

The **SEO** **JUICE**

August 14th, 2024

SOCI[↑]



Your Weekly Breakdown of all things SEO related.

This Week:

- **Industry Updates**
- **Going Social**
It might be time to bring your SEO & Social teams together.
- **CCO Spotlight**
Everyone Loves a Good Deal
- **Local Pages**
The Overlooked Citation
- **In Case You Missed It**
- **Caught in the Wild**





Industry Updates

The latest in Local Search
and what it means for you



Google Ruled A Monopoly

in DOJ Case



A lawsuit filed against Google in 2020 by the Department of Justice and several state attorney generals has resulted in a decision from federal judge Amit Mehta that Google is a monopoly.

The lawsuit targets Google's position as the default search engine on multiple platforms, including Apple, Samsung, and Mozilla, for which Google pays its partners a combined total of \$26 billion per year. Though no penalties have yet been issued, it's possible that these exclusive search partnerships will be disallowed in order to encourage competition. Also on the table is the possible divestiture of Google's ad business.

Why it Matters:

We may see Google search results change in response to the lawsuit in an effort to appear more competitive. Whether Google loses any significant market share as a search engine remains to be seen.





Apple Maps

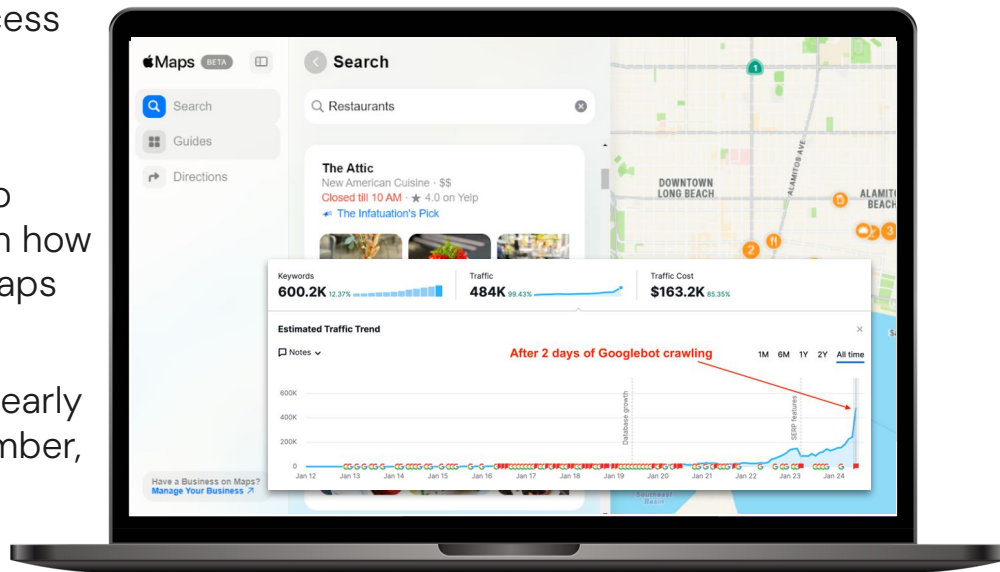
Now Available on Desktop

Apple has made available to the public a beta version of Apple Maps that users can access directly from their browser

Why This Matters:

Because Apple Maps has been purely app based up to this point, we've never known how much of the local search market Apple Maps actually claims vs. Google.

In just two days, Apple's beta Maps saw nearly a half-million visitors — an impressive number, considering there's been no demand for it.



beta.maps.apple.com



Google Paying Attention to Average “Popular Times” in New Feature

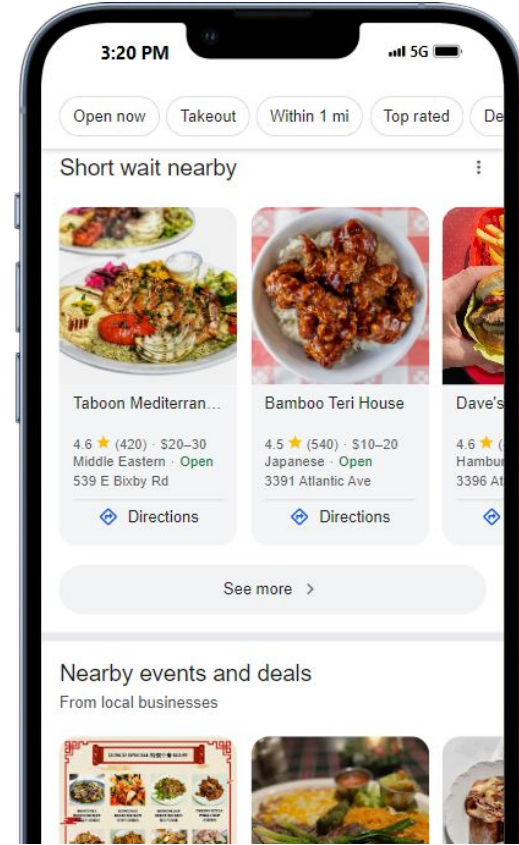
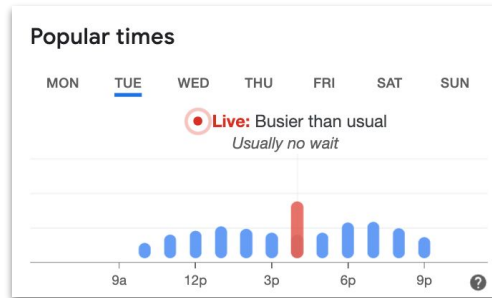


