

The **SEO** **JUICE**

June 12th, 2024



Your Monthly Breakdown of all things SEO related.

Meet Your Speakers



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This Month's **TOPICS**

- **Industry Updates**
Highlights from the latest Local SEO news and what it means for your brand
- **What a Google Wants**
Learn what features Google is most interested in brands taking advantage of
- **Prescriptive SEO**
Learn to diagnose spikes in Google Map Impressions
- **Incase You Missed It**
New GBP Categories and Attributes





Industry Updates

Wheelchair Accessibility Icons

APPEARING IN MAPS RESULTS

Why this Matters:

Accessibility attributes are a ranking factor. Businesses that are wheelchair accessible and do not have this attribute marked will not be visible in searches where accessibility is a factor.

Listings	
Accessibility	
Wheelchair accessible entrance	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure
Wheelchair accessible parking lot	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure
Wheelchair accessible restroom	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure
Wheelchair accessible seating	<input checked="" type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Unsure

apartments

Results

23rd Street Apartments
4.0 ★★★★★ (4)
Apartment complex · 5601 E 23rd St

Bixby Apartments
4.6 ★★★★★ (10)
Apartment complex · 1025 Palo Verde Ave
Open · Closes 4 PM

The Circle Apartments at Long Beach
4.2 ★★★★★ (41)
Apartment complex · 1718 Ximeno Ave
Open · Closes 6 PM

The Landing at Long Beach Apartments
3.6 ★★★★★ (38)
Apartment complex · 1613 Ximeno Ave
Open · Closes 5 PM

Patio Gardens
4.7 ★★★★★ (91)
Apartment complex · 4874 E Los Coyotes Diagonal
Closed · Opens 8 AM Tue
Wheelchair accessible entrance

Bixby Apartments
4.6 ★★★★★ (10)
Apartment complex · 1025 Palo Verde Ave, Long Beach, CA 90815
Open · Closes 4 PM
bixbyhillapts.com
(562) 498-4032
QVJR+8P Long Beach, California

The Google API Leak

WHAT IT MEANS FOR LOCAL SEARCH

It's all about your Brand Authority.

One of the more notable takeaways from this recent Google leak was the concept of authority. Both internal links and site architecture, as well as mentions across the web can build a strong-case for your brand.

Google appears to be looking for and correlating references to entities from multiple sources, including onsite content and even YouTube video transcripts. Remember, entities are concepts related to Google's Knowledge Graph, which includes local businesses.

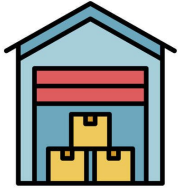
Rand Fishkin's Advice → "Build a notable, popular, well-recognized brand in your space, outside of Google search."

Capture Those Clicks!

There were notable mentions of clicks and length of clicks within the leaked documents. These mentions support the long-suspected notion that your clicks act as a type of "vote" for the algorithm. This may also include clicks on GBP.

Study Shows Customer Search Behavior CAN DIFFER GREATLY ACROSS INDUSTRIES





Customer Search Behavior

SELF STORAGE

Top Decision Factors:

Price and Proximity

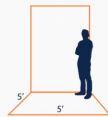
High ratings were not a deciding factor, but low ratings could exclude a business.

Lockers - Great Value



[Learn more about our lockers](#)

