

The **SEO** **JUICE**

July 10th, 2024



Squeezing the most out of your Local SEO

This Month's TOPICS

- **Industry Updates**
Highlights from the latest Local SEO news and what it means for your brand
- **Thinking Differently About SEO**
Consumer Choice Optimization
- **What an Apple Wants**
Learn what Apple is most interested in brands taking advantage of
- **Reputation Spotlight**
Our very favorite case for Review response
- **Incase You Missed It**
- **Caught in the Wild**





Industry Updates



Google Search Update

THE END OF INFINITE SCROLLING

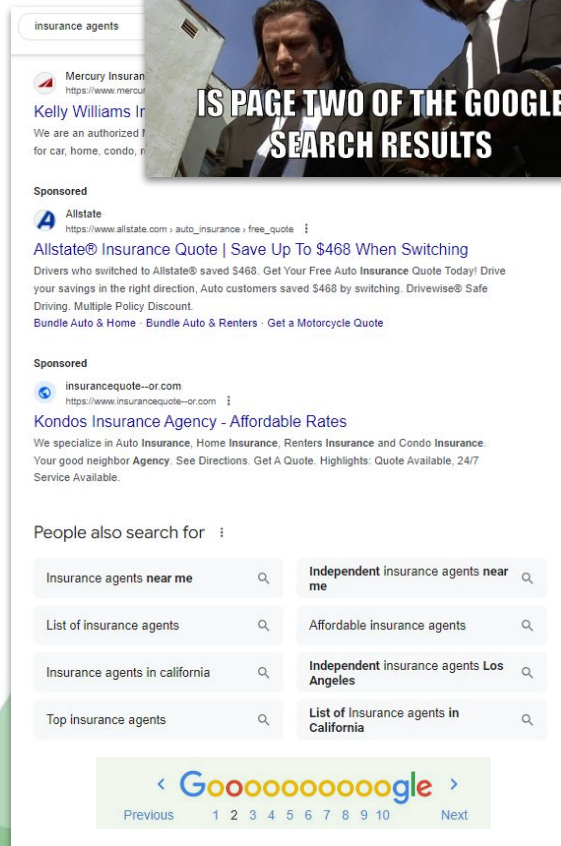
Google announced the end of infinite scrolling in search results.

Google claims this return to paginated results will enhance the user experience with quicker load times and easier navigation.

Many industry experts remain skeptical about the underlying reasons for this shift, claiming the real motive behind this change is to increase ad clicks and promote Google-owned properties.

Why This Matters:

Pages that rank outside the top 9 organic search results may see a drop in overall impressions.





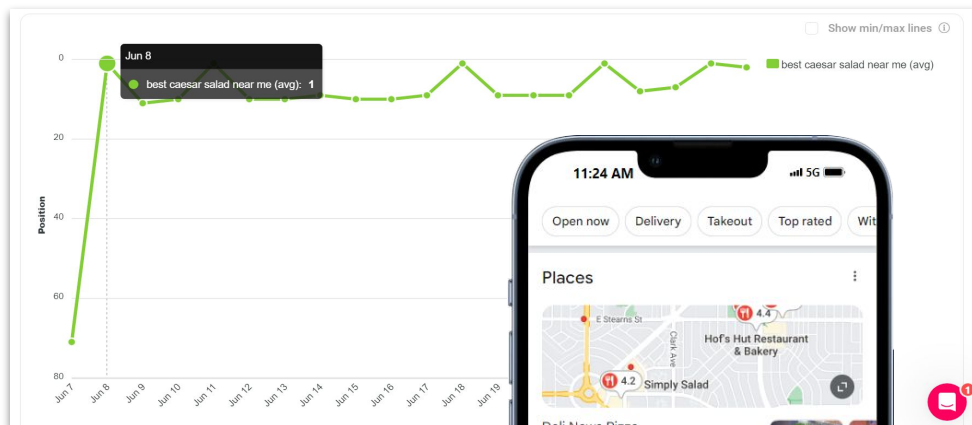
Menu Items in GBP

LIKELY RANKING FACTOR

Claudia Tomina at ReputationArm published an interesting blog that seems to indicate that menu items listed on GBPs are a ranking factor when searchers are looking for specific dishes near them.

This Matters:

If there is indeed a direct correlation between a menu item's name and the search query, the food and beverage industry may want to rethink fancy names for popular drinks and dishes with high search volumes.





Google Search Algorithm

JUNE 2024 SPAM UPDATE COMPLETE

Google released its second spam update of 2024 on June 20th. This was the second spam update this year.

The June update broadly addressed violations of Google's search spam policies.

[Per Google](#): "automated systems to detect search spam are constantly operating, we occasionally make notable improvements to how they work. When we do, we refer to this as a spam update and share when they happen on our list of Google Search ranking updates."

2024

SUMMARY	DATE
June 2024 spam update	20 Jun 2024
March 2024 spam update	5 Mar 2024
March 2024 core update	5 Mar 2024

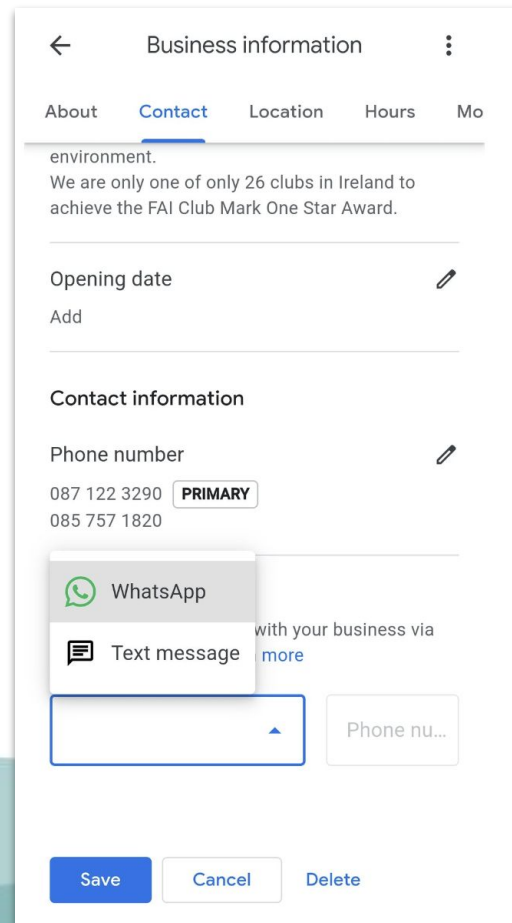


New GBP Feature

SMS & WhatsApp MESSAGING

Google is replacing Google Chat with **WhatsApp** and **SMS/Text Message** integration.