Short wait nearby appears as a carousel with up to a dozen knowledge cards from businesses that typically have low or no wait times at the time of the search.

Users who select a knowledge card from the feature will see the business’s full GBP profile. However, if a user selects **See more**, a new search launches for “*restaurants nearby with short wait times near x*” regardless of the previous search query.

Why This Matters:

This provides evidence that Google is paying attention to popular times and provides businesses with an additional opportunity to be discovered when it matters most — when customer traffic is low.





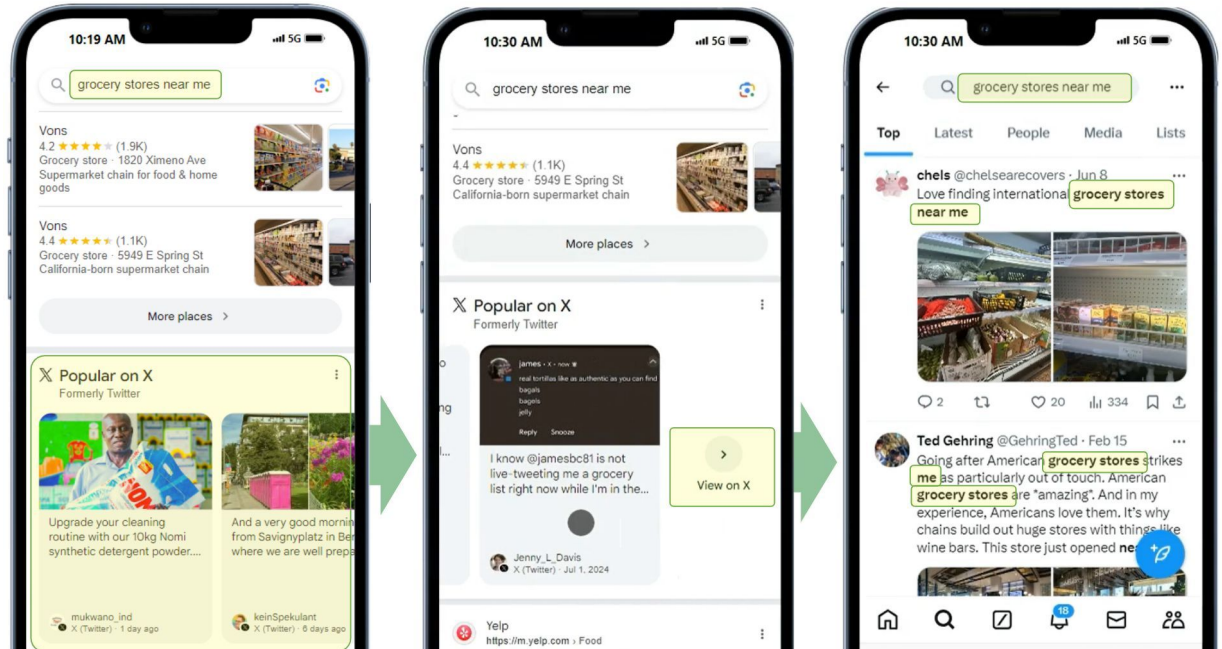
Social Posts Get more Visibility with "Popular on X" Feature



The feature appears to include recent posts from the past week, though when navigating to X via "View on X" the feed highlights those most relevant to the search query and can go back several months (the example below includes a post from Feb!).

Why This Matters:

Brands need to start bringing their Local SEO and Social Teams together to create posts that are optimized for visibility in Google's local search results.





