


# The Mad, Mad, Mad, Mad World of Local Search



# Mad, Mad, Mad, Mad World



A screwball comedy about a group of crazy people trying to find a chest of money buried under a giant "W"

In this case perhaps a giant 

# Ab

“About Local Search,  
you still have much  
to learn”

- LSA, Search Engine Land
- Impact of digital on offline consumer behavior
- Following local + SMB since 1999
- Twitter: [@gsterling](#)



# About LSA

- LSA is a non-profit assn. based in Michigan
- 300+ members in 27 countries
- Members: **Google, Microsoft, Yahoo, Yelp, AOL, GoDaddy, Kenshoo, Acquisio, AdviceLocal, HomeAdvisor, Moz & more**
- Focus on local marketing ecosystem – Enterprise and SMB



# For the Next 60 Minutes . . .



# A Bit of Context

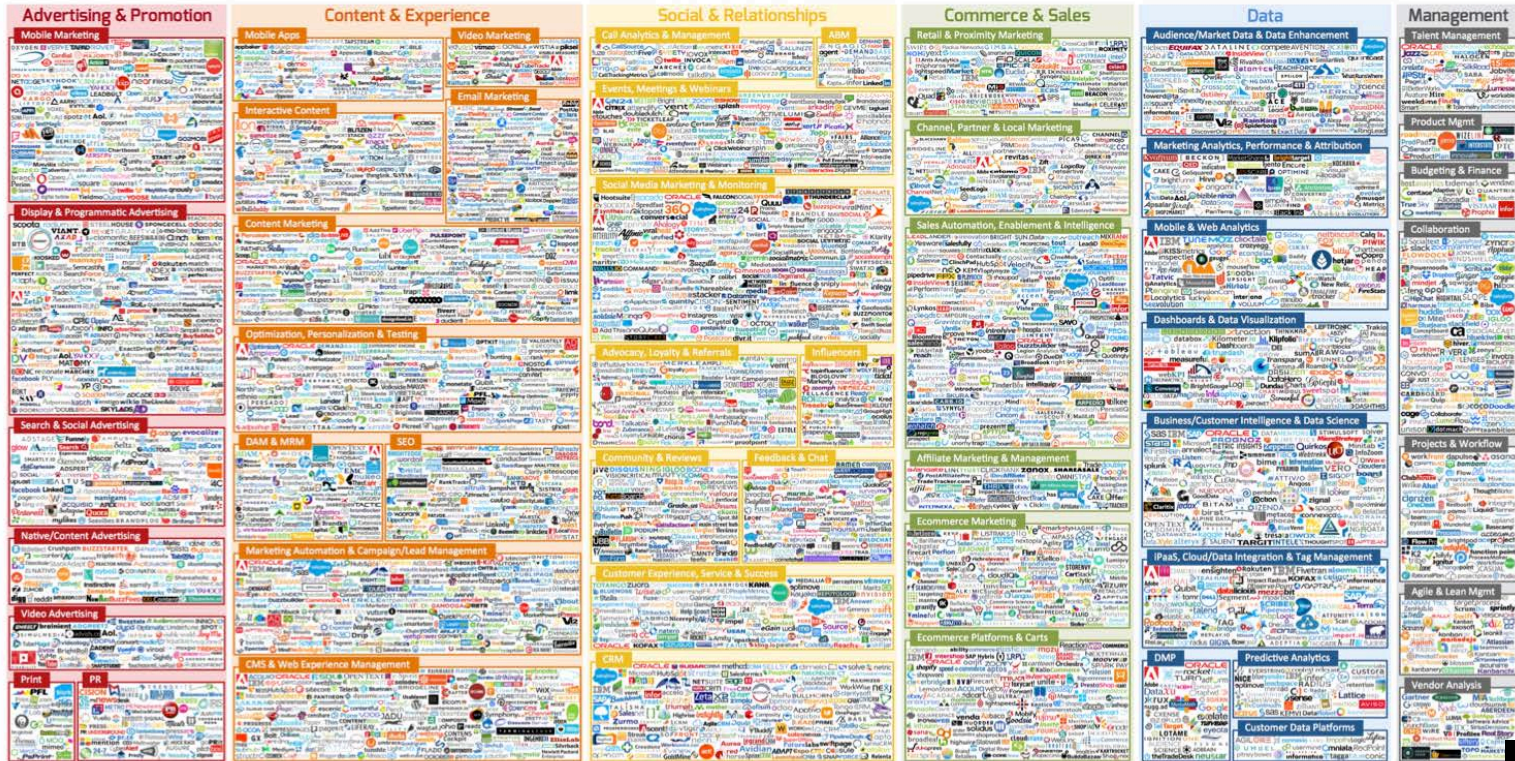


# A Simpler Time



More concentrated audiences, more coherence

# Today: Sophisticated Chaos



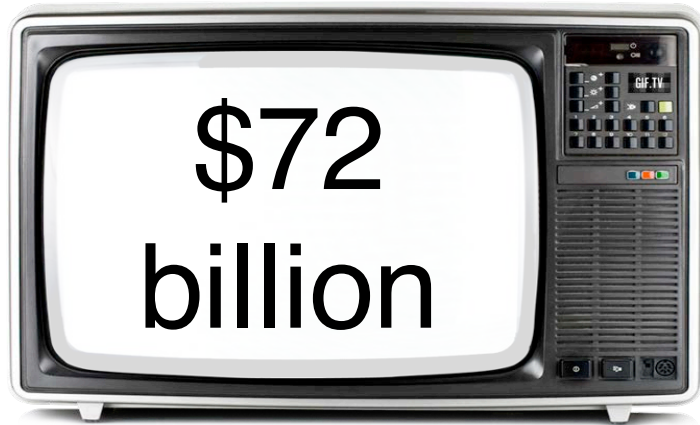
Sources: CabinetM (<http://cabinetm.com>), Captera, G2 Crowd, Google, Growthwise, LUMA Partners, Siftly, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

Created by Scott Brinker (@chiefmartec)



# Digital Becoming #1

US Ad spending in 2017



36% of total media spending in US

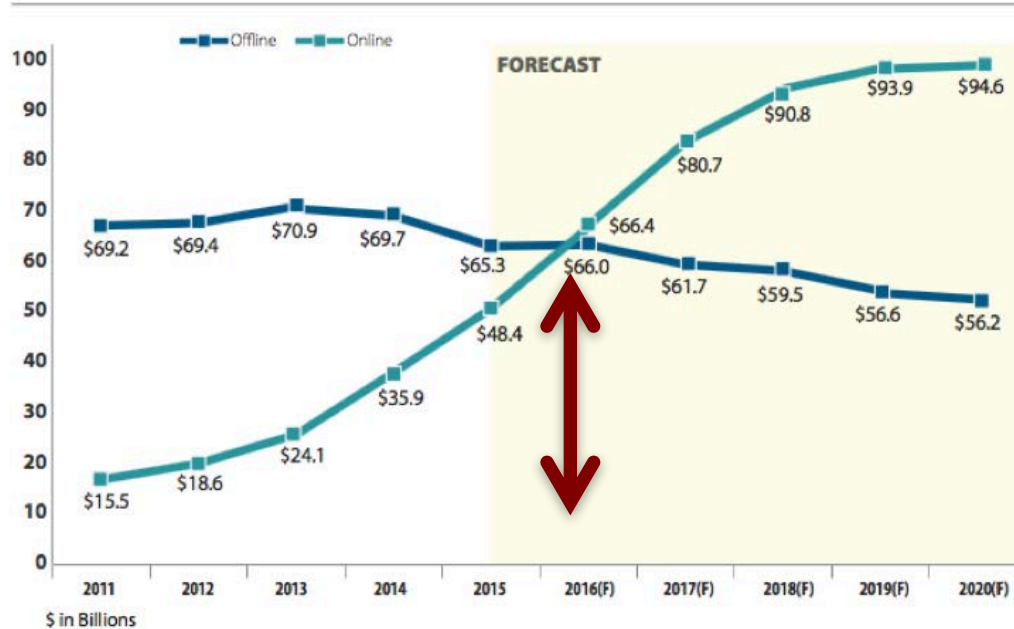


\$77.4 billion

38.4% of total media spending

# For Local Media Too

FIGURE 1.1: LOCAL ADVERTISING'S X YEAR: ONLINE OVERTAKES ANALOG



Source: Borrell, January 2016

Source: Borrell Associates (2016)



# Original Local Search



Simple but (often) difficult to evaluate ROI

# Local Search (2000 – 2009)



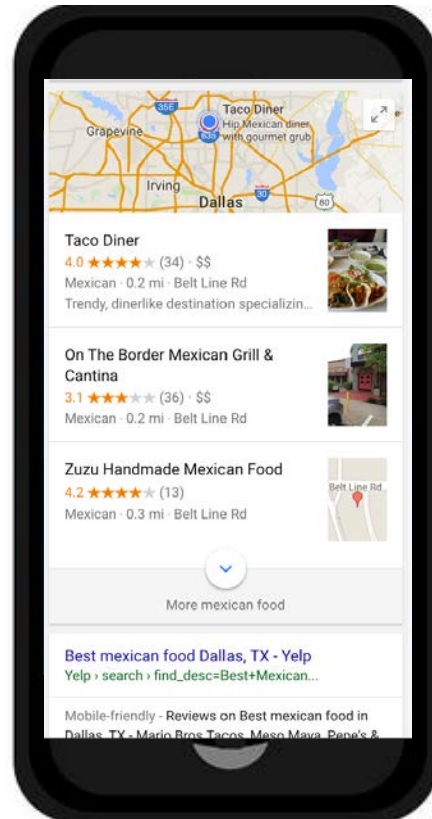
Dallas Mexican restaurants

Google Search

I'm Feeling Lucky



# Now It Often Looks Like This . . .



# And Also This . . .



Open  
Resta  
Food

+ Up

Esse

App store launched July 2008 with  
552 apps



What  
?

Game

+ Get

In-App Purchases

Download

In-App Purchases

Update

+ Update

Essentials

+ Get

In-App Purchases

+ Get

+ Download

+ Download



Cooking Fever  
Games



Sky Burger -  
Build & Match...



RetailMeNot  
Shopping Deal...



Yelp Eat24 -  
Order Food...



Taco Bell  
Food & Drink



Bakery Story  
Games



Restaurant Fan  
Logo Quiz :...



Crazy Kitchen  
Games

# A New Moment of Change





# Evolution of the Internet

Yesterday



Today



Tomorrow



# Old Internet Was Flat



Documents . . . Links . . . Impressions . . . Clicks . . . Carts

# Connected World 3D, Dynamic



Not about documents and static information; about context, task completion, transactions

# What and How Big?



# Historical Misconceptions

## Local search is . . .

- A subset of online consumer behavior
- About maps, directories
- A “vertical”
- About SMBs (and not brands, enterprises)

# Narrow Definition

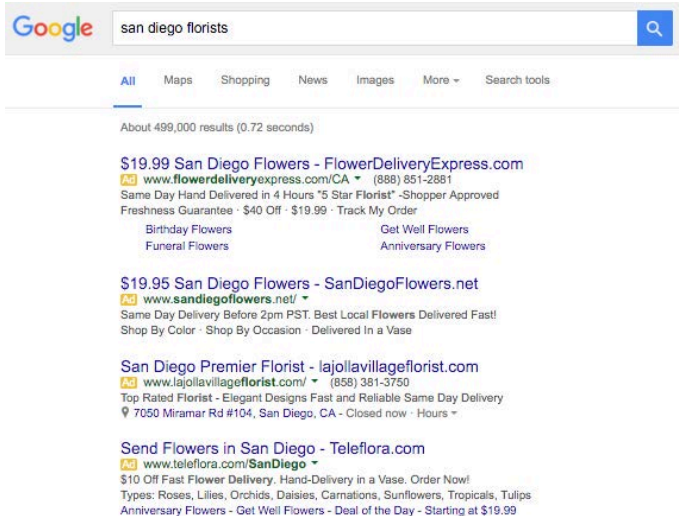


Noun with geo-modifier

Google Search

I'm Feeling Lucky

# Focus on Ranking on SERP



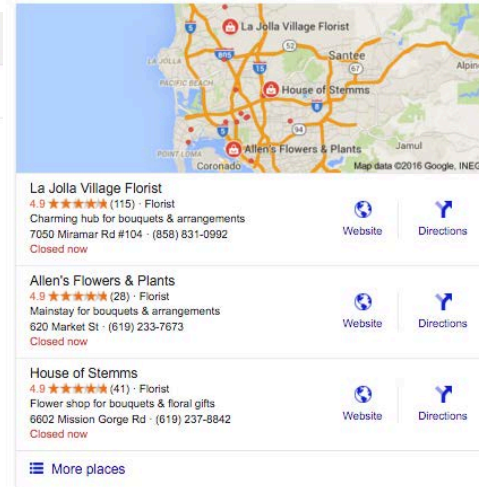
Google search results for "san diego florists". The search bar shows "san diego florists" and the search button is a blue magnifying glass. Below the search bar are tabs for "All", "Maps", "Shopping", "News", "Images", "More", and "Search tools". The results show "About 499,000 results (0.72 seconds)".