5'x5' - Large Closet

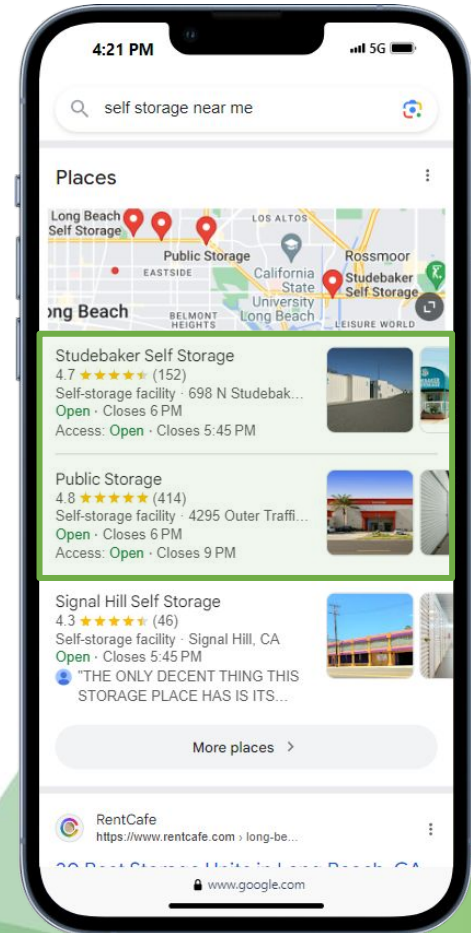


[See what fits in a 5'x5' unit](#)

5'x10' - One Room



[See what fits in a 5'x10' unit](#)





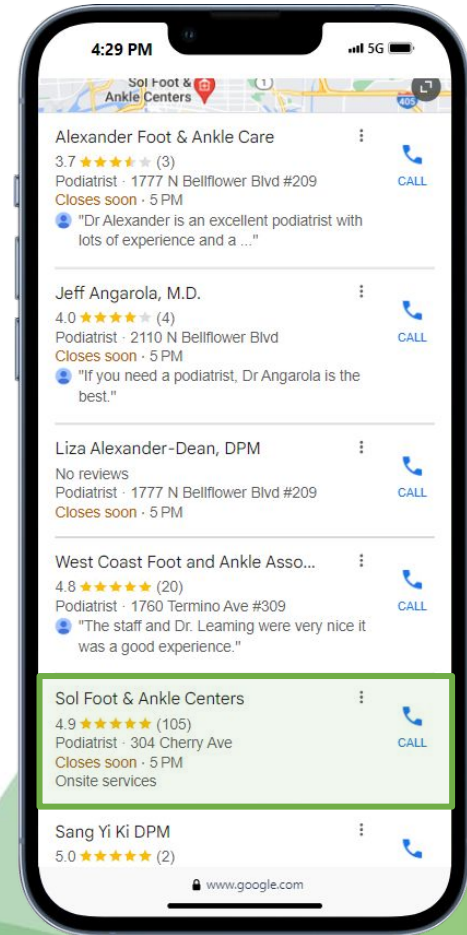
Customer Search Behavior

PHYSICIANS

Top Decision Factors:

Reputation and Images of staff

Searchers didn't trust paid ads and navigated to the finder map for more options.





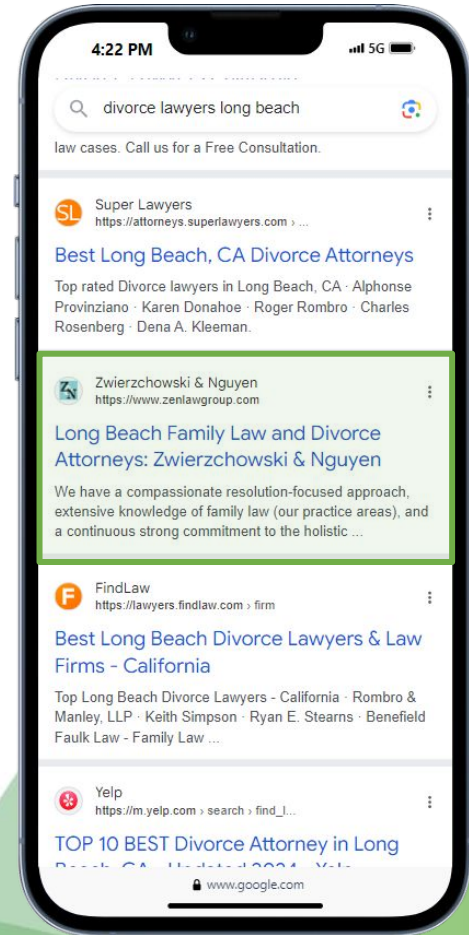
Customer Search Behavior

LEGAL SERVICES

Top Decision Factors:

Title Tags and Meta Descriptions

Consumers preferred local sites in organic results over directories, looking for title tags and meta descriptions in the SERP that speak to their needs



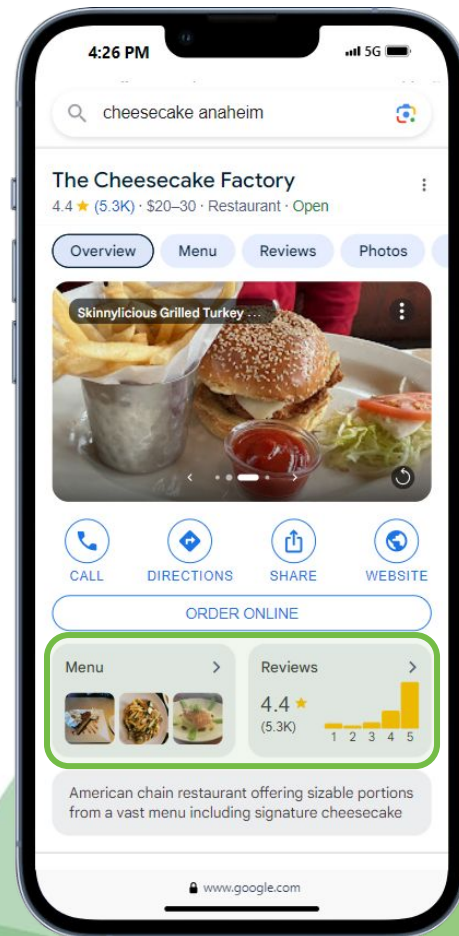


Customer Search Behavior

RESTAURANTS

Top Decision Factors:

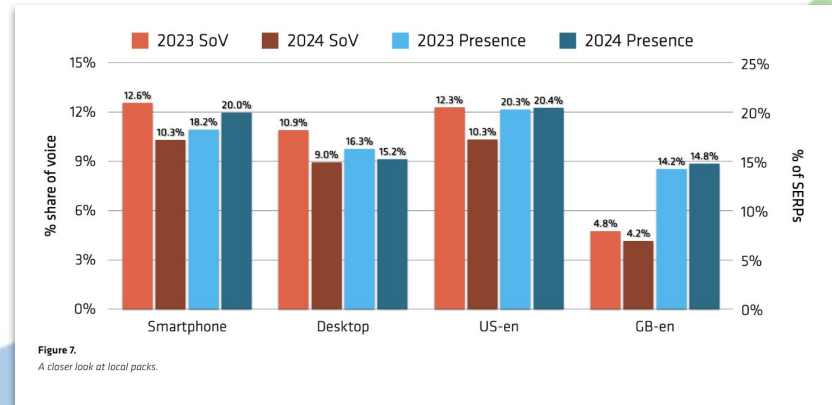
Star Rating and Menu



Analysis Shows Shift in LOCAL PACK VOICE

In a recent SERP feature analysis conducted by STAT Analytics, and reported in Whiteboard Friday by Moz, it was uncovered that Local Packs, despite being the most visible feature in search, are actually decreasing in share of voice (SoV) compared to last year.

Despite an increase in presence on mobile, the measure of how frequently a feature appears in search, the actual visibility, or share of voice, for the feature is down about 2% compared to last year across both desktop and mobile. Although small, this decrease in SERP visibility may cause some industries to notice decreases in Search Impressions collected by Google.