Going Social

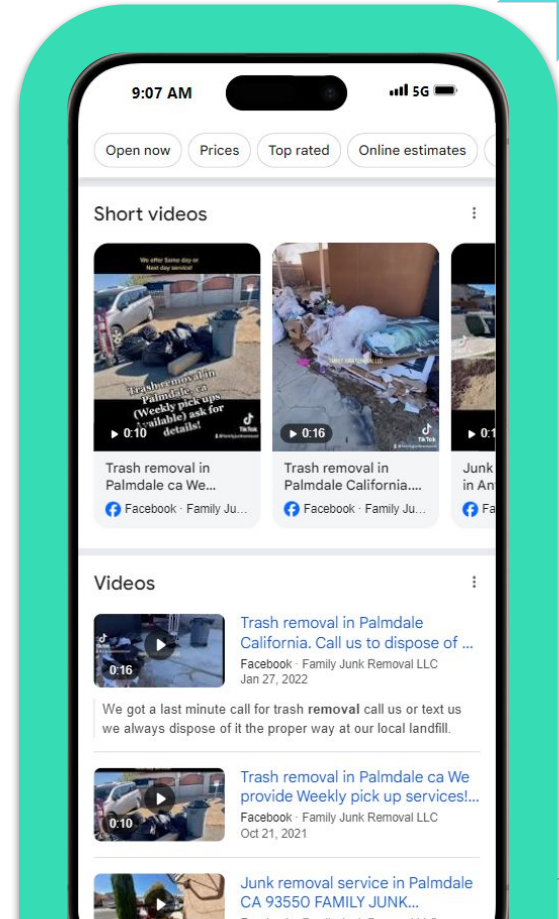
It's time to bring your SEO
and Social teams together

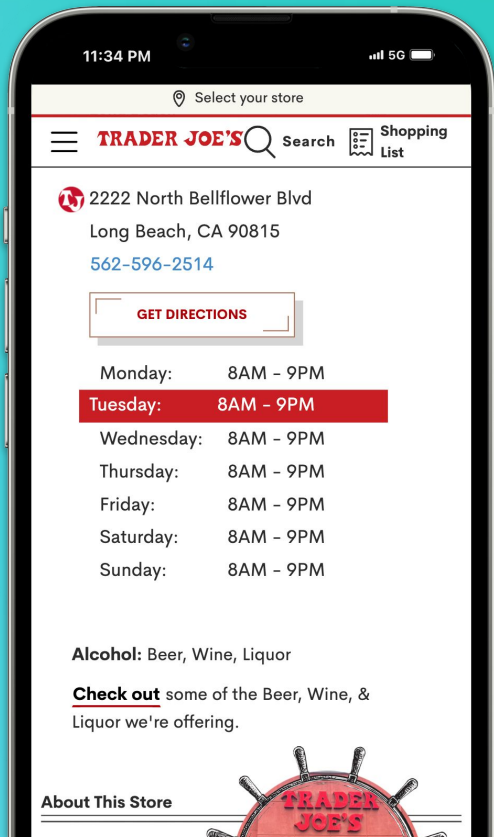
Going Social

Local Social Profiles

Opportunity for Social Optimization:

- Google has indicated that they are paying attention to signals from local social channels to validate E.E.A.T.
- Google Offer & Event Posts provide another opportunity for visibility and customer engagement.
- While just posting to Google is not a ranking factor, the copy can be when it aligns with search intent.
- Unique local, social content on Facebook, Instagram, YouTube and others networks rank highly in organic search for SABs wanting to appear in search results for areas outside their immediate proximity.





Local Pages

The overlooked citation

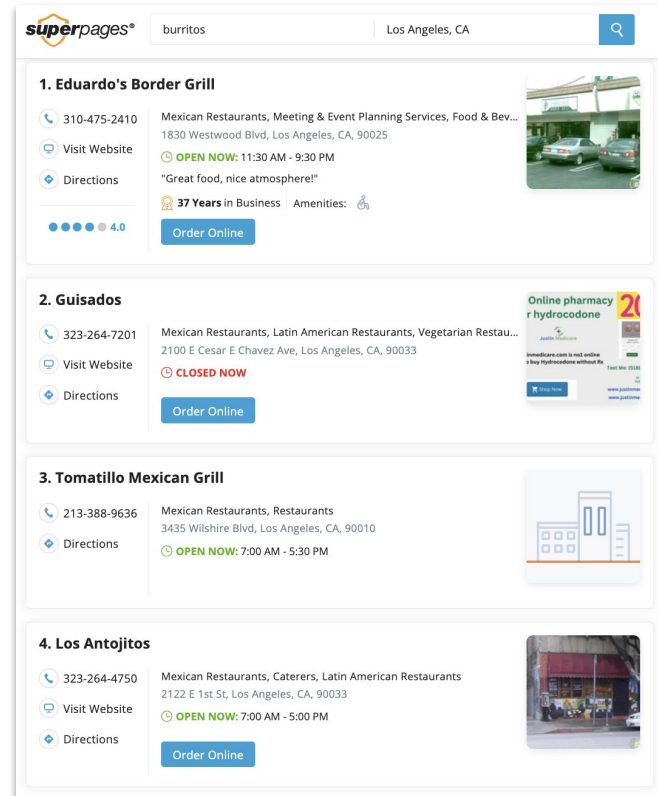


TM

What's a Citation?