**\$19.99 San Diego Flowers - FlowerDeliveryExpress.com**  
Ad [www.flowerdeliveryexpress.com/CA](http://www.flowerdeliveryexpress.com/CA) (888) 851-2881  
Same Day Hand Delivered in 4 Hours \*5 Star Florist\* - Shopper Approved  
Freshness Guarantee - \$40 Off - \$19.99 - Track My Order  
    Birthday Flowers      Get Well Flowers  
    Funeral Flowers      Anniversary Flowers

**\$19.95 San Diego Flowers - SanDiegoFlowers.net**  
Ad [www.sandiegoflowers.net/](http://www.sandiegoflowers.net/) \*  
Same Day Delivery Before 2pm PST. Best Local Flowers Delivered Fast!  
Shop By Color - Shop By Occasion - Delivered In a Vase

**San Diego Premier Florist - lajollavillageflorist.com**  
Ad [www.lajollavillageflorist.com/](http://www.lajollavillageflorist.com/) (858) 381-3750  
Top Rated Florist - Elegant Designs Fast and Reliable Same Day Delivery  
📍 7050 Miramar Rd #104, San Diego, CA - Closed now - Hours ▾

**Send Flowers in San Diego - Teleflora.com**  
Ad [www.teleflora.com/SanDiego](http://www.teleflora.com/SanDiego) \*  
\$10 Off Fast Flower Delivery. Hand-Delivery in a Vase. Order Now!  
Types: Roses, Lilies, Orchids, Daisies, Carnations, Sunflowers, Tropicals, Tulips  
Anniversary Flowers - Get Well Flowers - Deal of the Day - Starting at \$19.99



A Google Maps view of San Diego, California, showing several florists marked with red location pins. The map includes labels for "La Jolla Village Florist", "House of Stems", and "Allen's Flowers & Plants". A red line on the right side of the map points to the "More places" link in the search results below.

**La Jolla Village Florist**  
4.9 ★★★★★ (115) · Florist  
Charming hub for bouquets & arrangements  
7050 Miramar Rd #104 · (858) 831-0992  
Closed now  
Website    Directions

**Allen's Flowers & Plants**  
4.9 ★★★★★ (28) · Florist  
Mainstay for bouquets & arrangements  
620 Market St · (619) 233-7673  
Closed now  
Website    Directions

**House of Stems**  
4.9 ★★★★★ (41) · Florist  
Flower shop for bouquets & floral gifts  
6602 Mission Gorge Rd · (619) 237-8842  
Closed now  
Website    Directions

More places

## Florists in San Diego - Yelp

[www.yelp.com](http://www.yelp.com) > Shopping > Flowers & Gifts > Yelp  
The Best Florists in San Diego on Yelp. Read about places like: Florabella, My Flower Shop, House of Stems, Flowers Of Point Loma, Rositas Flower Shop, ...

## Voted Best Florist In San Diego | San Diego CA Flowers ...

[www.allensflowers.com/](http://www.allensflowers.com/) \*  
Allen's Flowers and Plants | 2013 Best Florist in San Diego | Flowers, Plants, Gift Baskets, Wedding Flowers, Sympathy Flowers, Event Flowers | Local Flower ...  
La Mesa Florist - Birthday Flowers & Gifts - El Cajon Flowers Allen's ... - Roses

## San Diego, CA - Florist, Flowers, Flower Delivery, La Jolla ...

[www.lajollavillageflorist.com/](http://www.lajollavillageflorist.com/) \*  
San Diego Premier Florist - Elegant and unique flowers. Fast and reliable same day delivery serving most of San Diego County. Order 24 hours a day.

# Seeing Only Part of the Picture





# Think Bigger, Broader



How consumers use digital media to help make purchase decisions ultimately fulfilled offline/locally

# Ultimately about Buying Intent



# Local = Offline. Seems Obvious?




# Follow the Money



- US GDP nearly **\$18 Trillion**
- **70%** = consumer spending (most within 15 - 20 miles)
- **92%** of retail spending offline
- **\$4.8T (stores) vs. ~\$350B (online) in 2015**

# Digital Influence on Offline Spending

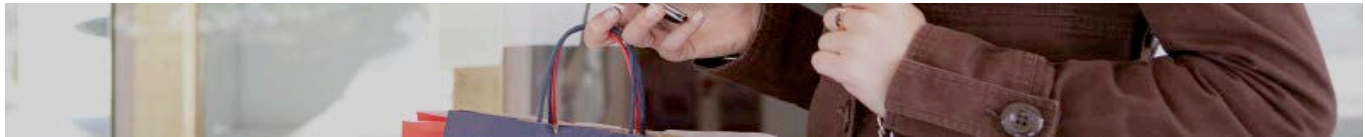


Deloitte says that about **\$2.2 trillion** in retail spending was impacted in one way or another by the internet in 2015.

# In-Store Access



**82% of shoppers** say they consult their phones re purchases they're about to make in a store



# Digital Research → Local Buying

“How often do you do online/mobile research before buying something in a store or from a service business?”

- **Every single time — 20.3%**
- **75% of the time — 25.5%**
- **About 50% of the time — 17.2%**
- About 25% of the time — 12.7%
- Not at all — 24.2%

**63%**

Half or more  
of the time

# Research Online, Buy Offline

**84%**

search for reviews, ratings  
or price comparisons  
before making a purchase.



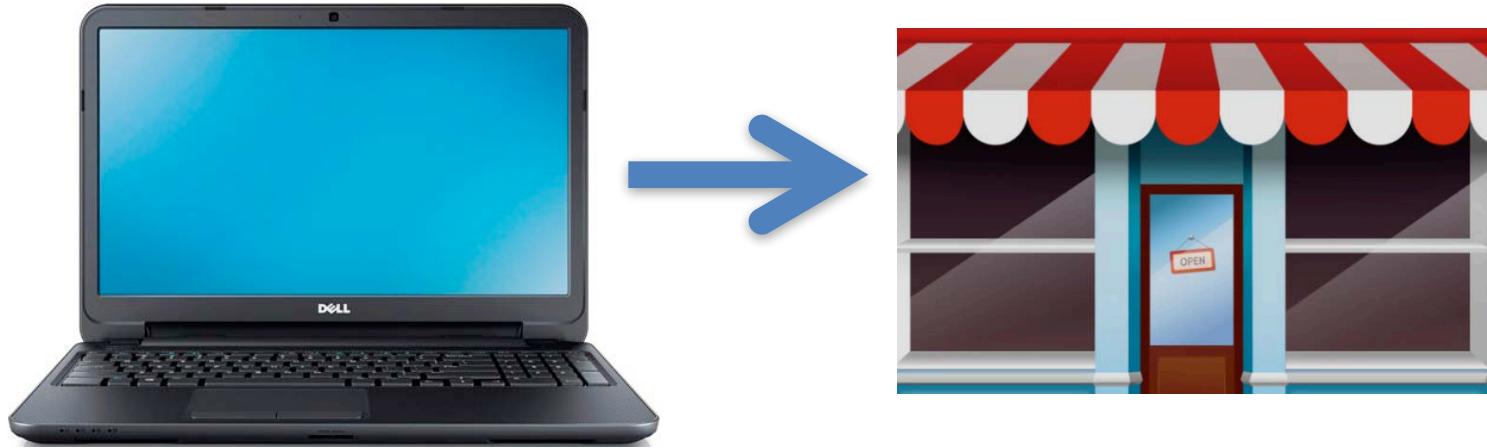
# Local Search = Online-to-Offline

Most Online Research Culminates Offline

The logo consists of the lowercase letters 'o', '2', and 'o' in a bold, rounded, sans-serif font. The '2' is slightly smaller than the 'o's and is positioned between them. The entire logo is rendered in a bright blue color.

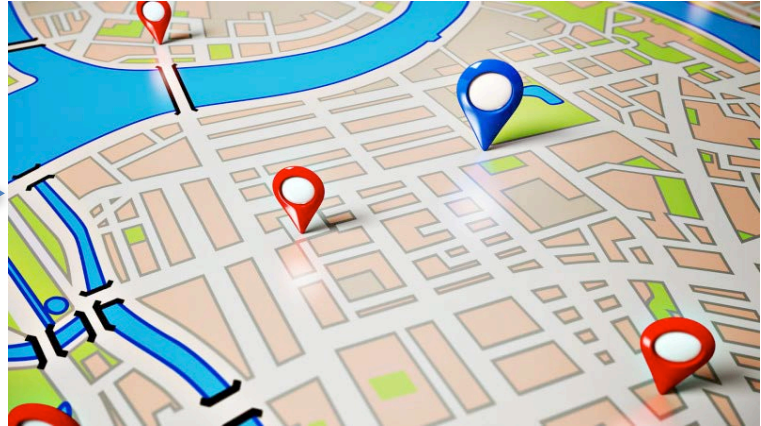
Online to Offline

# Consumers Have Always O2O'd



**Marketers couldn't see/track it. So they mostly ignored it.**

# Mobile Enables 'Location Analytics'



More transparency available about consumer activity

# O2O Tracking: Google, Pinterest, Facebook



Same 10 day period: all three introduced or expanded offline tracking capability

# PC Query Percentage: 20%



“20% of [desktop] searches on Google are related to location”

-- Google, 4/10

# Mobile: Moving Target

One-third of mobile searches are local

-- Eric Schmidt 9/10



40% of mobile searches are local

-- Marissa Mayer 5/11



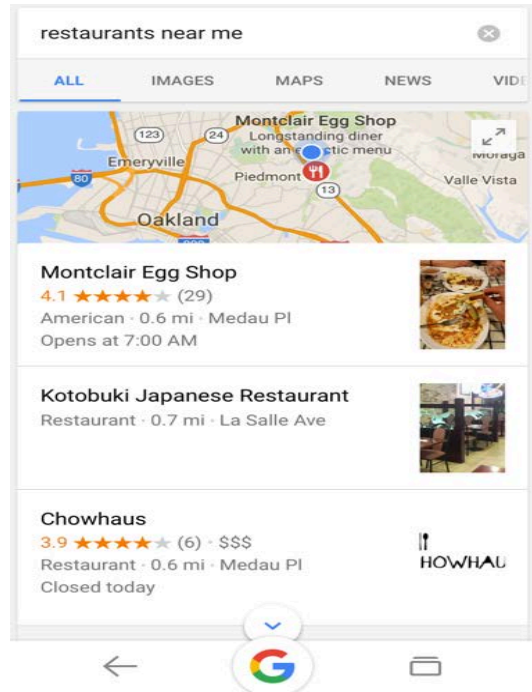
30% of mobile searches are "related to location"