Businesses can now add their phone numbers in a new "Chat" section and select whether to use WhatsApp or SMS. Consumers can then chat with your business through the phone number selected.



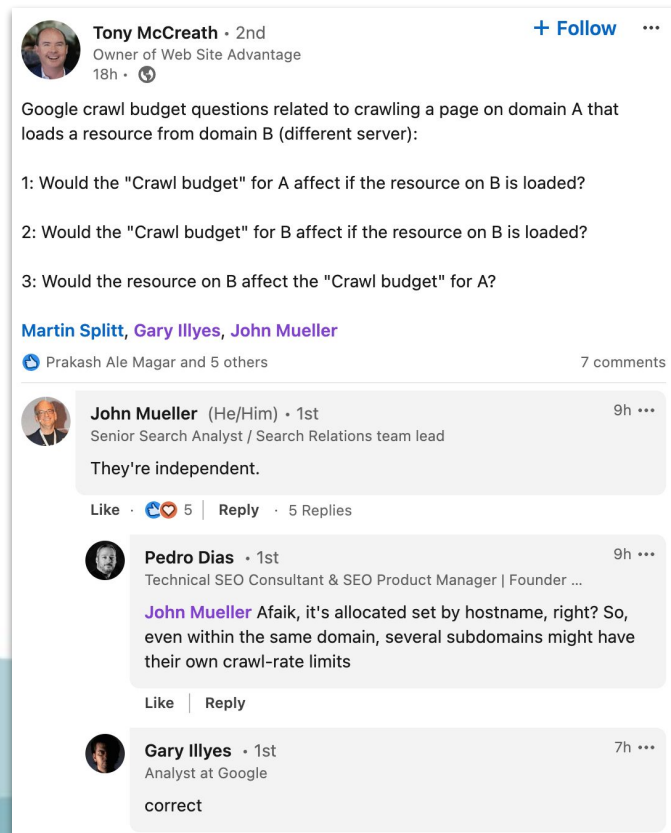
Google Confirms Crawl Budgets ARE BASED ON HOST NAME

Why This Matters:

A **crawl budget** is the amount of time and resources search engine bots allocate to crawling a website and indexing its pages.

Exceeding the allocated budget for crawling a website can lead to pages getting indexed late or not at all.

To avoid this, large and medium sites should consider creating subdomains for features like Blogs and Local Pages to avoid taxing their crawl budget.



The screenshot shows a Facebook post by Tony McCreath, owner of Web Site Advantage, asking three questions about crawl budgets for domain A and resource B. The thread includes replies from John Mueller (Senior Search Analyst at Google) stating they are independent, Pedro Dias (Technical SEO Consultant) stating they are set by hostname, and Gary Illyes (Analyst at Google) stating they are correct.

Tony McCreath · 2nd
Owner of Web Site Advantage
18h · 🌐

Google crawl budget questions related to crawling a page on domain A that loads a resource from domain B (different server):

- 1: Would the "Crawl budget" for A affect if the resource on B is loaded?
- 2: Would the "Crawl budget" for B affect if the resource on B is loaded?
- 3: Would the resource on B affect the "Crawl budget" for A?

Martin Splitt, Gary Illyes, John Mueller
Prakash Ale Magar and 5 others · 7 comments

John Mueller (He/Him) · 1st
Senior Search Analyst / Search Relations team lead
9h ...
They're independent.
Like · 🗨️ 5 | Reply · 5 Replies

Pedro Dias · 1st
Technical SEO Consultant & SEO Product Manager | Founder ...
9h ...
John Mueller Afaik, it's allocated set by hostname, right? So, even within the same domain, several subdomains might have their own crawl-rate limits
Like | Reply

Gary Illyes · 1st
Analyst at Google
7h ...
correct



Thinking Differently about **SEO**

23rd Street Apartments

4.0 ★★★★★ (4) · Apartment complex in Long Beach, California

Directions Save Share Call

Overview Reviews

Address: 5601 E 23rd St, Long Beach, CA 90815
Phone: (562) 343-5150

Suggest an edit · Own this business?

Add missing information
Add business hours
Add website

Questions & answers
Be the first to ask a question

Body Beautiful

5.0 ★★★★★ (1)
Open

Directions Call Share

Overview Reviews Photos

Open 24 hours

(562) 498-5665

777 N Bellflower Blvd, Long Beach, CA 90815

Advanced Vision Center

5.0 ★★★★★ (22) · Eye care center in Long Beach, California

Website Directions Save Share Call

Overview Reviews

Address: 5512 E Britton Dr # 200, Long Beach, CA 90815
Hours: Open · Closes 5 PM ·
Phone: (562) 421-2020

Suggest an edit · Own this business?