Per Moz:

“A local citation is any online mention of partial or complete name, address, and phone number of a local business – also called NAP data. Citations can occur on local business directories, on websites and apps, and on social platforms.”



The screenshot shows a search for "burritos" in "Los Angeles, CA" on the Superpages website. The results are listed in four numbered entries:

- 1. Eduardo's Border Grill**
 - Phone: 310-475-2410
 - Address: 1830 Westwood Blvd, Los Angeles, CA, 90025
 - Hours: OPEN NOW: 11:30 AM - 9:30 PM
 - Rating: 4.0 (5 stars)
 - Features: "Great food, nice atmosphere!", 37 Years in Business, Amenities: wheelchair accessible
 - Order Online button
- 2. Guisados**
 - Phone: 323-264-7201
 - Address: 2100 E Cesar E Chavez Ave, Los Angeles, CA, 90033
 - Hours: CLOSED NOW
 - Order Online button
- 3. Tomatillo Mexican Grill**
 - Phone: 213-388-9636
 - Address: 3435 Wilshire Blvd, Los Angeles, CA, 90010
 - Hours: OPEN NOW: 7:00 AM - 5:30 PM
 - Directions button
- 4. Los Antojitos**
 - Phone: 323-264-4750
 - Address: 2122 E 1st St, Los Angeles, CA, 90033
 - Hours: OPEN NOW: 7:00 AM - 5:00 PM
 - Order Online button

What Local SEO Experts Are Saying

- **Greg Gifford:** "Citations don't seem to matter at all anymore."
- **Brian Barwig:** "Citations are still not doing anything to move the needle."
- **Noah Lerner:** "I haven't given citations much thought in the past two years."
- **Rasmus Himmelstrup:** "Citations are not what they used to be. I spend a minimum of time on citations beyond the large players."
- **Brandon Schmidt:** "The importance and impact of citations continue to dwindle."
- **Gyi Tsakalakis:** "Stop wasting your time and money on citations."
- **Darren Shaw:** "Citation consistency has NOT mattered for SEO for over a decade.."