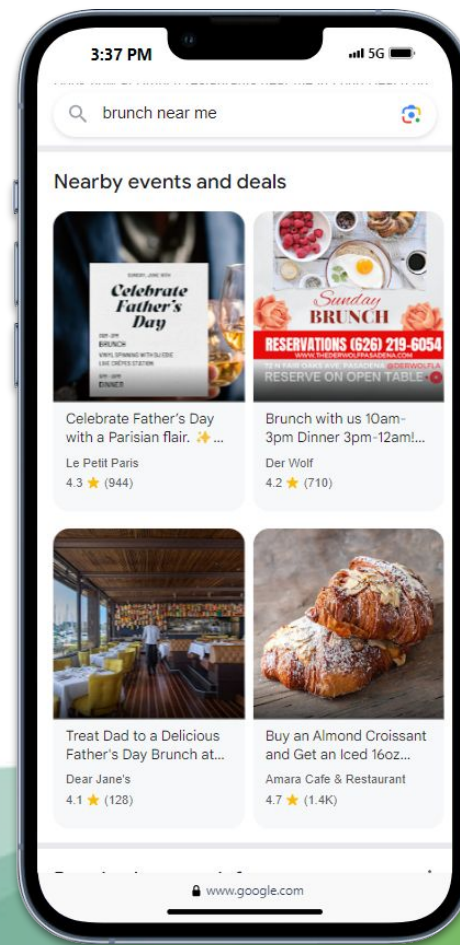




What a Google Wants: OFFER & EVENT POSTS

Why this Matters:

- Google is highlighting Offer & Event posts separate from the listings they are posted on in the Food & Beverage Industries.
- Google confirmed that posts that are timely, especially as they relate to national events and holidays, are given priority.
- Feature gives priority to posts with copy that aligns with the search query; creates another opportunity for optimization.





What a Google Wants: SOCIAL MEDIA LINKS

Why this Matters:

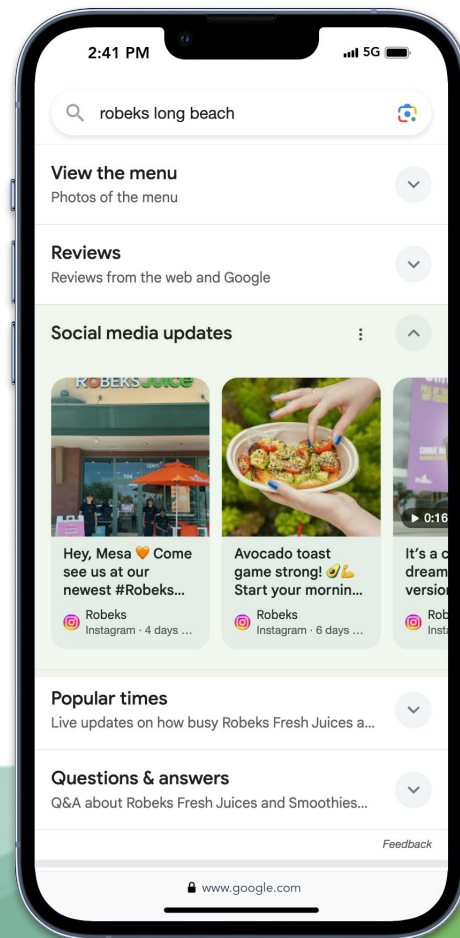
Like reviews, social channels could begin to play a larger role validating a business through customer interaction and feedback.

If Google is asking for businesses to add social links directly, we can infer that Google may use the linked information to validate:

Expertise (though relevant posts),

Authority (though shares and likes) and

Trust (through ratings & followers) a business has.