-- Omid Kordestani 7/15



10/12: 50% of mobile search is local

# All Mobile Queries ‘Potentially Local’



Google director of engineering Chandu Thota said that **mobile search is inherently local** and that Google regards all mobile queries as potentially local

# Most Commercial Queries Local

1	Restaurants-Fast Food-Other and Non Specific
2	Auto Dealer - New and Used
3	Internet
4	Automobile Repairing and Service
5	Beauty Salons
6	Physician & Surgeons-Specialist & Non Specific
7	Plumbing Contractors
8	Clothing Bought and Sold
9	Grocers Retail (Supermarket)
10	Discount Stores
11	Pizza
11	Theaters
13	Shopping Centers
14	Food Products
15	Electronic Equipment and Supplies-Dealers
16	Employment Agencies
17	Dentists
18	Home Improvements
18	Pharmacies Or Drug Stores
20	Tire Dealers
21	Hotels and Resorts

Most search queries that carry buying intent are ultimately local because they will likely be fulfilled in a store, dealership or by an offline service provider

Marketers should be helping consumers from search → store



# Example: Car Buying



Toyota Rav4

Google Search

I'm Feeling Lucky

# Toyota Rav4: Not Local?

Google

All Images Shopping News Videos More Search tools

About 27,700,000 results (0.57 seconds)

**New Toyota® RAV4 - Get Fun and Reliability in One SUV - Toyota.com**  
[www.toyota.com/RAV4](http://www.toyota.com/RAV4)  
Discover the New RAV4 Now!  
Steek Design · Available AWD · Smart Technology · Fun Features  
Models: RAV4 LE, RAV4 XLE, RAV4 XLE Hybrid, RAV4 SE, RAV4 Limited, RAV4 Limited Hybrid  
Build & Price RAV4 Reviews  
RAV4 Photos Local Specials

**2016 Toyota RAV4 | The right choice for any adventure.**  
[www.toyota.com/rav4](http://www.toyota.com/rav4) Toyota  
Official 2016 Toyota RAV4 site. Learn more about the RAV4, Toyota's crossover sport utility vehicle (SUV), including MPG, pricing (MSRP), features & photos.  
RAV4 Interior Tours · Full Gallery · Toyota RAV4 · Toyota RAV4 Accessories


**Toyota RAV4 Reviews - Toyota RAV4 Price, Photos, and Specs - Car ...**  
[www.caranddriver.com](http://www.caranddriver.com) Toyota · Car and Driver  
★★★★ Rating: 3.5 - Review by Car and Driver  
Jump to Instrumented Test – 2016 Toyota RAV4 Hybrid AWD. ... 2016 Toyota RAV4 Hybrid AWD. ... We recorded 31 mpg from the RAV4 hybrid, or 12 mpg better than we got in the last nonhybrid, all-wheel-drive RAV4 we tested.

**2016 Toyota RAV4 SUV Pricing & Features | Edmunds - Edmunds.com**  
[www.edmunds.com](http://www.edmunds.com) Toyota · RAV4 · Edmunds.com  
★★★★ Rating: 4.2 - 53 reviews  
Edmunds has detailed price information for the 2016 Toyota RAV4 SUV, including average price paid and MSRP. See our 2016 Toyota page for detailed ...

**2016 Toyota RAV4 | Reviews and Ratings from Consumer Reports**  
[www.consumerreports.org/cro/toyota-rav4.htm](http://www.consumerreports.org/cro/toyota-rav4.htm) Consumer Reports  
An expert and unbiased review of the Toyota RAV4 that covers overall driving performance, road test results, ratings and specs, reliability, owner satisfaction, ...

**2016 Toyota RAV4 - Kelley Blue Book**  
[www.kbb.com/toyota/rav4/2016/](http://www.kbb.com/toyota/rav4/2016/) Kelley Blue Book  
★★★★ Rating: 9.1/10 - 1 review  
2016 Toyota RAV4 overview with photos and videos. Learn more about the 2016 Toyota RAV4 with Kelley Blue Book expert reviews. Discover information ...

**Toyota RAV4 - Wikipedia, the free encyclopedia**  
[https://en.wikipedia.org/wiki/Toyota\\_RAV4](https://en.wikipedia.org/wiki/Toyota_RAV4) Wikipedia



**2016 Toyota RAV4**

Compact sport utility vehicle


3.5/5 Car and Driver	4.2/5 Edmunds.com	9.1/10 Kelley Blue Book
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**MSRP:** From \$24,350  
**MPG:** Up to 24 city / 31 highway  
**Curb weight:** 3,455 to 3,630 lbs  
**Towing capacity:** 1,500 lbs  
**Dimensions:** 181" L x 73" W x 66" H

**Configurations**

LE	From \$24,350
XLE	From \$26,270
SE	From \$29,265
Limited	From \$31,510

**People also search for**



Toyota vehicles Compact sport utility vehicles Other vehicles

# Funnel Assumptions Different

The screenshot shows a Google search for "toyota rav4". The search bar at the top contains the text "toyota rav4" and a microphone icon. Below the search bar are tabs for "ALL", "IMAGES", "MAPS", "NEWS", and "VIDEOS". The search results are as follows:

- Ad:** "New Toyota® RAV4 - Discover the New RAV4 Now - Toyota.com" with the URL "www.toyota.com/RAV4".
- Text:** "Get the Right Choice for Any Adventure. Fun Features - Available AWD - Sleek Design Models: RAV4 LE, RAV4 XLE, RAV4 XLE Hybrid, RA...". Below this are links for "Build & Price", "RAV4 Reviews", "RAV4 Photos", and "Find a Dealer".
- Text:** "2016 Toyota RAV4 Compact sport utility vehicle" with a share icon.
- Image:** Two images of the 2016 Toyota RAV4, one white and one red.
- Text:** "2016 Toyota RAV4 | The right choice for any adventure." with the URL "Toyota > touch > rav4". Below this is a "Mobile-friendly" notice and a link to "RAV4 Interior Tours - Full Gallery - Toyota RAV4".
- Text:** "Toyota RAV4 Reviews - Toyota RAV4 Price, Photos, and Specs - Car and Driver" with a link to "Car and Driver > Toyota".
- Text:** "Rating: 3.5 - Review by Car and Driver" with a "Mobile-friendly" notice and a link to "Jump to Instrumented Test - 2016 Toyota RAV4 Hybrid AWD. ... We recorded 31 mpg from the RAV4 hybrid, or 12 mpg better than we got in the last nonhybrid, all-wheel-drive RAV4 we tested."
- Text:** "2016 Toyota RAV4 SUV Pricing & Features | Edmunds - Edmunds.com" with the URL "Edmunds.com > Toyota > RAV4".
- Text:** "Rating: 4.2 - 53 reviews" with a "Mobile-friendly" notice and a link to "Edmunds has detailed price information for the 2016 Toyota RAV4 SUV, including average price paid and MSRP."
- Text:** "2016 Toyota RAV4 | Reviews and Ratings" (partially visible at the bottom).

Google might be more inclined to treat the same query as local.

**Assumptions: lower in funnel, immediate need, seeking nearby**

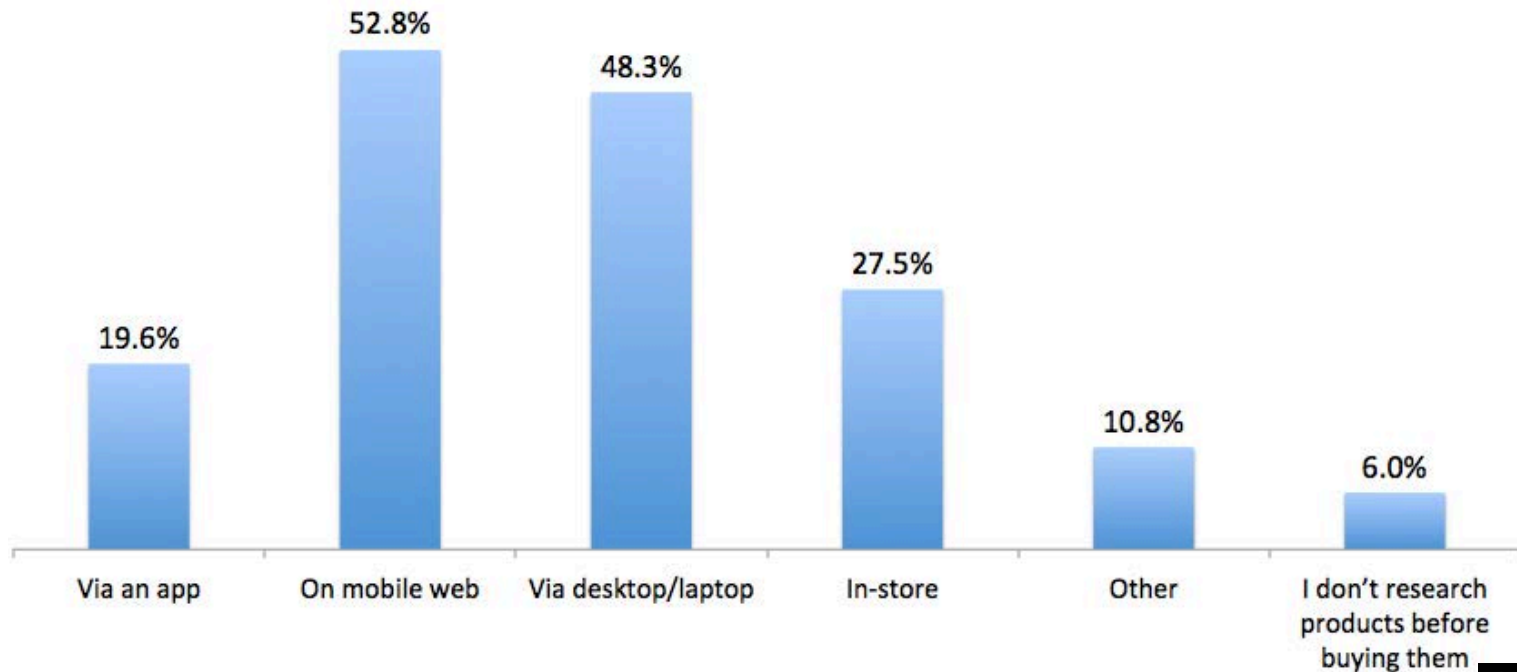
People don't buy cars online – generally

# The Purchase Path



# Multiple Sources on Purchase Path

How do you typically research products before buying them? (Select all that apply)



Source: Sitecore Mobile survey (2016), n=5,359 consumers



# Used in Past Month

“We would like to know when, if ever, you last used the following sources to look up information or learn about products/services in your local area”