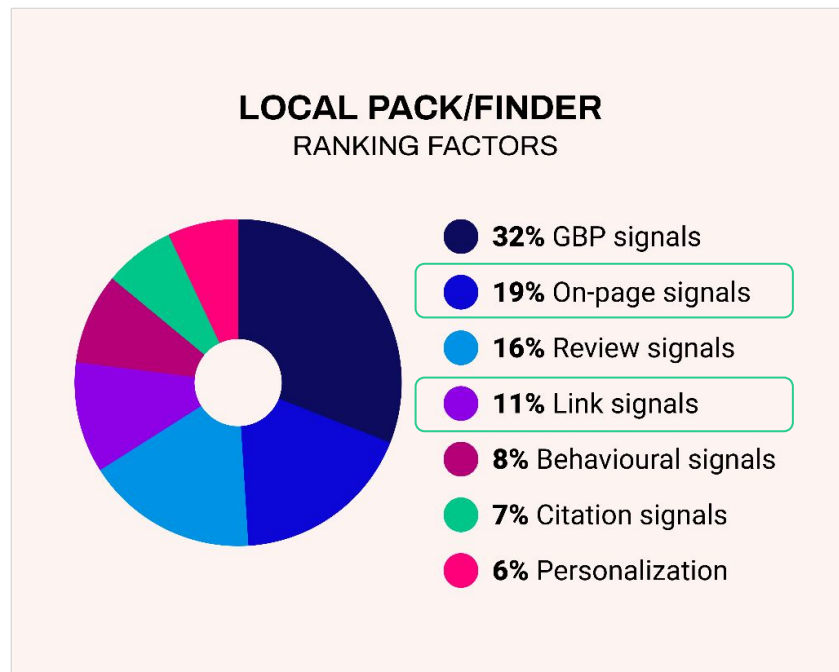
Local Landing Pages

The Overlooked Citation

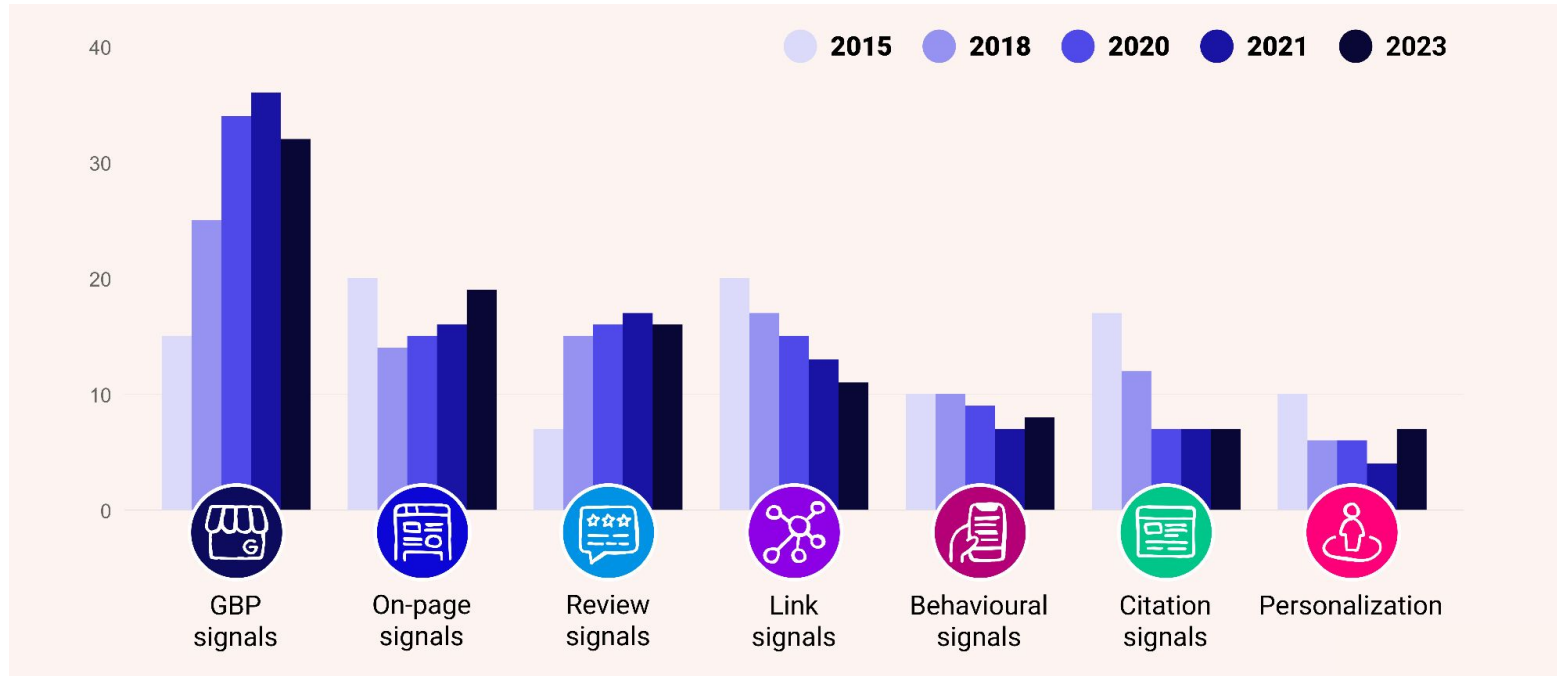
Why they Matter:

Local Landing Page signals are the most powerful, directly controllable way to inform Google about available products and services beyond the few categories and attributes made available in Google Business Manager.

The role of local pages in GBP ranking has grown 45% since 2018.



source: [whitespark](#)



source: [whitespark](#)

best cell phone plans long beach

AI Overview Learn more

Long Beach, California has many cell phone plans available, including plans with 5G, plans with international calling, and plans with data:

AT&T
Offers plans with 5G, unlimited talk, text, and data, and 15 GB of hotspot data per line per month. AT&T also offers unlimited texting to over 200 countries and unlimited talk, text, and data in and between Canada and Mexico. AT&T Unlimited Extra costs \$40 per line per month for four lines, and includes 50 GB of premium data.

Metro by T-Mobile
Offers a Metro Flex Plus plan that includes 5G and a line with unlimited data for \$25 per month after the first month. Metro by T-Mobile also offers 5G Home Internet for \$50 per month after the first month.

T-Mobile
Offers plans with no data fees and the ability to connect with friends and family in Latin America. T-Mobile also offers a program that can help pay off up to \$800 when customers switch to T-Mobile.

AT&T

Cell Phone Plans & Wireless Service in Long Beach, ca | AT&T

5G included. AT&T Unlimited Extra® \$40./mo. per line. when you get 4...

T-Mobile

T-Mobile Long Beach Town Center

Fast, reliable home internet on America's largest 5G network.... Get...