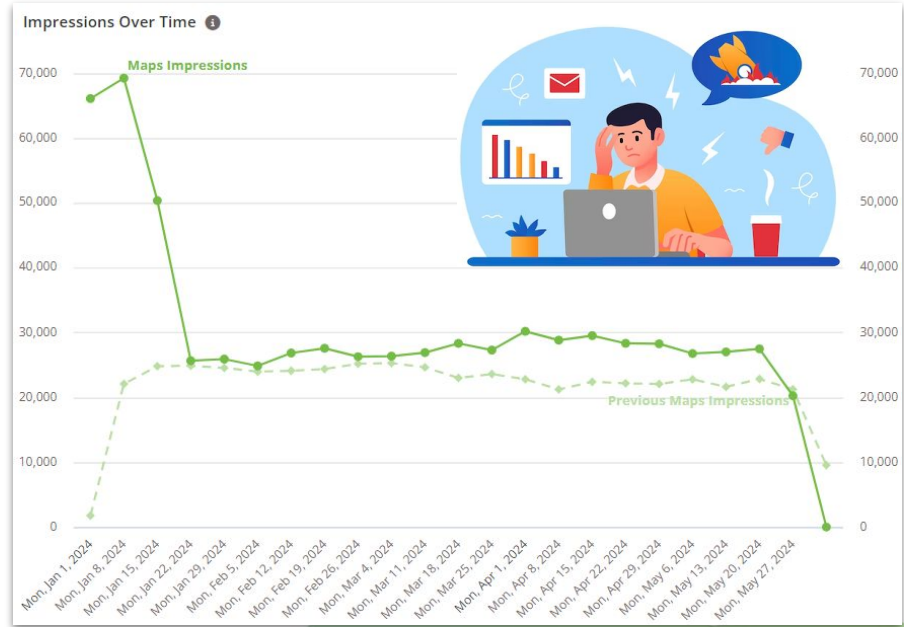
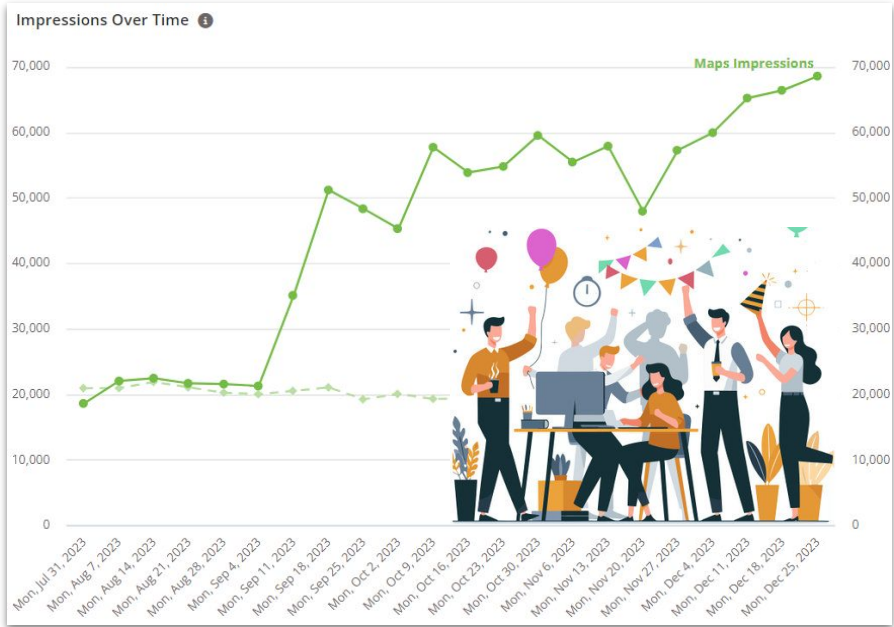




Prescriptive SEO



Prescriptive SEO: DIAGNOSING SPIKES IN MAP IMPRESSIONS



Unrelated Map Pins COUNTED AS IMPRESSIONS

Google will routinely include pins for nearby businesses in map results for unrelated search results. These are counted as map impressions and may not be related to what the user is looking for.