Questions & answers
Be the first to ask

JEI Learning Center

4.3 ★★★★★ (12)
10+ years in business · Open

Website Directions Call Share

Overview Reviews Updates Photos

Supreme Carpet Cleaning

4.9 ★★★★★ (26)
Closed - Serves Long Beach

Website Directions Call Share

Overview Services Reviews Updates Photos

Closed · Opens 6AM Thu

(562) 800-4070

longbeach-carpetcleaning.com

PNC Home Lending

5.0 ★★★★★ (57) · Mortgage lender in Seal Beach, California

Website Directions Save Share Call

Overview Reviews

EM ExtraMile

2.3 ★★★★★ (4) · Convenience store

Website Directions Save Share Call

Overview Reviews

Address: 2471 N Bellflower Blvd, Long Beach, CA 90815
Hours: Open 24 hours ·
Phone: (562) 597-9876
Order: seamless.com, doordash.com, ubereats.com, grubhub.com

Megatoys

4.2 ★★★★★ (20) · Toy store in Commerce, California

Website Directions Save Share Call

Overview Reviews

Address: 3525 Garfield Ave, Commerce, CA 90040
Hours: Closed · Opens 10AM Thu ·
Phone: (323) 278-1185

Suggest an edit · Own this business?

Questions & answers
See all questions (4)

Ask a question

Ranked #1 for business category related queries.

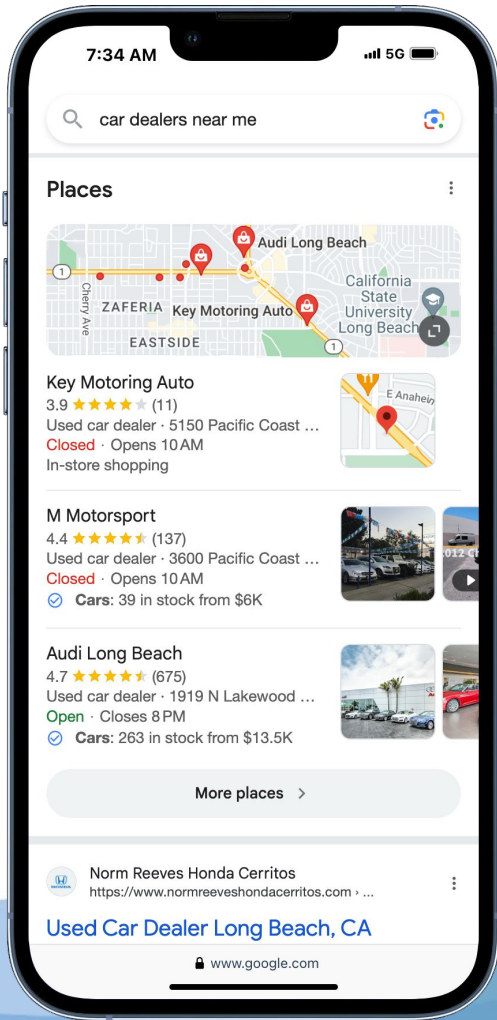


New Local SEO Scam

MOVING MAP PINS

Darren Shaw of Whitespark posted on [LinkedIn](#) revealing that there has been an increase in the number of people reporting that their map pins have been moved on their Google Business Profiles (GBPs). In many instances, competitors are moving the map pins away from the actual business location, impacting the business's rankings.

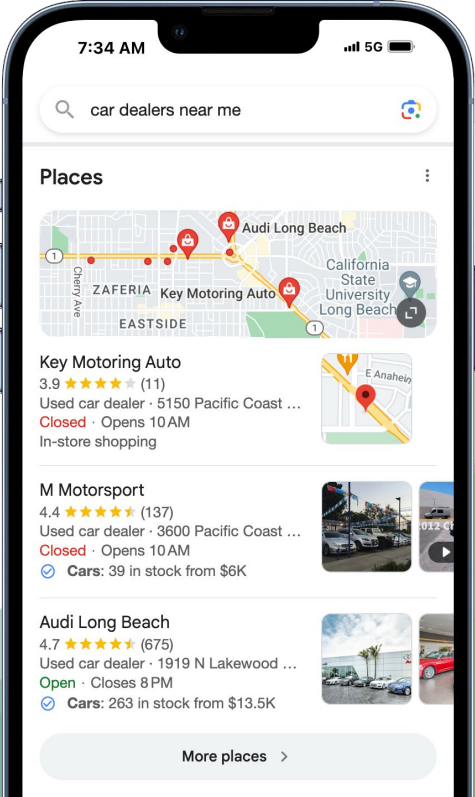




Consumer Choice Optimization (CCO)

MOVING BEYOND SEO

What features should a business be taking advantage of, and what content should it be creating in order to be the best possible choice when a consumer is presented with options in search results.



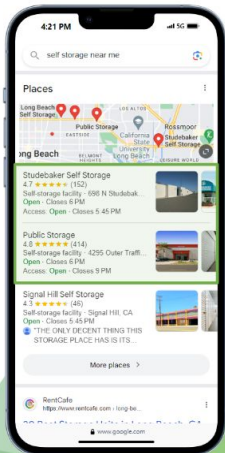


Customer Search Behavior SELF STORAGE

Top Decision Factors:

Price and Proximity

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

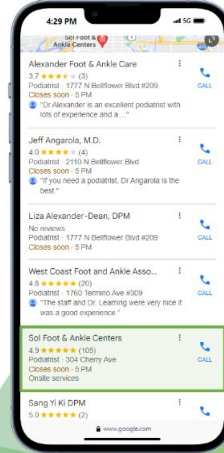


Customer Search Behavior PHYSICIANS

Top Decision Factors:

Reputation and Images of staff

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

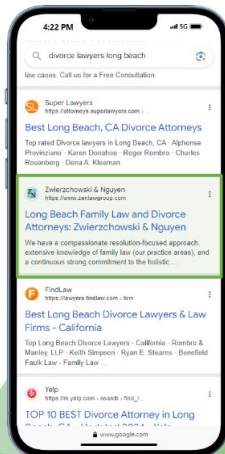


Customer Search Behavior LEGAL SERVICES

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

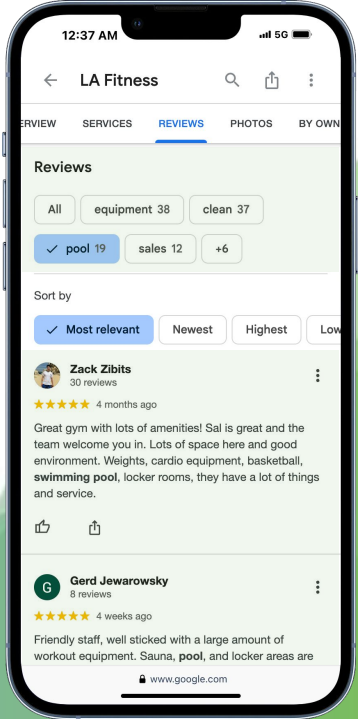
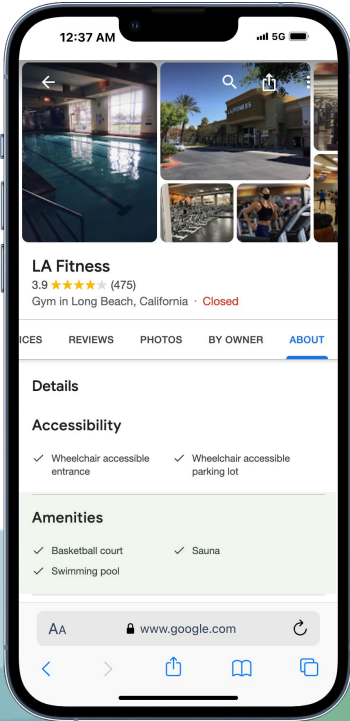
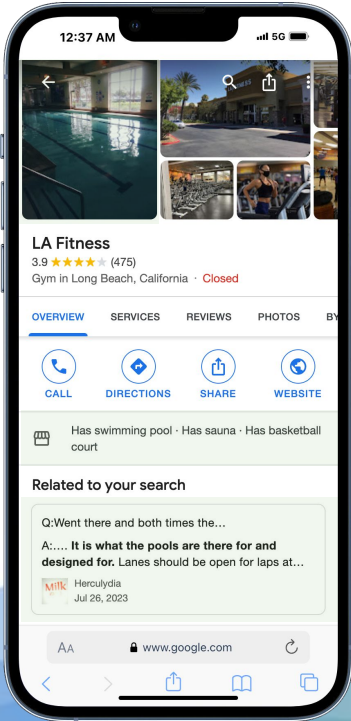
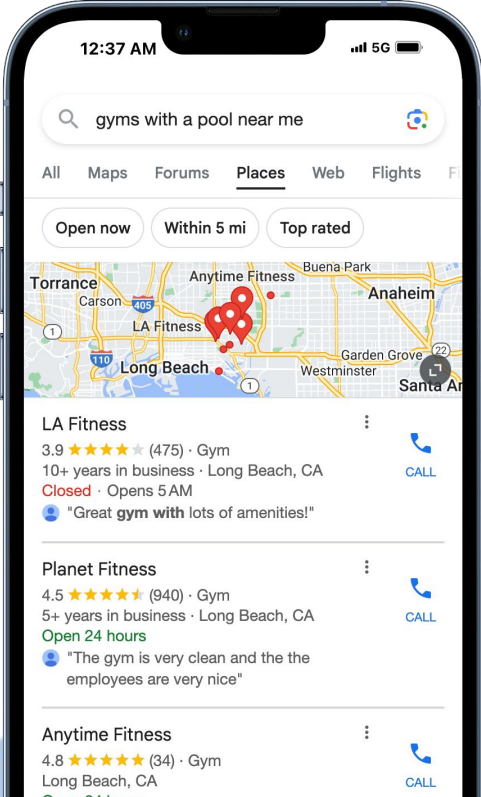
Top Decision Factors:

Star Rating and Menu



Consumer Choice Optimization (CCO)

PUTTING IT ALL TOGETHER





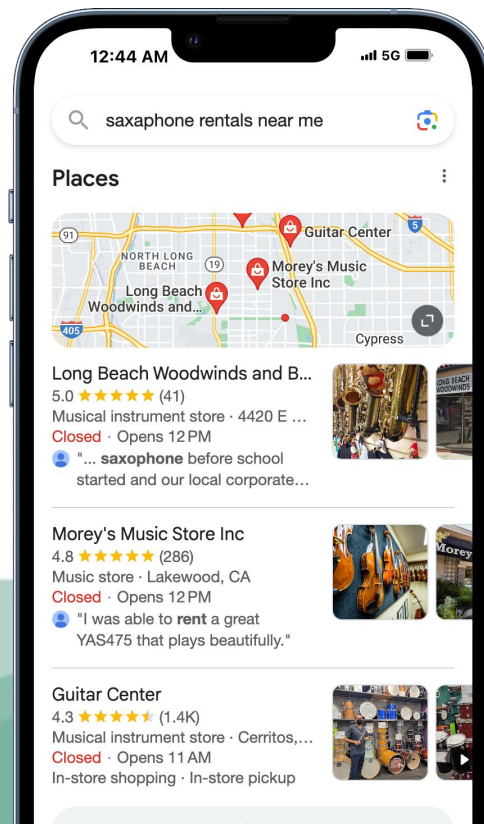
CCO Spotlight: SHELFIES

Coined by Google, “shelfies” are defined as “pictures of the products in your business, on the shelf where Google and the consumer could get a really solid idea of what the place looked like and the range of products you were offering”

A recent studies show that photos are a major consideration when choosing a YMYL or personal service business.