Metro by T-Mobile

Metro by T-Mobile Ave | Long Beach, CA

5G for \$99.99. Just activate your number w...

best cell phone plans irvine

AI Overview Learn more

Irvine, California has many cell phone plans available, including plans with unlimited data, plans for families, and plans with other features:

AT&T
Offers unlimited talk, text, and high-speed data, plus 5G access, mobile security, and hotspot data. AT&T also offers plans that include free international calling and texting, and Signature Program members can save up to \$10 per line per month.

Cox Mobile
Offers plans starting at \$30 per line for families with four or more lines.

T-Mobile
Offers a savings calculator that allows users to compare plans to AT&T and Verizon, and T-Mobile may also help pay off a user's phone when they switch. T-Mobile also claims to have the largest and fastest 5G network in the United States.

AT&T

Cell Phone Plans & Wireless Service in Irvine, ca - AT&T

\$50. ... Unlimited talk, text, & high speed data that can't slow down bas...

T-Mobile

T-Mobile Irvine Spectrum | Irvine, CA

Get up to \$800. Switch to T-Mobile, and we'll help pay off your phone—u...

Cox

Cell Phone Plans in Irvine, CA

When you bring your phone to Cox Mobile, you'll pe...

Other cell phone carriers that may be of interest include: Visible, Mint Mobile, Google Fi Wireless, Metro by T-Mobile, and Xfinity Mobile.

Generative AI is experimental.

best cell phone plans atlanta

AI Overview Learn more

When choosing a cell phone plan in Atlanta, Georgia, you can consider factors like coverage, price, and features:

- Coverage: US Mobile offers reliable coverage and fast data speeds. T-Mobile's network is also solid, especially in urban areas and tourist destinations.
- Price: T-Mobile offers prepaid plans starting at \$15 per month.
- Features: AT&T plans can include features like hotspot data, 4K UHD, and HBO Max.

AT&T

Cell Phone Plans & Wireless Service in Atlanta,ga - AT&T

Plan choices for each line differ based on price and included features like...

US Mobile

Which carrier has the best cell phone coverage in Atlanta? - US...

Jun 7, 2024 — While AT&T, Verizon, and T-Mobile each have their...

US Mo

Which carrier has the best cell phone coverage in Atlanta? - US...

Jun 15, 2024 — While AT&T, Verizon, and T-Mobile each have their...

Generative AI is experimental.

best cell phone plans nashville

AI Overview Learn more

When choosing a cell phone plan in Nashville, Tennessee, you can consider things like coverage, data speeds, and other features. Here are some cell phone providers that offer plans in Nashville:

US Mobile

Some say this provider has strong signals and reliable service in both urban and rural areas of Tennessee, including Nashville.

AT&T

Offers plans that include 5G, unlimited talk, text, and data, and other features like hotspot data and mobile security. AT&T also has retail stores in Nashville where you can get personalized assistance.

Verizon

Offers wireless business solutions, including 5G devices, that can be customized to fit your business needs.

AT&T

Cell Phone Plans & Wireless Service in Nashville,tn | AT&T

5G included. AT&T Unlimited Extra® \$40./mo. per line. when you get 4...

Verizon

Business Plans & Services Nashville, TN | 800-837-4966 - ...

About Verizon Business Plans and Services in Nashville, TN Explore...

US Mobile

Discover the Best Cell Phone Coverage in Nashville, TN

May 26, 2024 — Unmatched Coverage

best cell phone plans green bay

AI Overview Learn more

Green Bay, Wisconsin has many cell phone plans available, including plans with unlimited data, plans with trade-in options, and plans with additional features:

AT&T
Offers plans with different features for each line, such as hotspot data, 4K UHD, and HBO Max. The Unlimited Elite plan includes unlimited talk, text, and high-speed data, as well as 4K UHD streaming and 5G access on eligible phones.

Cellcom
Offers the Unlimited Lite plan for as low as \$39.99 per line, with no line minimum. Cellcom also offers a switch and save program that covers up to \$650 per line to switch to their service, and a trade-in program that allows customers to upgrade to a new device early.

T-Mobile
Offers plans with trade-in options, including up to \$1,100 off with 24 monthly bill credits when trading in an eligible device on a Go5G Plus or Go5G Next plan. T-Mobile also offers up to \$800 off when switching to their service, and up to \$700 off a second iPhone when activating two or more new qualifying lines.

UScellular
Offers plans with unlimited data and no hidden fees, including the Total Plan, which is one of their most popular plans in Green Bay. UScellular also offers discounted rates on multi-line phone plans for business owners, and international long distance plans for customers who want to stay in touch with people around the world.