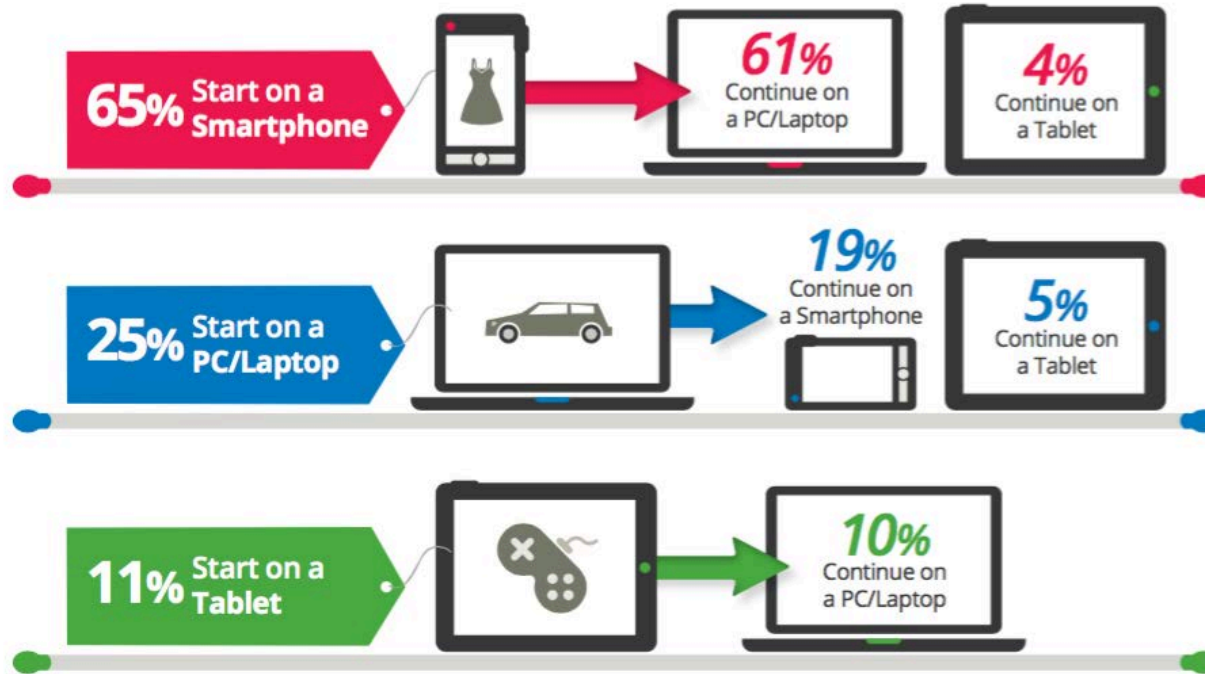


Source: LSA-Burke Local Media Tracking Study, n=8,000 (2015)



# Multi-Screen World

90% of consumers now move “sequentially” between different screens



Source: Google and IPSOS, n=1,600 US adults (2012)

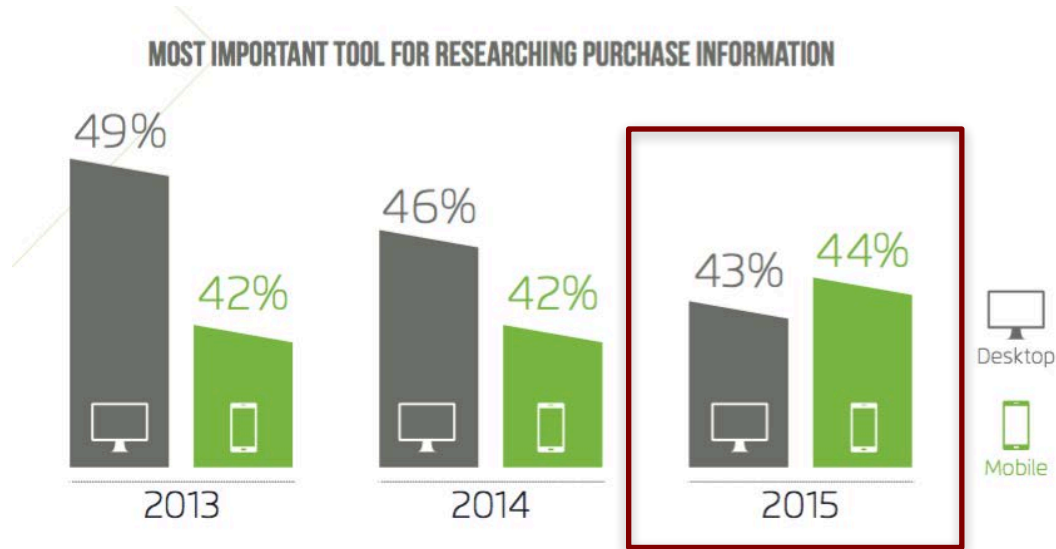
# Funnel to Pretzel: Messy not Direct



**The funnel has always been a kind of fiction**



# Mobile Devices 'More Important'



Consumers now see mobile devices as more important than PC for purchase decision-making

# Search Migration to Mobile

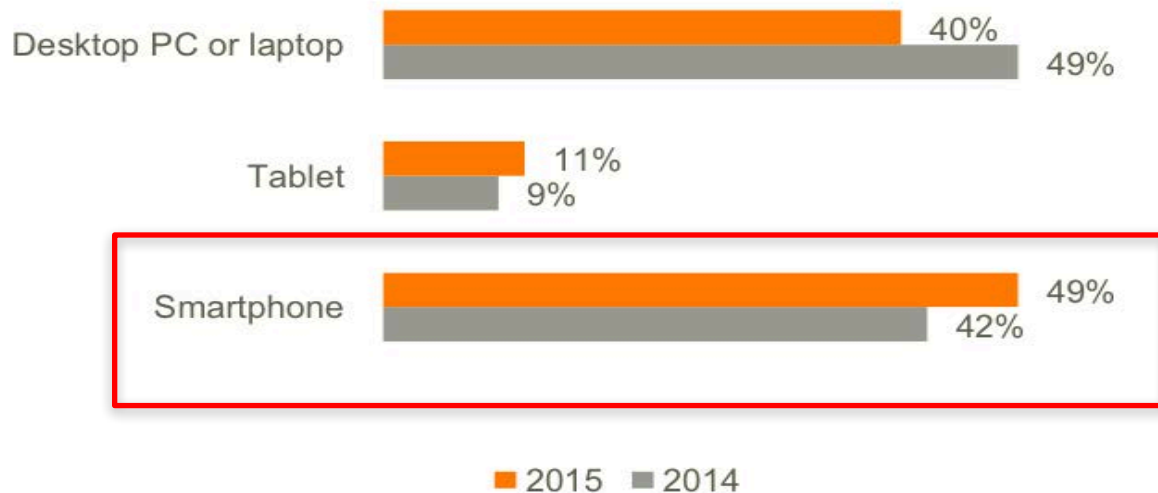


More than 50% of Google's query volume now mobile on a global basis



# 2015: Mobile Passed PCs for Local

Device most commonly used when looking for local information online



# Even More in Some Cases



**70%** of searches on  
Yelp come from  
mobile devices --  
globally

# Contacted Local Biz After

Consumers who made phone call, store visit, visited website, emailed

65%

Ratings/review site

61%

Social network

59%

Search engine

# Mostly Offline



# New 'Search Experiences'



# More Screens, Channels, Devices



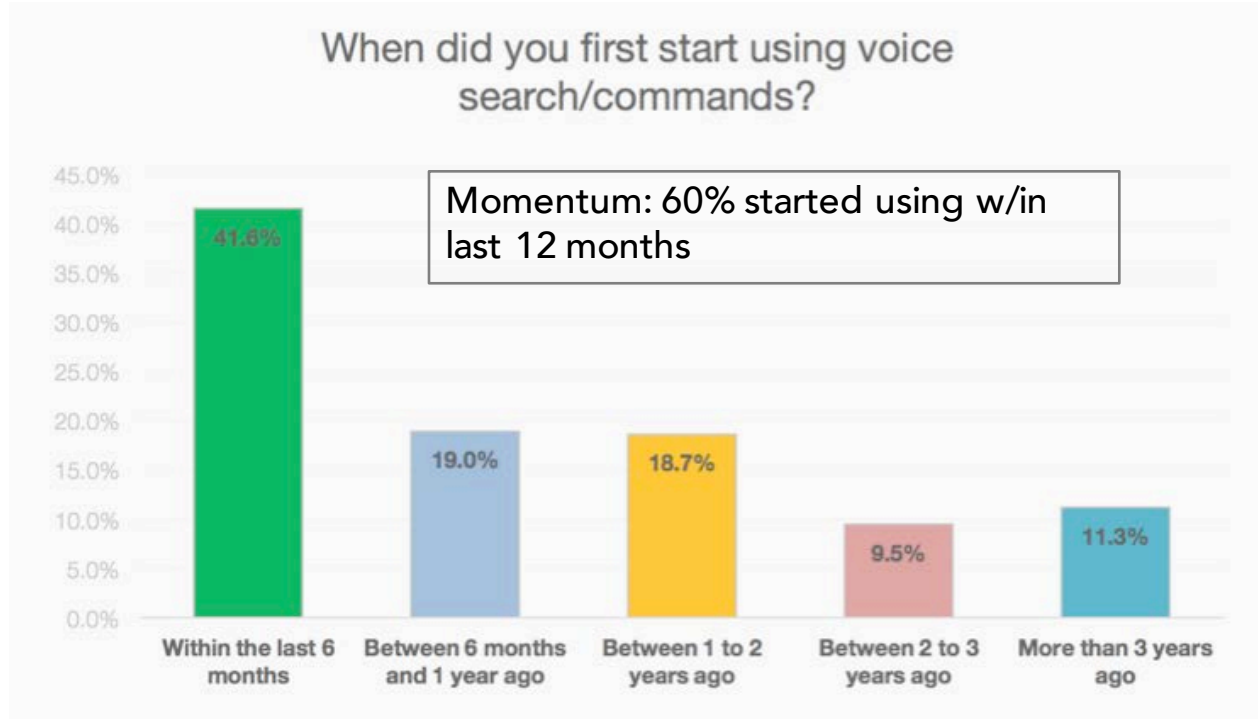


# Enabling Technologies

- Billions of mobile devices/new hardware
- New UI/UX experiences
- Improved voice recognition and NLP
- Machine learning/AI
- Metaphor of the (virtual) assistant replacing search