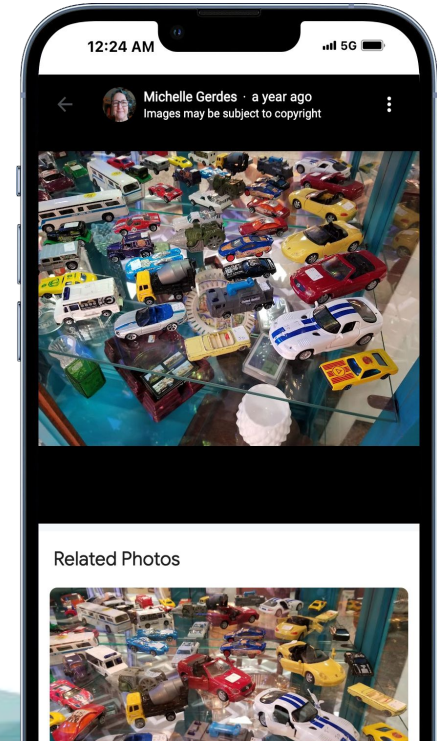
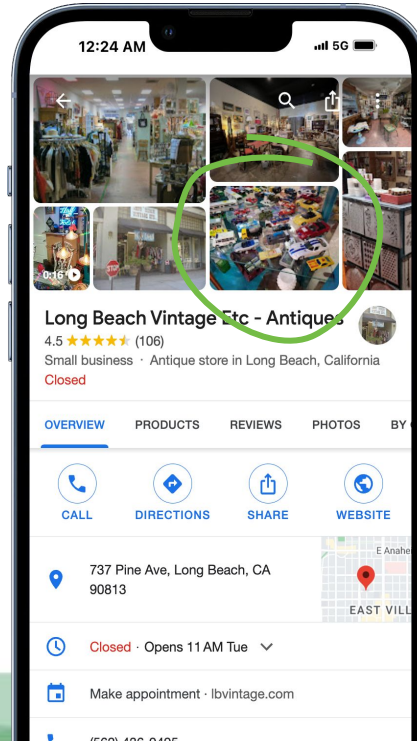
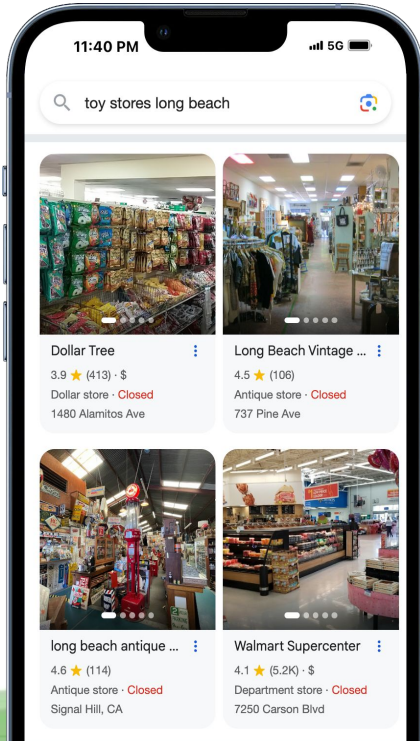
Google recently confirmed that it values high-quality photos uploaded by the business over customer photos.

Photos can be a ranking factor.





CCO Spotlight: SHELFIES







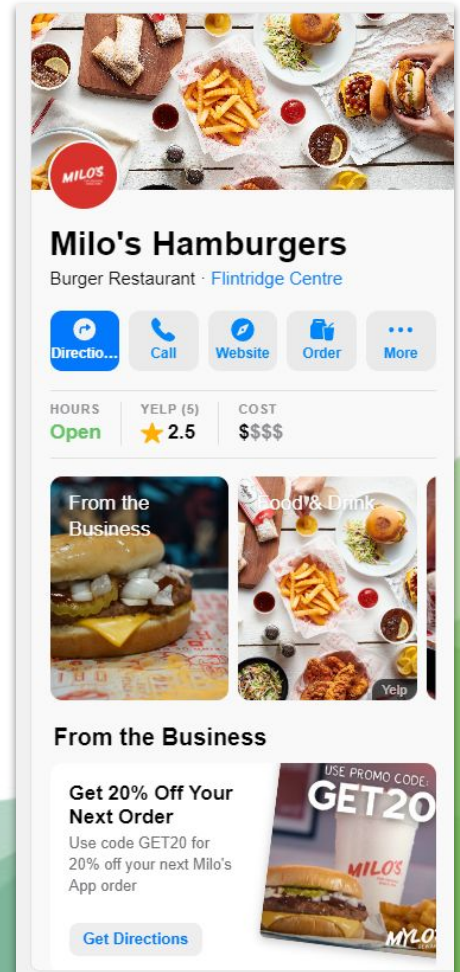
What a Apple Wants: Delegated Listings

Why this Matters:

When we spoke with the Apple Maps team late last year, they made a comment that should be the only reason a business needs for doing the work to delegate their Apple listings to SOCi:

Delegated listings are considered more authoritative and get preference in search.

Additionally, Apple Business Showcases allow a business to publish localized content that informs potential customers and creates opportunity for increased conversion.





Reputation Spotlight:

The very best case for review response





In

Case

You

Missed

It



New GBP Categories

Retail/Automotive:

Auto care products store
Tire service

Education:

Test preparation center

Healthcare:

Head and neck surgeon

B2B:

Store fixture supplier
POS terminal supplier

Other:

Personal concierge service
Day-use onsen
Public utility company
Church council office



New GBP Attributes

Amenities

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Has basketball court Yes No

Has business center Yes No

Has fitness center Yes No

Has gender-neutral restroom Yes No

Has hot tub Yes No

Pets welcome Yes No

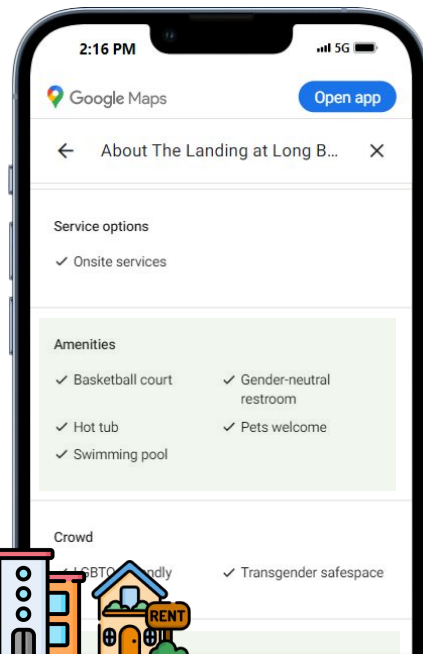
Has swimming pool Yes No

Pets

Let customers know more about your business by showing attributes on your Business Profile. These may appear publicly on Search, Maps, and other Google services. [Learn more](#)