AT&T

Cell Phone Plans & Wireless Service in Green Bay,wi - AT&T

Plan choices for each line differ based on price and included features like...

UScellular

Smartphones in Green Bay, WI - Find UScellular® Locations

It's a straightforward wireless phone plan with unlimited data and no...

T-Mobile

T-Mobile South | Green Bay, WI

Up to \$1,100 Off Plus or Go5G N

best cell phone plans daytona

AI Overview Learn more

The best cell phone plan for Daytona Beach, Florida depends on your needs and budget. Here are some of the cell phone plans available in Daytona Beach:

- **T-Mobile:** Offers unlimited talk, text, and high-speed data, and you can add up to four lines for \$50 per line per month. T-Mobile also offers a savings calculator to compare their plans to AT&T and Verizon.
- **AT&T:** Offers plans with different price points and features, such as hotspot data, 4K UHD, and HBO Max. AT&T's Unlimited Elite plan includes unlimited talk, text, and high-speed data, as well as 4K UHD streaming and 5G access on eligible phones.
- **Metro by T-Mobile:** Offers phone plans and 5G Home Internet for \$50 per month.

AT&T

Cell Phone Plans & Wireless Service in Daytona Beach,fl - ...

Plan choices for each line differ based on price and included features like...

T-Mobile

T-Mobile South Daytona | Daytona Beach, FL

Get up to \$800. Switch to T-Mobile, and we'll help pay off your phone—u...

T-Mobile

T-Mobile South | Daytona Beach, FL

Explore top Sam's Club

Generative AI is experimental.

Local Landing Pages

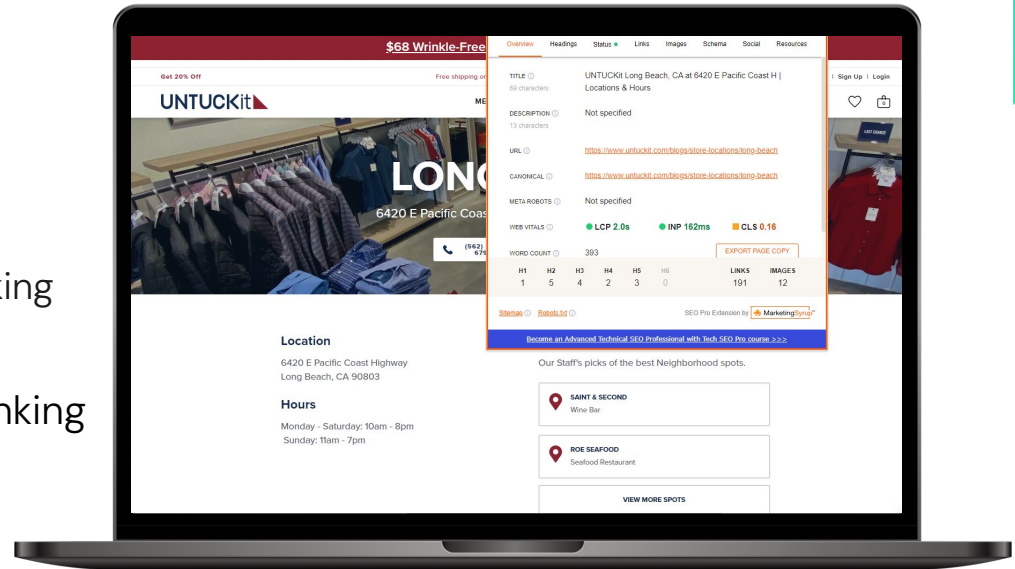
Most Common Optimization Opportunities

Title Tag and H1/H2s: Two of the most powerful ranking signals in local search.

No Localized About Copy: Without content it literally is not possible to rank.

Missing Local Business Schema or Canonical Tags: Can be a negative ranking factor if not applied.

Local Pages Not Linked from GBP: Linking to an order page, locator, or brand homepage does not have the same Juice as linking to a local landing page.



plugin: [SEO Pro Extension](#)

Local Landing Pages

Most Common Optimization Opportunities



Title Tag

A **Title Tag** is an HTML element that specifies the title of a web page. Traditionally, a page's title tag is displayed as part of the search snippet on a search engine results page (SERP). It's crucial to add and optimise your website's title tags, as they play an essential role in terms of local ranking, providing Google the *who*, *where* and *what* of your business:

- Who are you?
- Where are you?
- What do you do?

Overview Headings Status Links Images Schema Social Resources

TITLE ⓘ
78 characters

Nekter Juice Bar | Smoothies, Acai Bowls, and Juices in Huntington Beach 92648

 Nekter Juice Bar
<https://locations.neκτηrjuicebar.com> > 7101-yorktown-ave ⋮

Smoothies, Acai Bowls, and Juices in Huntington Beach ...