The image shows a Google Maps search for 'walmart'. A green box labeled 'Unrelated Pins' points to several pins on the map that are not Walmart locations. The map shows various locations including Walmart Supercenter, Walmart Bakery, and Walmart Neighborhood Market. Below the map, a list of results is shown, including three Walmart Supercenters. A 'More locations' button is visible at the bottom.

walmart

Unrelated Pins

Walmart locations :

Walmart Supercenter
7250 Carson Blvd · (562) 425-5113
Open · Closes 11 PM
Pickup: Now · Ends 8 PM

Walmart Supercenter
Lakewood, CA · (562) 429-6239
Open · Closes 11 PM
Pickup: Now · Ends 8 PM

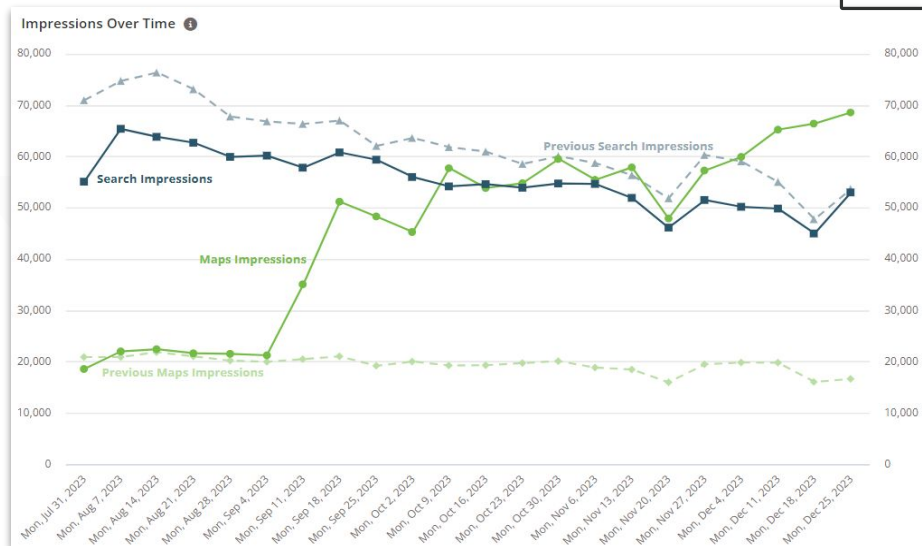
Walmart Supercenter
3705 E South St · (424) 296-6525
Open · Closes 11 PM
Pickup: Now · Ends 8 PM

More locations →



Unrelated Map Pins SYMPTOMS

- Dramatic spike in Map Impressions
- No corresponding increase in Search Impressions or Leads (website clicks, calls, directions)





Unrelated Map Pins

HOW TO DIAGNOSE

Keyword ⓘ
homes
home
homes san antonio
homes las vegas
homes near me
inspirada
homes
homes inspirada
homes houston
homes tucson
homes austin
new homes
homes riverside
homes florida
homes raleigh
salerno round rock
home
homes az
homes colorado
new homes henderson nv
homes jacksonville fl
homes phoenix

← Compare the top keywords from the month prior to the spike in map impressions...

...with the month after the spike in map impressions. →

Keyword ⓘ
homes
home
homes san antonio
homes las vegas
restaurants
homes
walmart
homes houston
homes tucson
homes near me
homes inspirada
salerno round rock
homes austin
gas
target
costco
inspirada
homes riverside
new homes
homes phoenix
homes florida
home depot





New(ish) GBP Categories

Retail:

Hearing assistance earphone store
Orthopedic supplies store
Electric bicycle store
Smoke shop
Showroom

Auto Dealers:

Electric motor vehicle dealer
Electric motorcycle dealer
Electric motor scooter dealer

Services Industry Categories:

Junk removal service
Gutter service
RV inspection service
RV detailing service
Boat detailing service
Boat cleaning service
Tile cleaning service
Dryer vent cleaning service
Solar panel maintenance service
Bee relocation service



New(ish) GBP Categories

Restaurants:

Algerian restaurant
Palestinian restaurant
Animal cafe
Cat cafe

Healthcare:

Neuropsychologist
Applied behavioral analysis therapist
Gestalt therapist
EMDR psychotherapist

Financial Services:

Financial advisor
Payment terminal
Crypto ATM

Salons:

Loctician service

Professional Services:

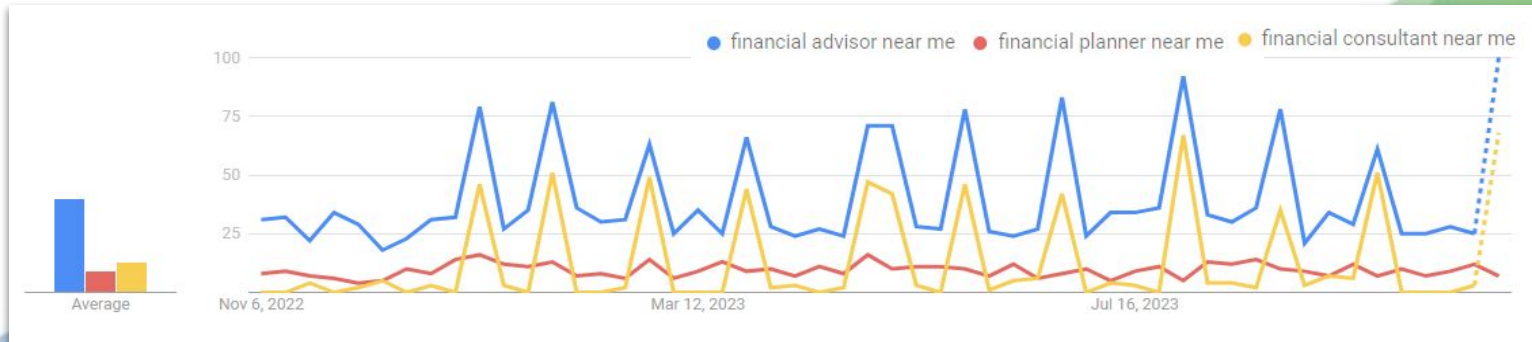
Professional association



Search Trends for FINANCIAL ADVISOR

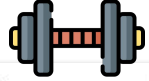
The search query, “financial advisor near me” has nearly **50% more search volume** and **consistently trends higher** than “financial consultant” and “financial planner” *near me* searches.

Keyword	Intent	Volu
⊕ financial advisor near me	T	40.5K
⊕ financial consultant near me	T	27.1K
⊕ financial planner near me	T	9.9K





New(ish) GBP Attributes



Sells organic products Yes No

Has passport photo services Yes No

Sells prepared foods Yes No

Has salad bar Yes No



Has car rental Yes No

Has car wash Yes No

Has oil change Yes No

Has repair services Yes No



Has mechanic Yes No



Serves breakfast Yes No



Has cash advance Yes No



Has discounts for kids Yes No

Offers family discount Yes No

Has kid-friendly activities Yes No

Has basketball court Yes No

Child care available Yes No

Has gender-neutral restroom Yes No

Has a tennis court Yes No

Has restroom Yes No

Has sauna Yes No

Swimming pool

Indoor Yes No

Outdoor Yes No

Has swimming pool Yes No

Has volleyball court Yes No



New(ish) GBP Attributes

Listing Attributes (17)

Accessibility

- Wheelchair accessible entrance
- Wheelchair accessible parking lot

Crowd

- LGBTQ+ friendly

Offerings

- Men's clothing

Payments

- Checks
- Credit cards
- Debit cards
- NFC mobile payments
- Credit cards > American Express
- Credit cards > Discover
- Credit cards > MasterCard
- Credit cards > VISA

Planning

- Quick visit

Service options

- In-store pickup
- In-store shopping
- No delivery
- No same-day delivery

Some attributes only available via API...



Offerings

Drive-through Yes No

Kids' shoes Yes No

Men's clothing Yes No

Men's shoes Yes No



Business information

About Contact Location Hours More

From the business

Add

Accessibility

Add

Amenities

Add

Crowd

LGBTQ+ friendly

Parking

Add

Payments

Accepts NFC mobile payments
 Accepts debit cards
 Accepts credit cards
 Accepts checks
 Not cash-only
 VISA
 Discover
 American Express
 MasterCard

Planning

Add

Recycling

i Your attributes were updated by Google. **OK**

CURRENT

No electronics recycling
 No clothing recycling



Thank You..