Has dog park Yes No

Dogs allowed Yes No



apartments near me



SOCI

A desktop browser view of an apartment listing. At the top is a large photo of an outdoor swimming pool at night, with a '152 photos' button below it. The listing title is 'The Landing at Long Beach Apartments' with a 3.5-star rating and 41 reviews. Below the title are tabs for 'Overview', 'Reviews', and 'About'. A row of icons includes 'Directions', 'Save', 'Nearby', 'Send to phone', and 'Share'. A green bar indicates 'Dogs allowed'. The address is '1613 Ximeno Ave, Long Beach, CA 90804'. Other details include 'Open · Closes 5 PM' and the website 'landingatlongbeach.com'.

A mobile phone screen showing the Google Maps app. The time is 2:16 PM and the phone is on 5G. The search bar shows 'Google Maps' and an 'Open app' button. The listing for 'The Landing at Long Beach Apartments' is displayed, showing a 3.5-star rating and 41 reviews. Below the listing are icons for 'Directions', 'Start', 'Call', and 'Share'. A grid of photos shows the pool and interior of the apartments. A green bar indicates 'Dogs allowed'. The address is '1613 Ximeno Ave, Long Beach, CA 90804'. The status is 'Open · Closes 5 PM'. The browser bar at the bottom shows 'www.google.com'.

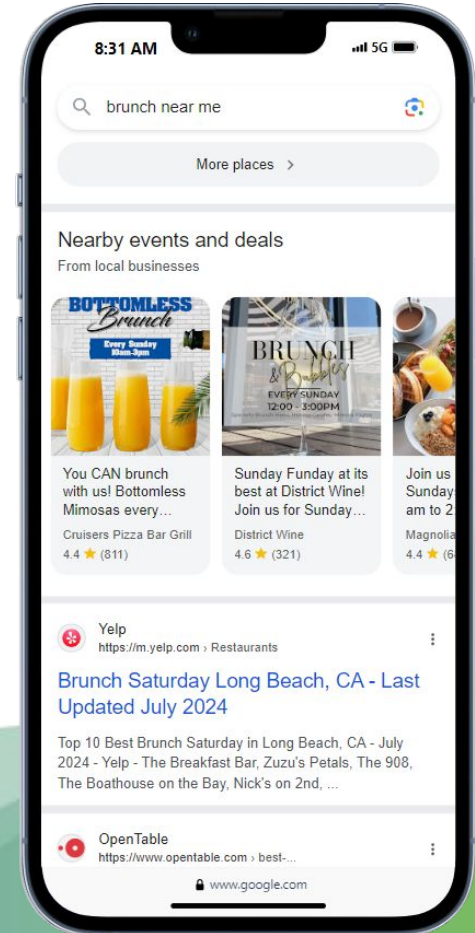
SOCI

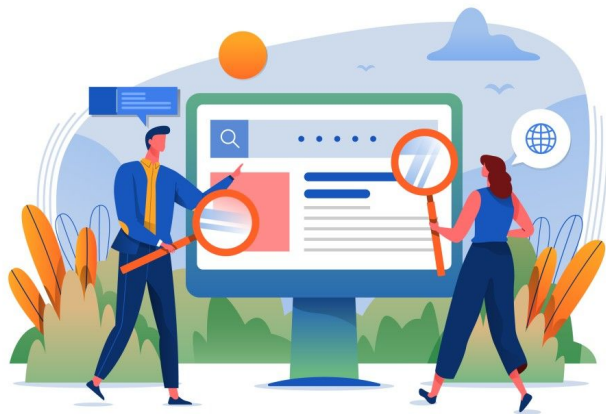


What a Google Wants: OFFER & EVENT POSTS

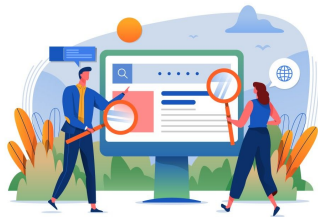
Why this Matters:

- 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.



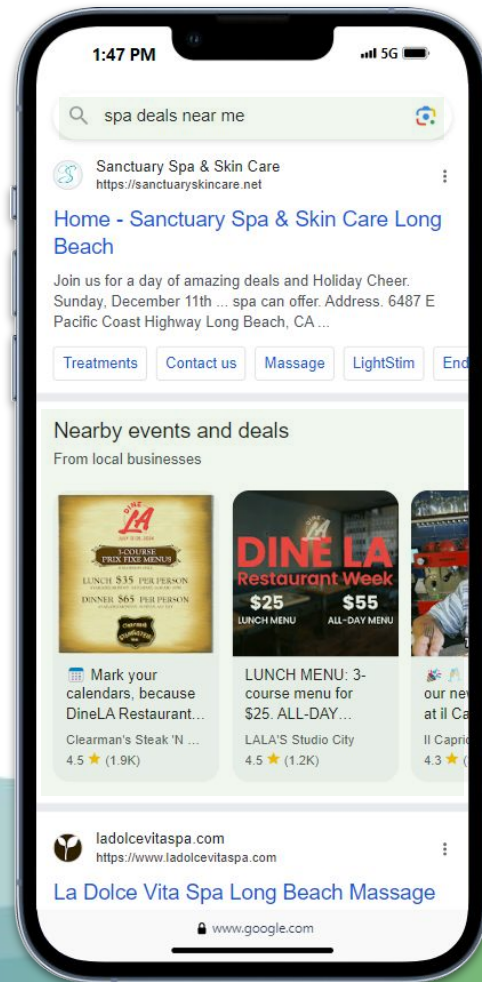


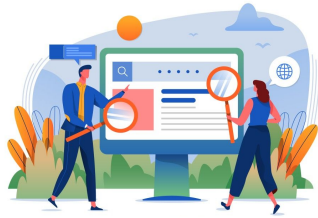
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Spotted in the Wild...