# Rise of Voice Search and the Voice UI

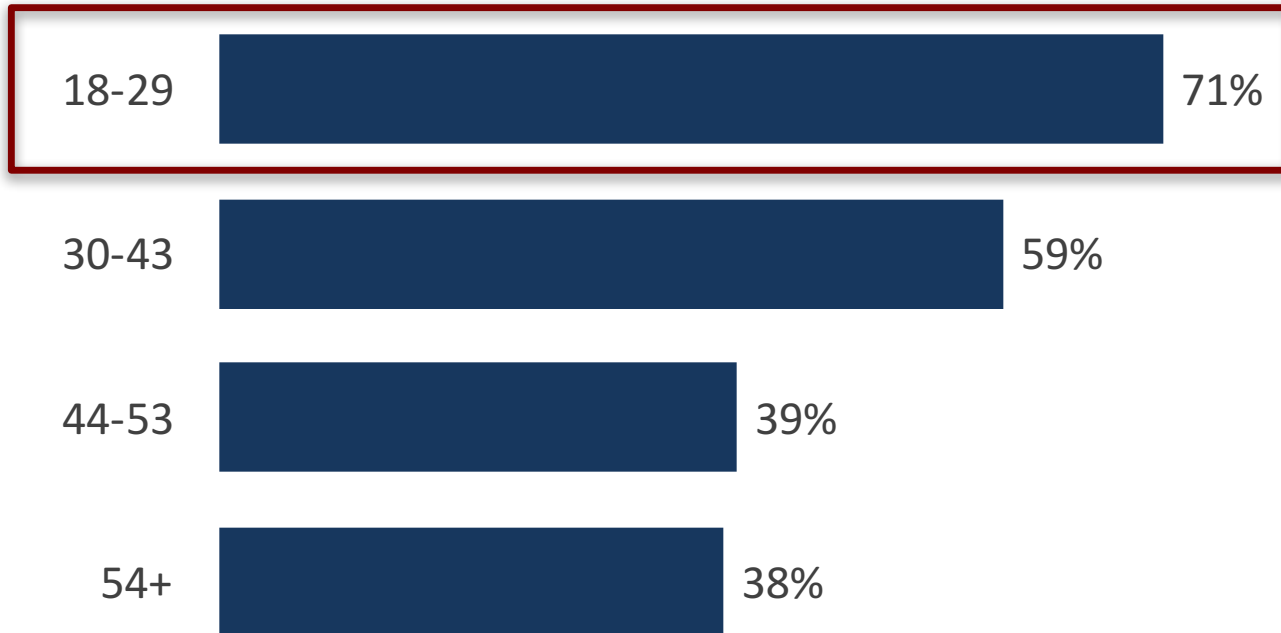


Source: MindMeld, October 2015, n=1,800 US smartphone users



# Voice/Virtual Assistants

US smartphone users who use mobile personal assistants



# Voice Search Has High Local Intent



**Voice search:  
40% local**

# Amazon Echo/Alexa



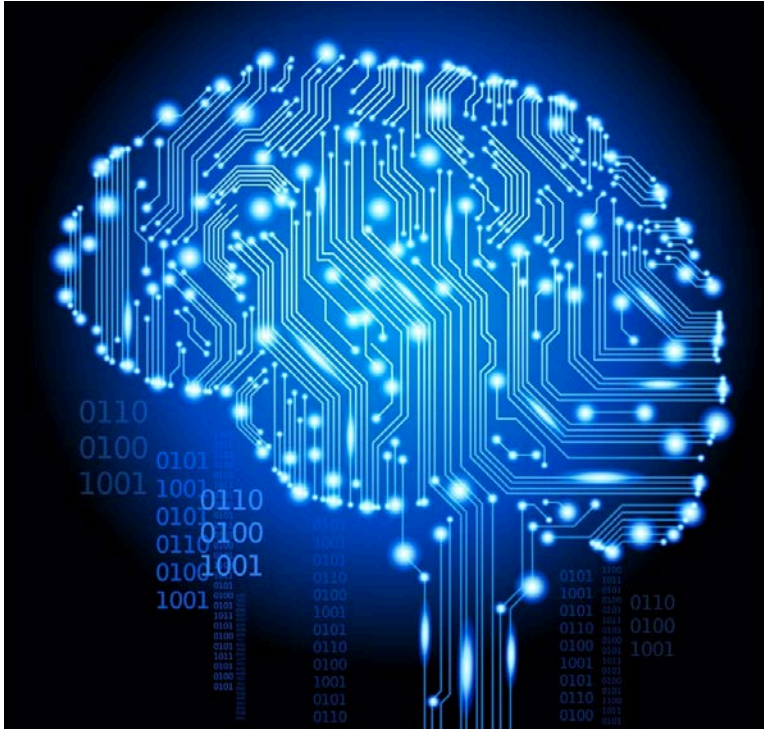
**Now outselling  
Kindles**

**Tens of thousands of  
3rd party developers  
currently working on  
Alexa projects**

# Google Responds



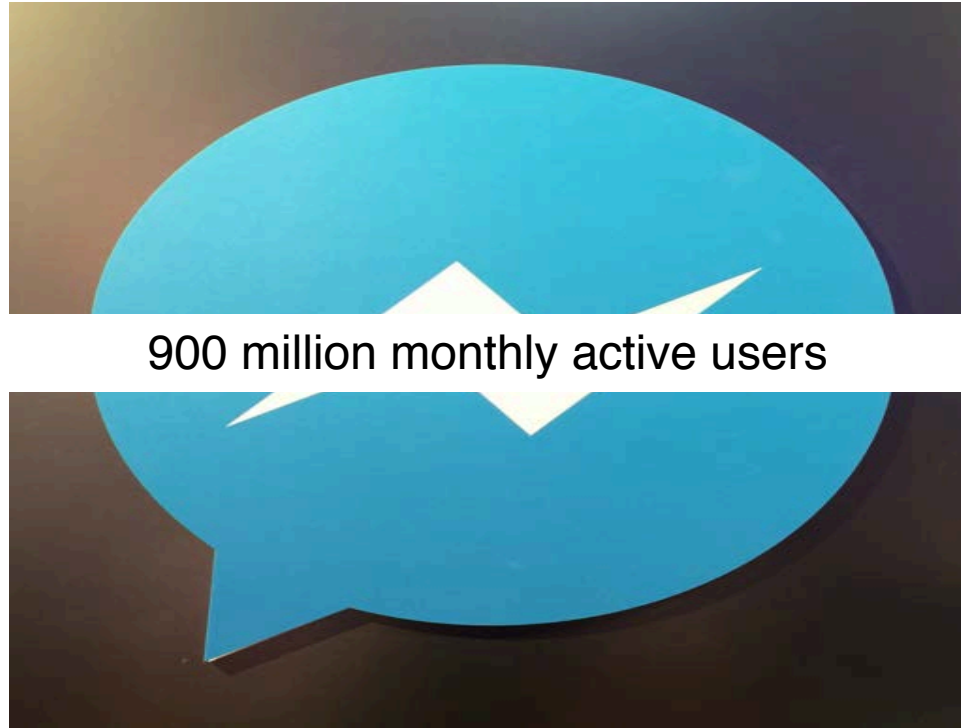
# The Google Assistant



“The assistant is conversational—an ongoing two-way dialogue between you and Google that understands your world and helps you get things done. It makes it easy to buy movie tickets while on the go, to find that perfect restaurant for your family to grab a quick bite before the movie starts, and then help you navigate to the theater. It’s a Google for you, by you.”

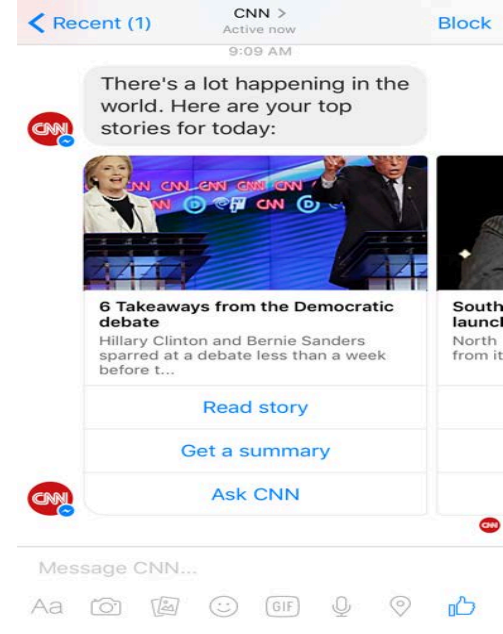
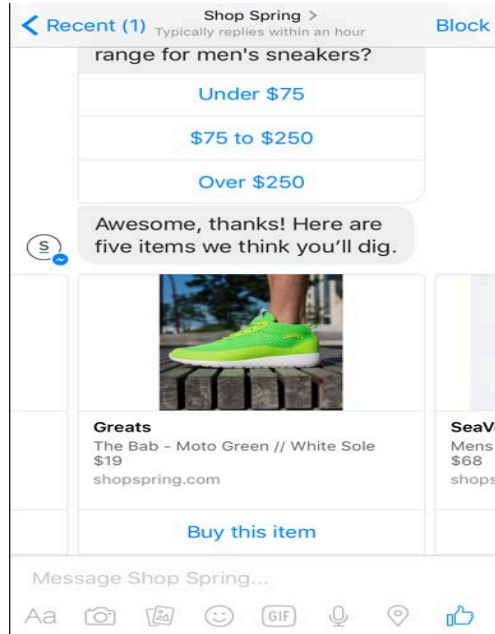
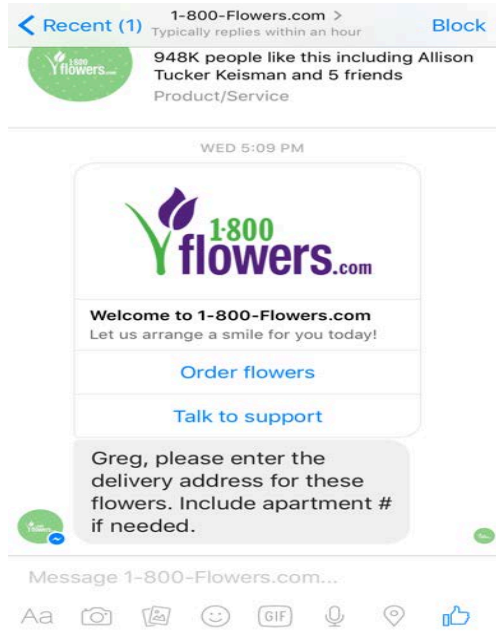
--Google, May 2016

# Messenger As Platform





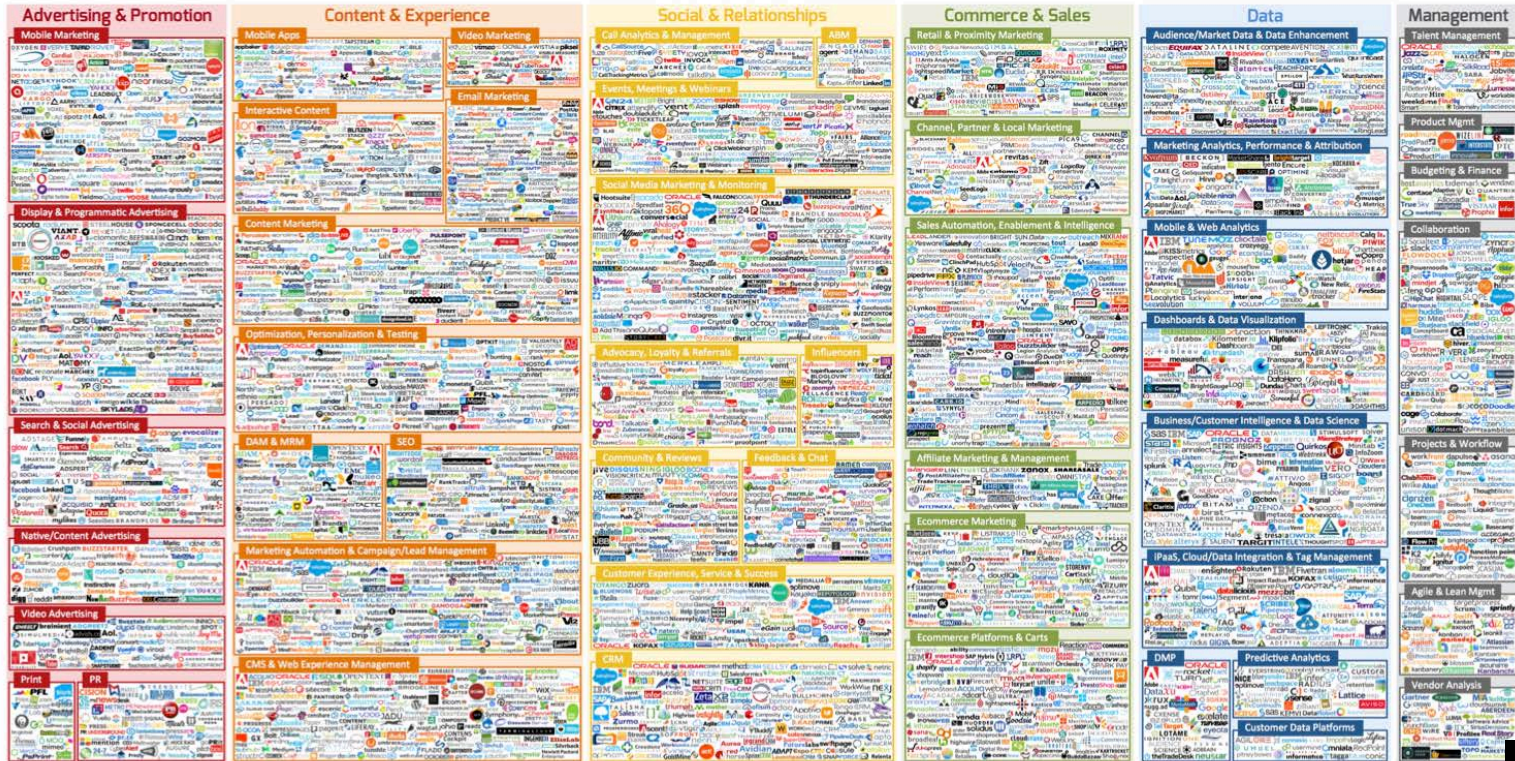
# 'Conversational Commerce'



# Marketer Challenges



# This Again



Sources: CabinetM (<http://cabinetm.com>), Captera, G2 Crowd, Google, Growthwise, LUMA Partners, Siftly, TrustRadius, VBProfiles — see <http://chiefmartec.com/2016/03/marketing-technology-supergraphic-2016/> for details.

