprise brands face unique challenges in connecting and engaging customers in meaningful ways at the local level. Here's how to improve visibility and local rankings for every location across the brand.

The Local Opportunity

Organic

75% The top 3 organic search results on Google win 75% of all clicks

#1 The #1 result in Google's organic search results for any given keyword has an average CTR of 31.7%

Only 0.78% of Google searchers click on a second-page result

Local Pack



Google Maps is the preferred navigation app for 67% of consumers



GMB Elements were ranked the #1 most important local search ranking factor in 2020 by local marketing professionals

2020

Scaling SEO was ranked the #1 priority for 2020 by enterprise marketers, out of 16 possible tactics and channels



Just 1 in 60 Local Pack views results in a click. Consumers are finding everything they need to make a decision without even leaving the search results page.

The Big 3 Local Ranking Factors



Relevance

How well does this local business match what the searcher is looking for?



Distance

How far is each potential search result from the location term used in a search?



Prominence

Which local business is most well-known and popular, based on real-world and online signals?

30%

The Map Pack appears in almost 30 percent of all first page SERPs, making it the most frequently displayed SERP feature (along with the Featured Snippet).

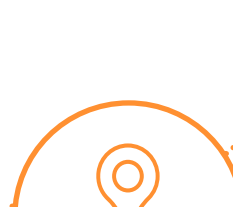
Google Says...

According to the undisputed heavyweight in local search, in order to improve your local ranking on Google you must



Enter complete data

Optimize your GMB profile with complete, accurate information and actively manage your local listings to keep it up to date across search engines, directories, and other networks and platforms.



Verify your locations

Verify your business locations to give them the best opportunity to appear for users across Google products, like Maps and Search.



Keep hours accurate

Keep hours current and use special hours for holidays, special events, and unforeseen circumstances (such as COVID-19 business interruptions) to let potential customers know when you're available. Add secondary hours if times of services offered vary, such as drive-through vs. in-store dining hours at quick-service restaurants.



Manage and respond to reviews

Interact with customers by responding to all reviews as quickly as possible. Encourage customers to leave new reviews.



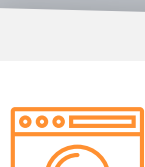
Add photos

Help customers understand the experience each location offers with high-quality photos and video of the interior and exterior, products and services, employees, and more.

"Local results favor the most relevant results for each search, and businesses with complete and accurate information are easier to match with the right searches." - Google

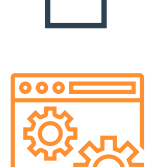
The Ultimate Enterprise Local Marketing Toolkit

Build out your local ranking arsenal with these key tools



Local Pages

- Drive paid and organic traffic to a locally relevant page for more info
- Embed photos, reviews, and other conversion-assisting elements
- Build links to these valuable local content assets



Local Listings Management

- Cleanse your company's local profile of misinformation
- Get alerts and fix inaccurate listings before they impact local rankings and customer experience
- Manage all local listings from one easy dashboard



Local Reviews Management

- Monitor all opportunities to respond and engage across locations
- Respond to reviews on multiple networks from one dashboard
- Measure review sentiment and ratings across the brand



Local Reporting

- Track and evaluate ROI from company-wide insight to location-specific granularity
- Measure local visibility and rankings, engagement, citations, conversions & more
- Monitor competitors and spot new opportunities ahead of the pack

“High-quality, positive reviews from your customers will improve your business's visibility and increase the likelihood that a potential customer will visit your location.”

Resources

All 3 organic stats from Backlinko: <https://backlinko.com/google-ctr-stats>
<https://themanifest.com/mobile-apps/popularity-google-maps-trends-navigation-apps-2018>
 State of Local Search Report 2020, Moz
<https://support.google.com/business/answer/7091?hl=en>
<https://seranking.com/blog/google-local-pack/>
<https://support.google.com/business/answer/7091?hl=en>