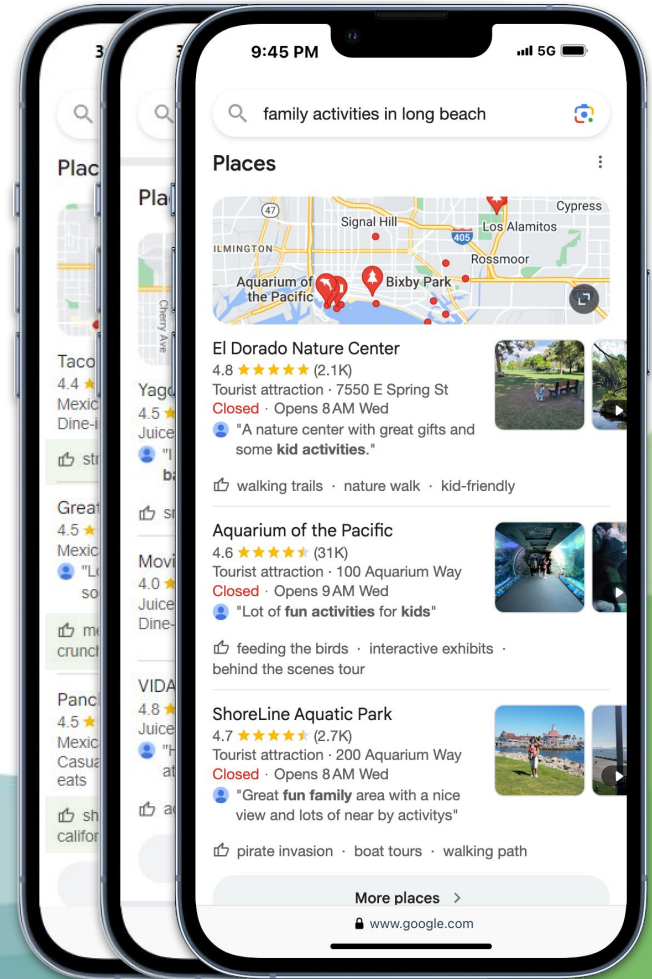
Nearby events and deals feature appearing for searches outside the food & beverage industry.

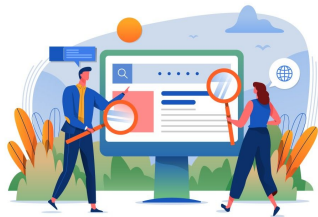




Spotted in the Wild...

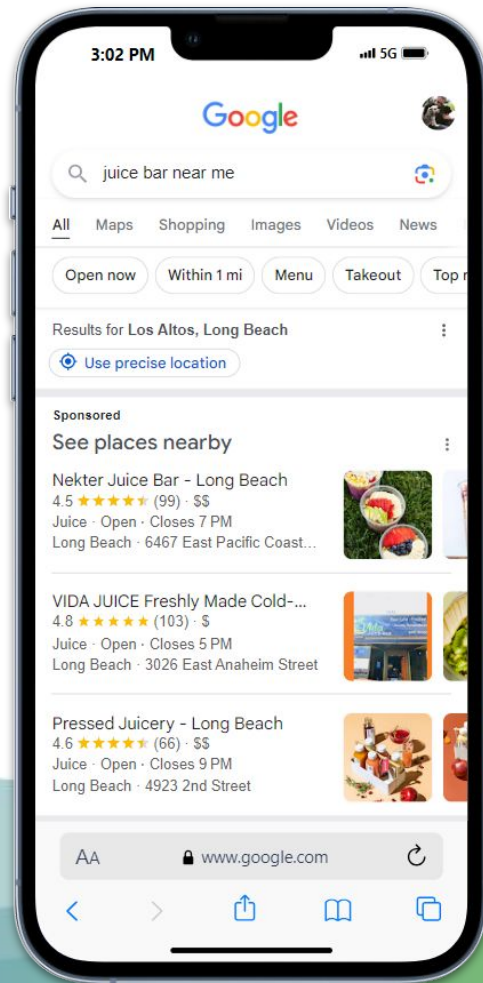
Google appears to be testing a new **Thumbs Up Justification** in finder search results on mobile.

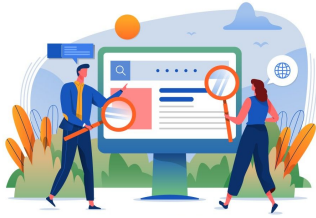




Spotted in the Wild...