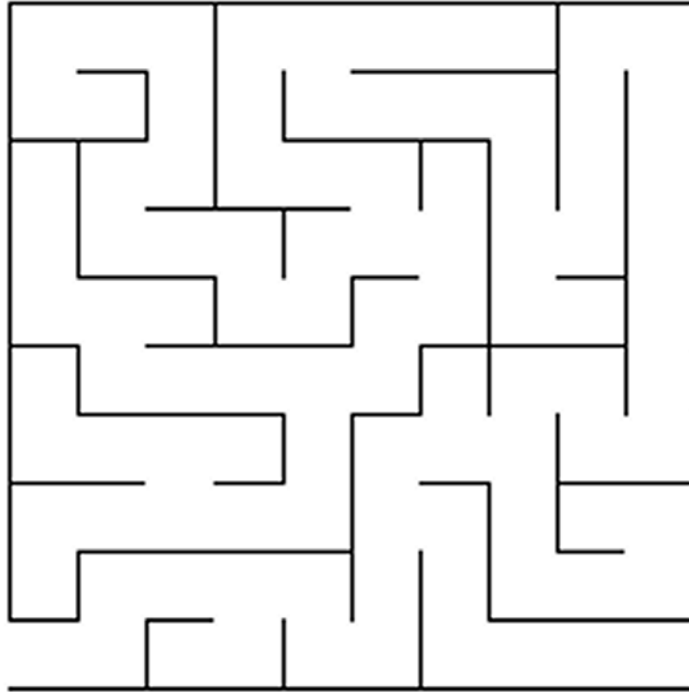
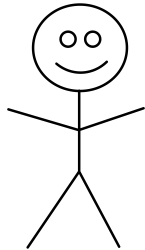
Created by Scott Brinker (@chiefmartec)

# Complex Consumer Behavior

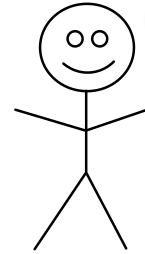


# Buyers More Elusive

Where  
the \$#@!  
are you?



I'm over  
here



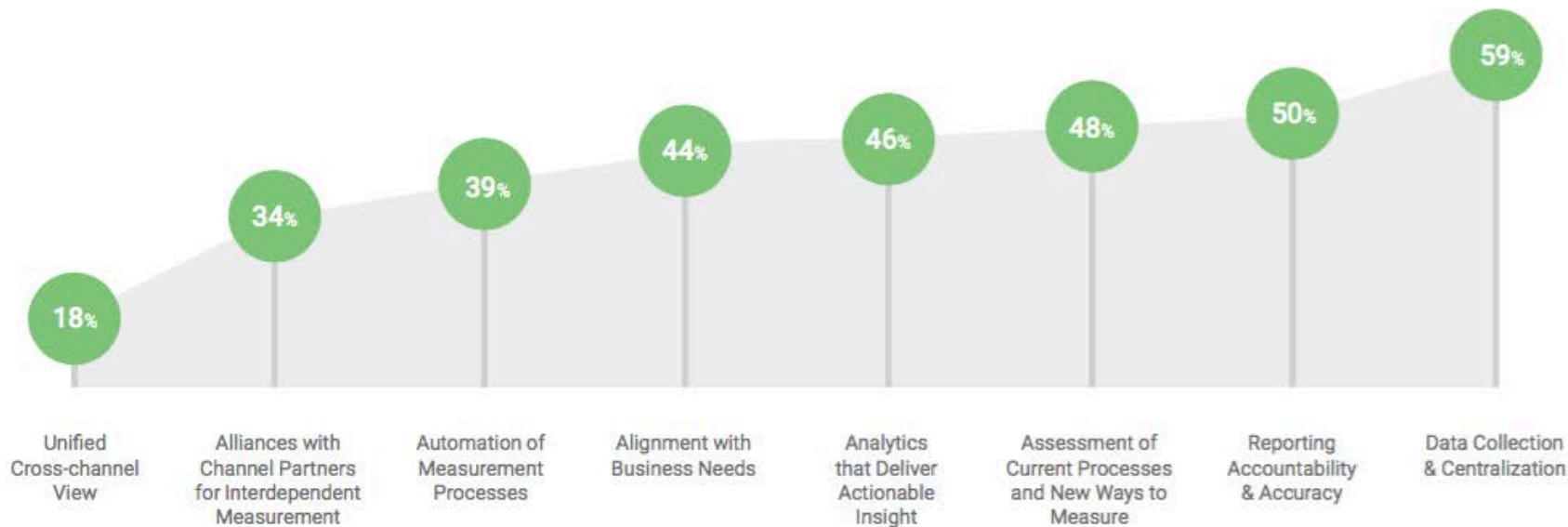
# Range of Challenges

“As a retailer, what do you find are your top three business challenges?”



# Struggling with Data/Execution

These challenges are pervasive. Ninety percent of respondents report struggling with two or more of these areas:

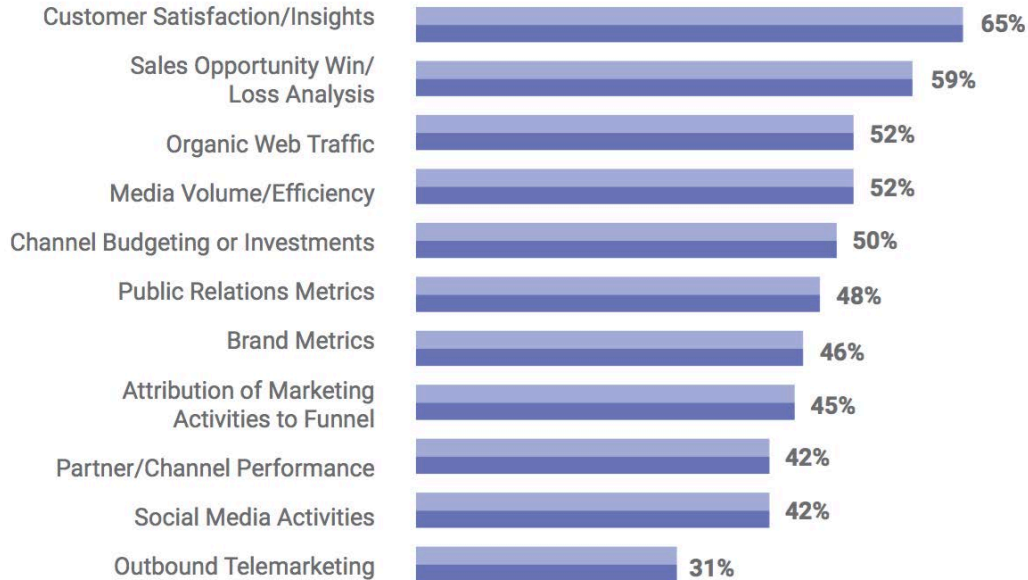


Source: IDG survey of marketing executives at 250 enterprise and mid-market companies (2016)



# Too Many Tools, Dashboards

## What do you report to the business?



## What current tools do you use to measure marketing performance?

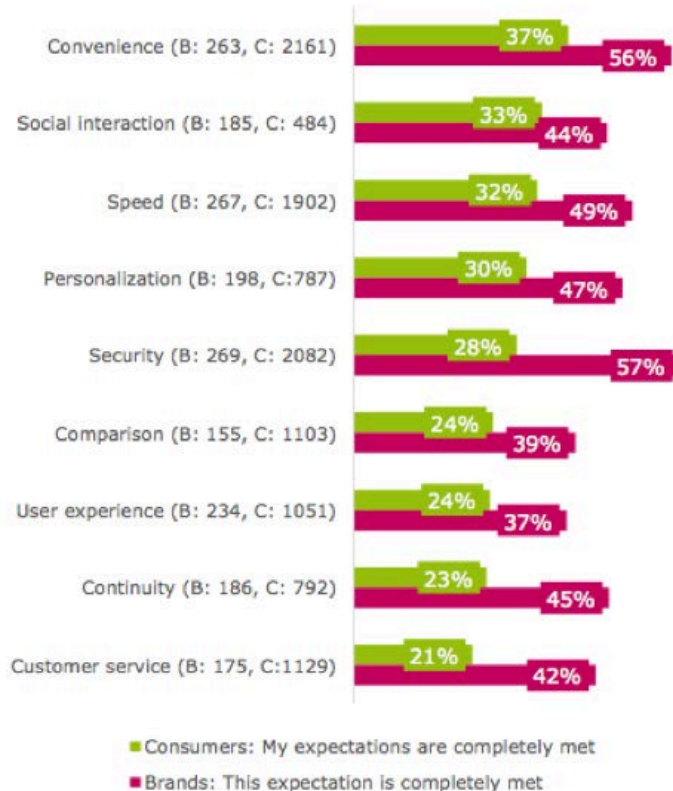


Source: IDG survey of marketing executives at 250 enterprise and mid-market companies (2016)