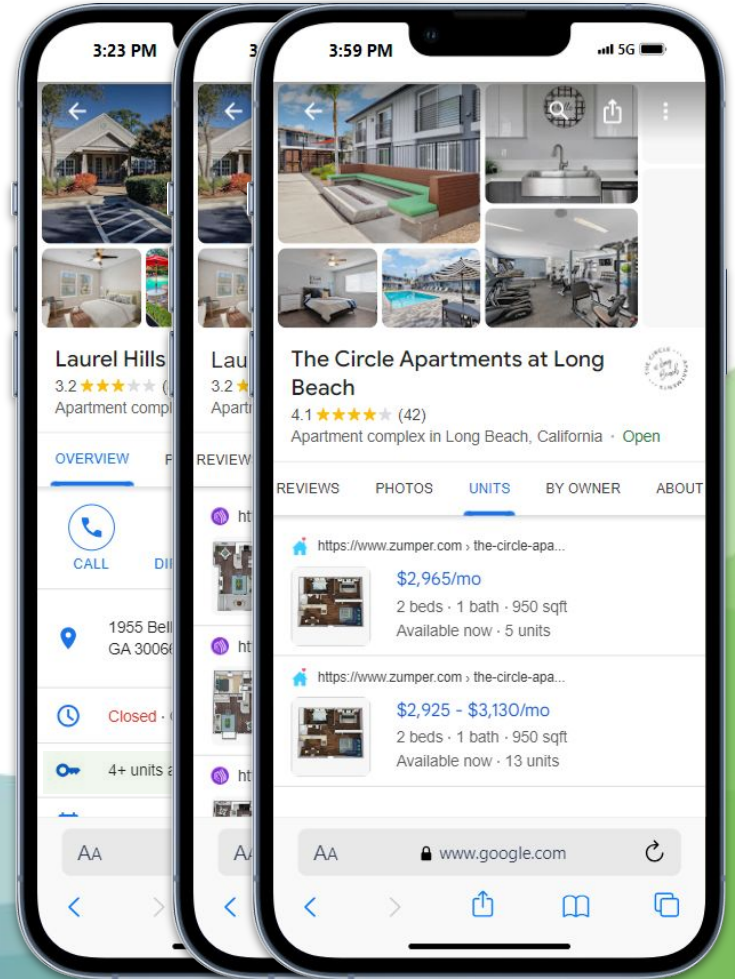
Sponsored **See places nearby** feature that looks suspiciously like the local pack appearing directly above the actual local pack.

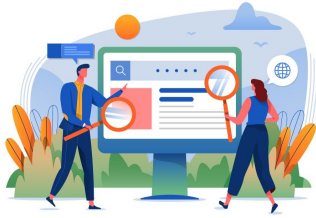




Spotted in the Wild...

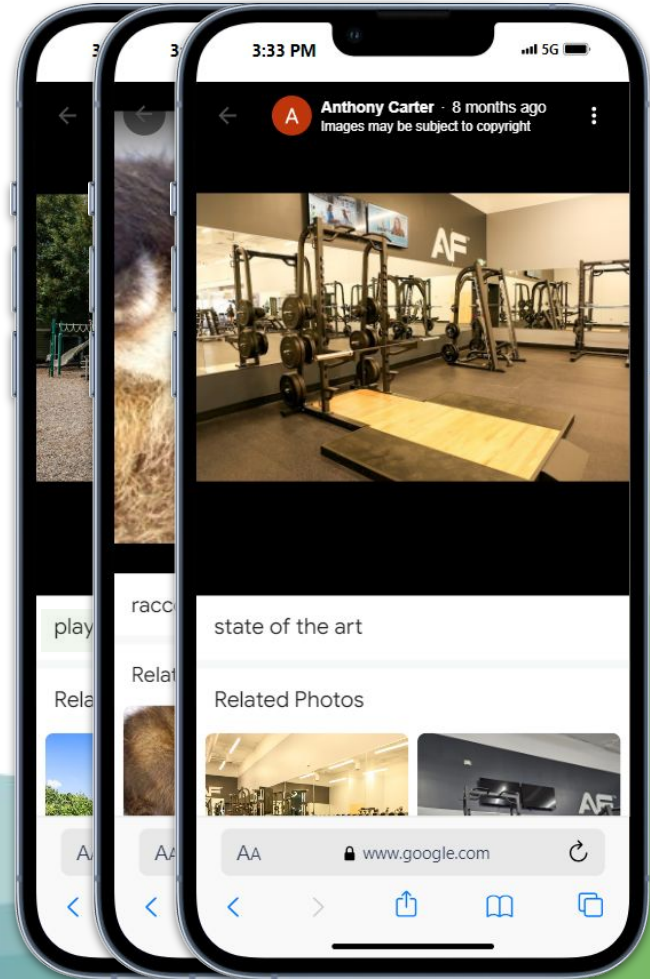
A new callout and tab have appeared in Google finder results on mobile and desktop highlighting **units available** for rent.

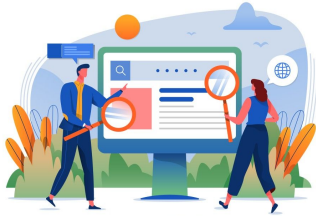




Spotted in the Wild...

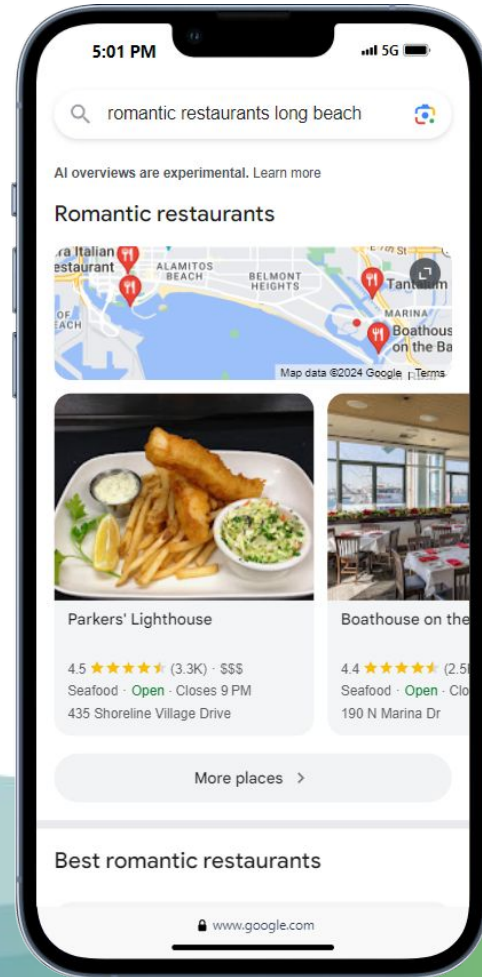
Google appears to be **applying labels to some photos**. Labels are visible in mobile search results when selecting them from the photo collage at the top of the knowledge panel.





Spotted in the Wild...

Google testing **AI overviews** in local results on mobile for some city defined searches.





Thank You...