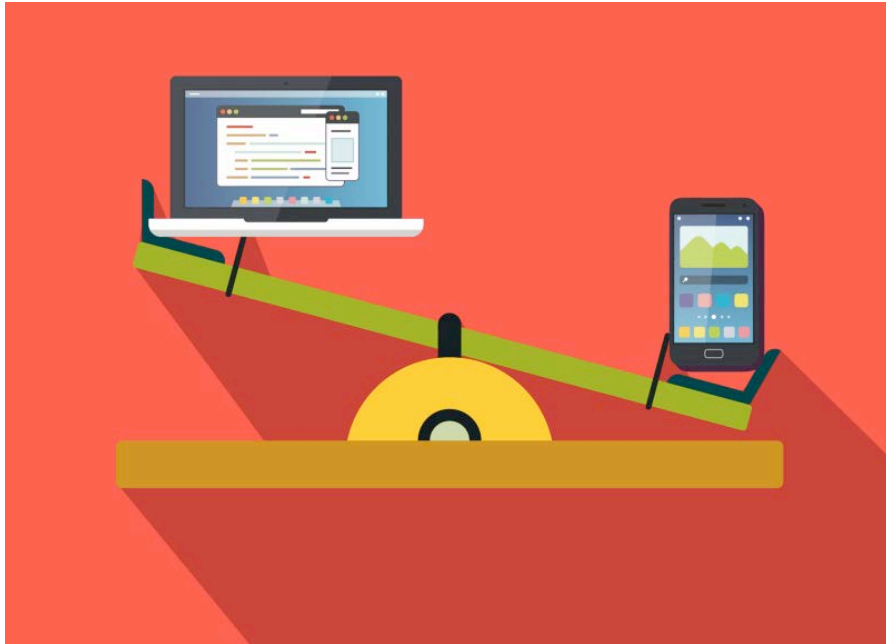


# Brands Not Meeting Expectations?



**Brands think  
they're doing a  
good job,  
consumers don't**

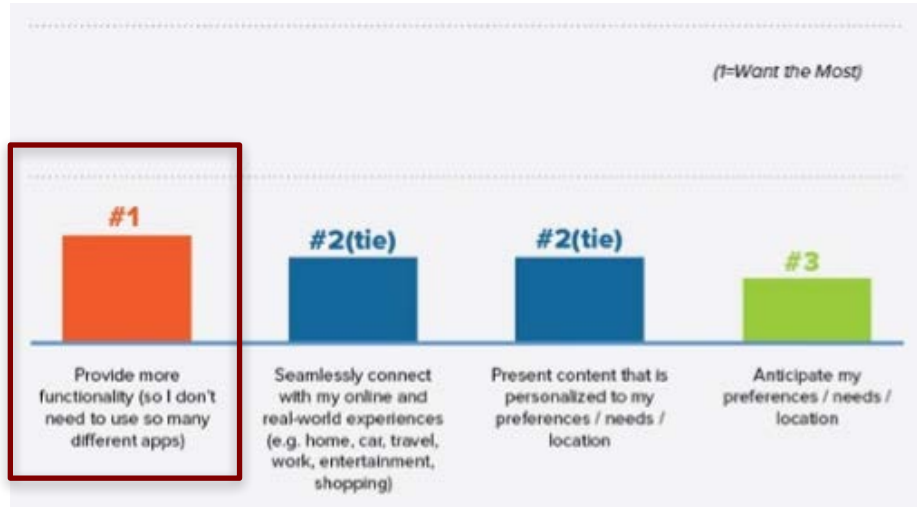
# Bad Customer Experiences Hurt



**86%** of US survey respondents **would turn to competitors** upon having a bad mobile site experience

# Rising Consumer Expectations

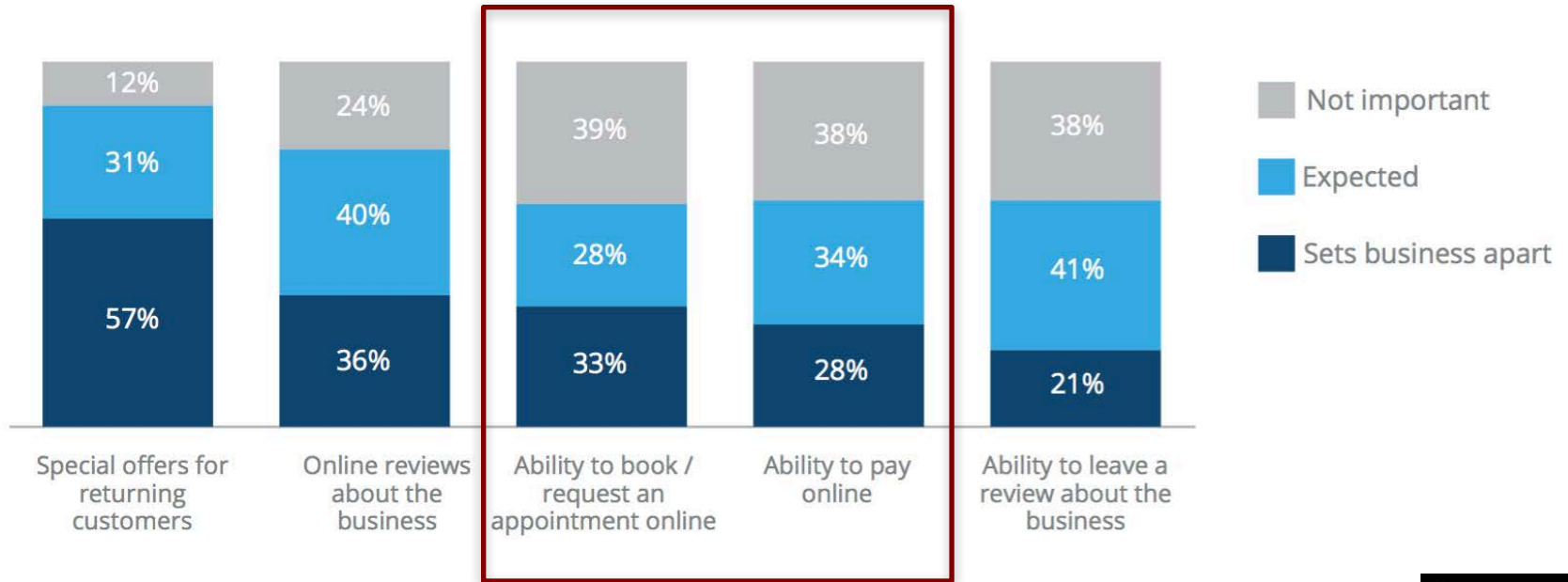
From the apps of the future



1. More functionality, simplify task completion
2. Connect online and offline experiences
3. Personalization
4. Anticipate needs

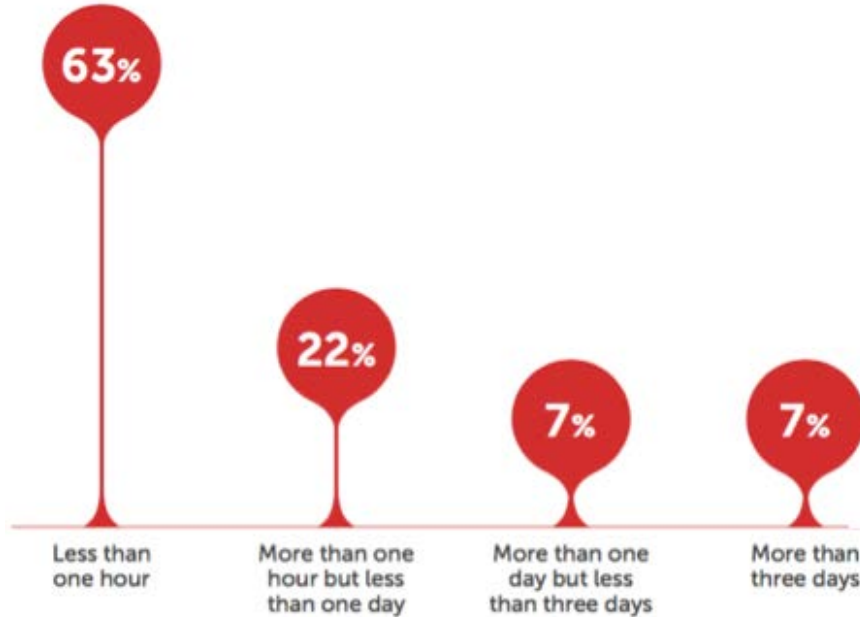
# Great 'Techxpectations'

How does this influence your perception of local businesses?



# Mobile Searchers: 'Ready to Buy'

Average time to "complete" local research is compressed



Source: IDC survey of 750 US adults (18 to 44), 80% were smartphone owners (2016)



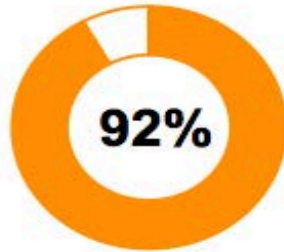
# High Intent, Increasingly Transactional



Mobile consumers want to complete tasks. Search to conversion time condensed on mobile

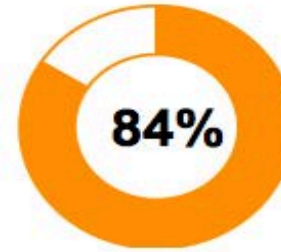
# Frustrated by ‘Disruptive Ads’

**Video Interruptions**



I get annoyed when video content gets interrupted due to poor Internet connections

**Advertising Interruptions**



I think advertising interruptions while watching digital content are too frequent.

Whatever happened to “ads are content?”

# Consumer Aversion to Notifications

How often would you like your favorite brands to send mobile push notifications?

63.2%

Said never or less than once a month



# Primed for Ad Blocking

## Advertising Issue

% Users that "strongly agree" AND "agree" when related to advertising

84%

Ad interruptions are too frequent

73%

Ad interruptions do not meet my personal interest

61%

I am aware of ad-blocking systems

50%

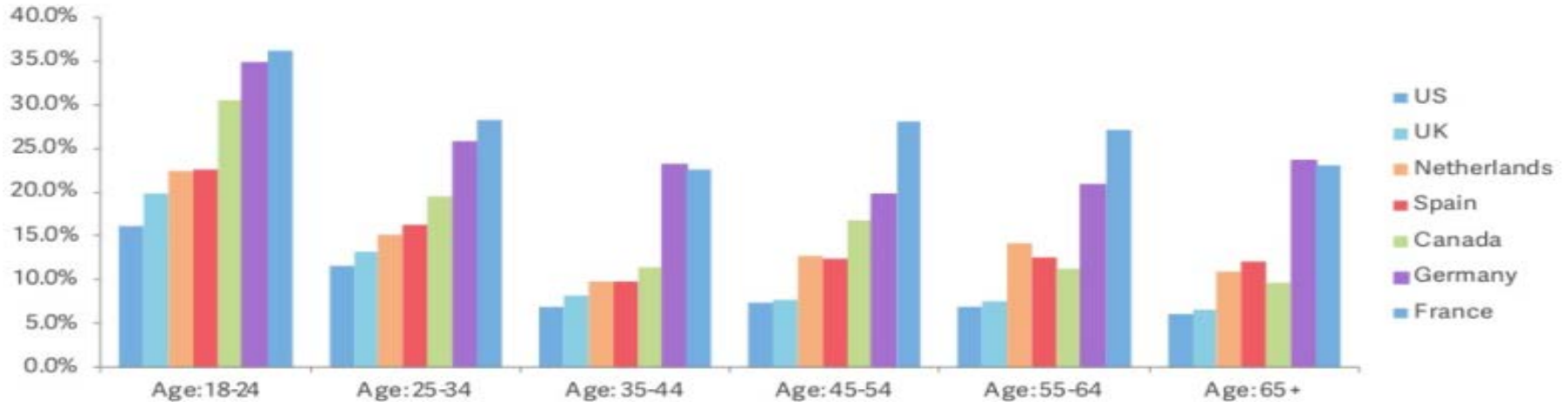
In the future, I am interested in ads if they meet my personal interest

42%

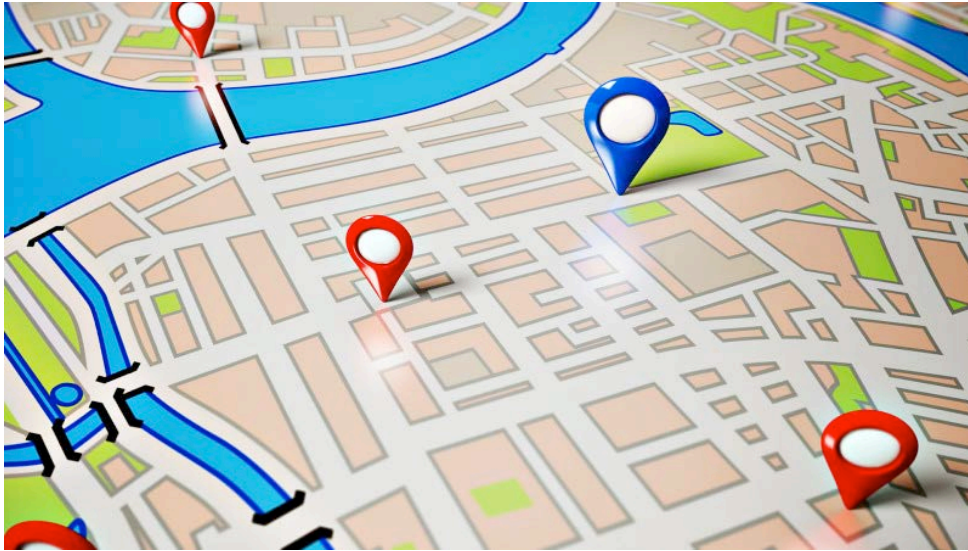
I am planning to pay for new solutions to remove ad interruptions

# Ad Blocking Demographics

Studies argue majority of 18 to 34 year olds now blocking ads either or PC or mobile or both



# Location the Solution?



Users want:

- Personalization
- “Relevance”

Location is a way forward but beware “the creepy line”

# Small Business Issues



# Increasing Complexity

Average number of media types/channels used by SMBs to market themselves

6

2013

7.8

2016

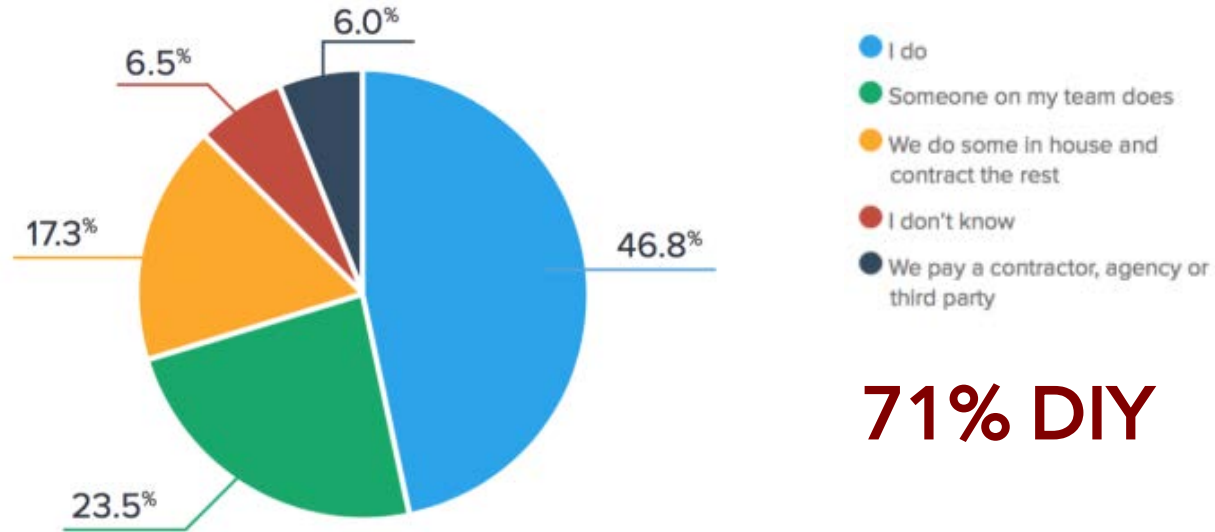
# Why SMBs Spending on Digital

1. It's "strategic"
2. Competitors are doing it

**Only 6% cited ROI/measurability**

# Most SMBs DIY

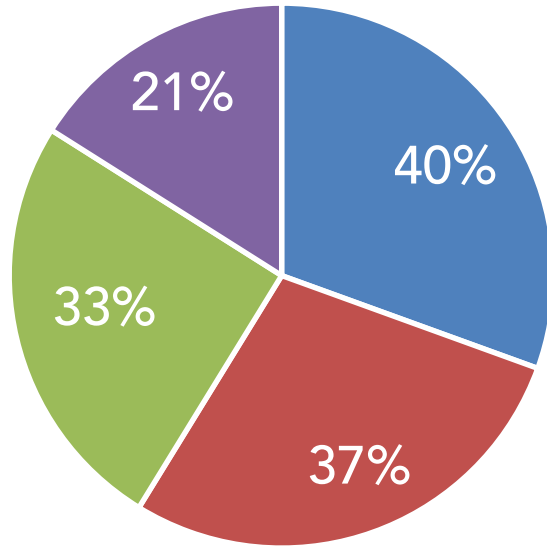
Who does your marketing?



Source: InfusionSoft 2016, n=1,000 small businesses



# SMB Digital Challenges



■ Not Enough Time

■ Not Enough Knowledge or Expertise

■ Ad Budget Not Large Enough

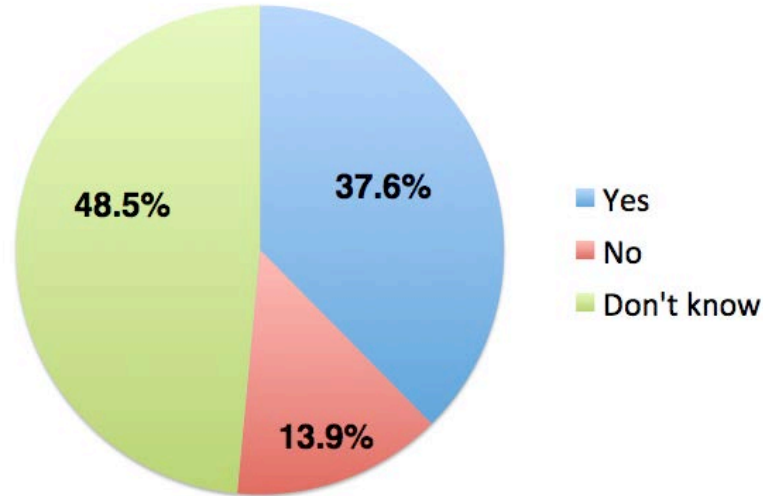
■ Not Enough Resources to Hire Dedicated Personnel



# Most Unsure re Effectiveness

Are our marketing efforts effective?

62% say "no" or "don't know"



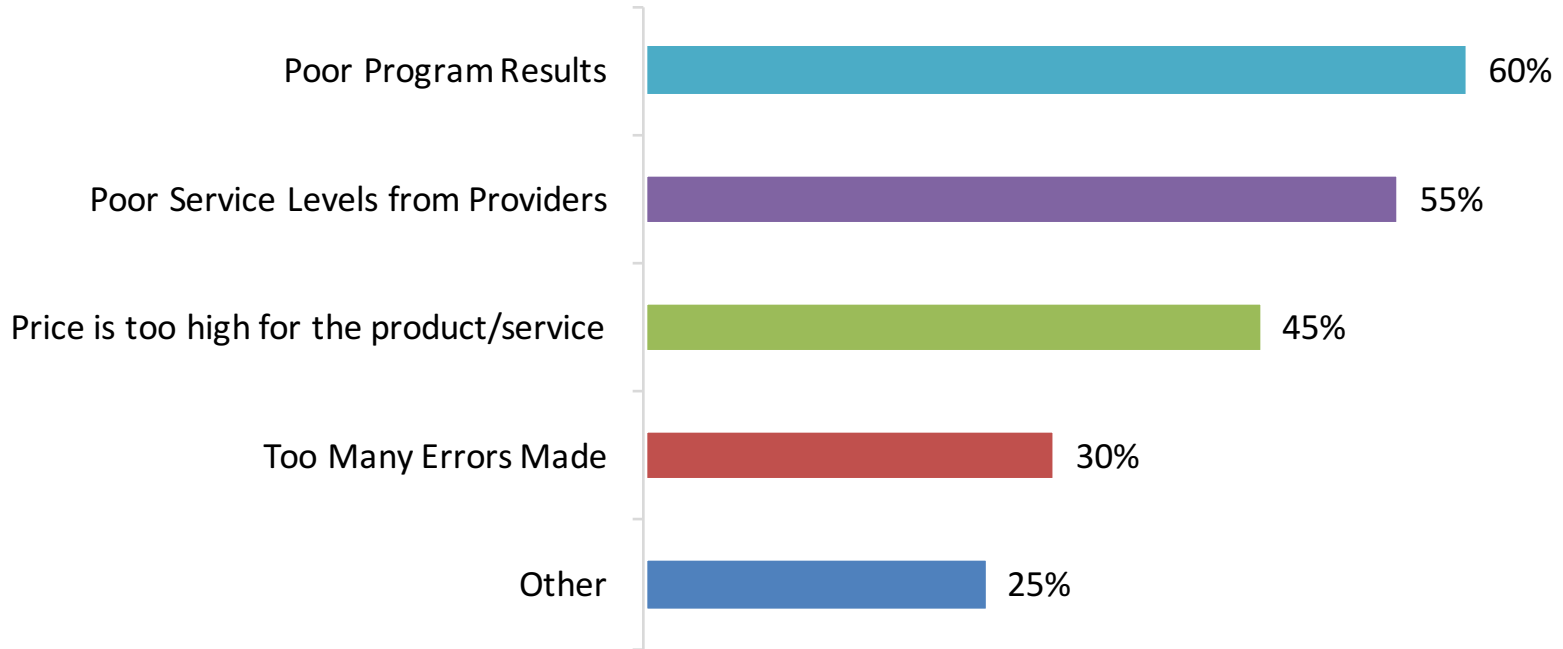
# Measuring ROI -- How?

1. We ask customers how they found out about us (59%)
2. We try to determine where each lead came from (35%)
3. We monitor website analytics (28%)
4. We use coupons/promo codes (18%)
5. We don't track (16%)

**74% not using  
any tools/tech to  
measure ROI**

**Calls, visits,  
appointments  
also "monitored"**

# Sources of SMB Churn



# **(Dis)Trust Issues**

**“Only one in five SMEs (18%)  
... trust [their] SEO and PPC  
agencies.”**

**Less than 20% of business owners trusted their  
marketing services providers -- 82% didn't.**

# WTF: What the Future?



# What Was All This About?

- Local search is about “ready to buy” intent and online-to-offline purchase behavior
- Internet has escaped its desktop prison and more
- More complex path to purchase
- Increasing visibility re offline consumer actions (location analytics)
- Increasing sophistication of technology (search → assistant)
- Blurring of online and offline worlds (for marketers, consumers)

# In about a Generation



From This



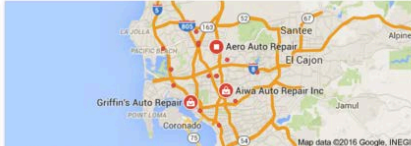
To This



More to come

# From 'Ranking' to Data Optimization

Auto Repair San Diego - Your Discount Car Mechanic Shop  
www.discountcarrepair.com  
We Make All Models & Clients Happy.  
Same day service - 20+ years experience



**Aero Auto Repair**  
4.3 ★★★★★ (54) · Auto Repair Shop  
9756 Aero Dr · (858) 467-9999  
Closed now  
Website Directions

**Griffin's Auto Repair**  
4.4 ★★★★★ (38) · Auto Parts Store  
1542 State St · (619) 234-7991  
Closed now  
Website Directions

**Aiwa Auto Repair Inc**  
4.6 ★★★★★ (13) · Auto Repair Shop  
3150 Fairmount Ave · (619) 528-1770  
Closed now  
Website Directions

[More places](#)

**Auto Repair in San Diego - Yelp**  
www.yelp.com/c/san-diego/autorepair  
The Best Auto Repair in San Diego on Yelp. Read about places like: B and B Autohaus a BMW repair shop, Wolf's Foreign Car Service, Value Auto Repair, ...

**Best Car repair shops in San Diego, CA - Yelp**  
www.yelp.com/search?find\_desc=Car+Repair...San+Diego%2C...  
Reviews on Car repair shops in San Diego, CA - Advantec Auto Repair, Aiwa Auto Repair, Mira Mesa Auto Techs, Johnson's Autohaven, Wolf's Foreign Car ...

**Aiwa Auto Repair - Auto Repair - 3150 Fairmount Ave - City ...**  
www.yelp.com · Automotive · Auto Repair · Yelp  
★★★★★ Rating: 5 - 221 reviews





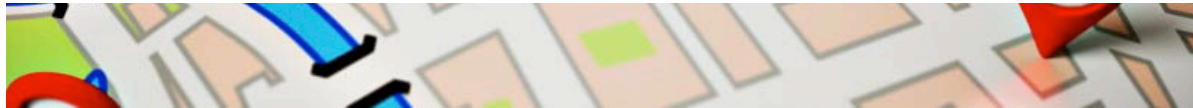
# New Kinds of 'SEO' (LBO/PVO)



**Location Based Optimization (LBO) – against place visits, even sales**

**Audience targeting/validation**

**Offline to online retargeting**



# Challenges/Opportunities

- Meeting consumer expectations (existential issue)
- Embracing “predictive” and “conversational” search
- Making search more “transactional”
- Optimizing and distributing content across the ecosystem to multiple consumer touch points
- Not alienating consumers with bad ads/marketing

# Q&A