Located at 7101 Yorktown Avenue, Nekter Juice Bar **Huntington Beach** is the perfect place to go for handcrafted **acai bowls**, smoothies, freshly made juice, ...

★★★★★ Rating: 4.7 · 1,502 reviews



Local Landing Pages

Most Common Optimization Opportunities



H1/H2 Tags

HTML heading tags (H1-H6) are used to structure your content by splitting it into distinct sections (similar to a table of contents).

Similar to a Title Tag, the H1 Tag is the title of the page that actually appears on the page itself. H2 tags split your page into high-level segments that help search engines understand what the page is about.

Think: “If these headings were the table of contents for a research paper on your business, would a customer know what your primary business was and where it was located?”

No	Type	Heading Text
1	H1	Trader Joe's Long Beach - PCH (43)
2	H2	About this Store
3	H2	Read All About It
4	H2	August Fearless Flyer
5	H2	Believe-Eat-Or-Not Recipes

Local Landing Pages

Most Common Optimization Opportunities

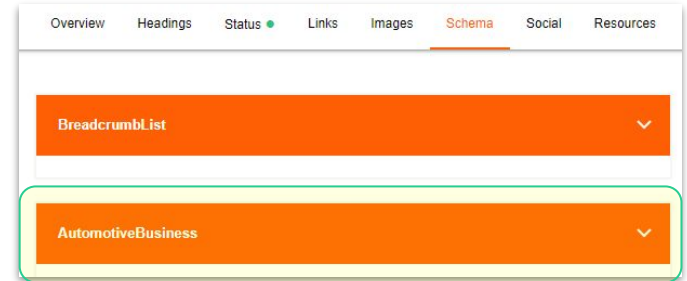
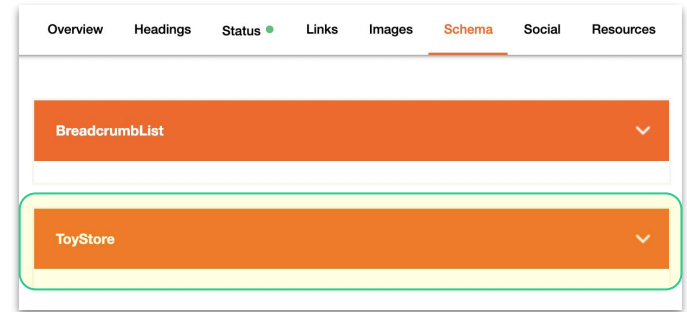


Local Business Schema

At minimum, a Local Landing Page should include Local business markup.

This schema type defines a page as belonging to a local business and includes relevant information like name, address, phone number, website, hours of operation and business type.

Although it's not called out explicitly as a ranking factor, by not including Local Business schema markup, search engines must interpret the intent of your page based on copy and meta information alone. If incomplete, this can paint an incomplete picture of your business and limit search visibility.



Local Landing Pages

Most Common Optimization Opportunities



“Self-referencing” Canonical Tag

The Canonical Tag is an HTML element found in the <head> section of a page that tells search engines which URL should be seen as the master URL for that page. It helps to avoid content duplication; especially important if you are utilizing UTM parameters.

Local pages should always include a “self referencing” Canonical Tag. It establishes the proper authority and ranking of the original content, without penalizing it for having a duplicate page elsewhere.

The screenshot shows the SEO Pro Extension interface for a page titled "DICK'S Sporting Goods Store in Cerritos, CA | 1195". The interface includes tabs for Overview, Headings, Status, Links, Images, Schema, Social, and Resources. The main content area displays the following information:

- TITLE** (50 characters): DICK'S Sporting Goods Store in Cerritos, CA | 1195
- DESCRIPTION** (166 characters): Visit the DICK'S Sporting Goods store in Cerritos, CA | 1195. Find store hours, phone number, address and in-store services for the DICK'S Sporting Goods in Cerritos.
- URL**: <https://stores.dickssportinggoods.com/ca/cerritos/1195/?seo=ocalpack>
- CANONICAL** (highlighted in green): <https://stores.dickssportinggoods.com/ca/cerritos/1195/>
- META ROBOTS**: Not specified
- WEB VITALS**: LCP 3.4s, INP 217ms, CLS 0.92

H1	H2	H3	H4	H5	H6	LINKS	IMAGES
2	1	11	2	0	0	232	59

At the bottom, there are links for Sitemap and Robots.txt, and a note: SEO Pro Extension by MarketingSyrup™



CCO Spotlight

Everyone likes a good deal

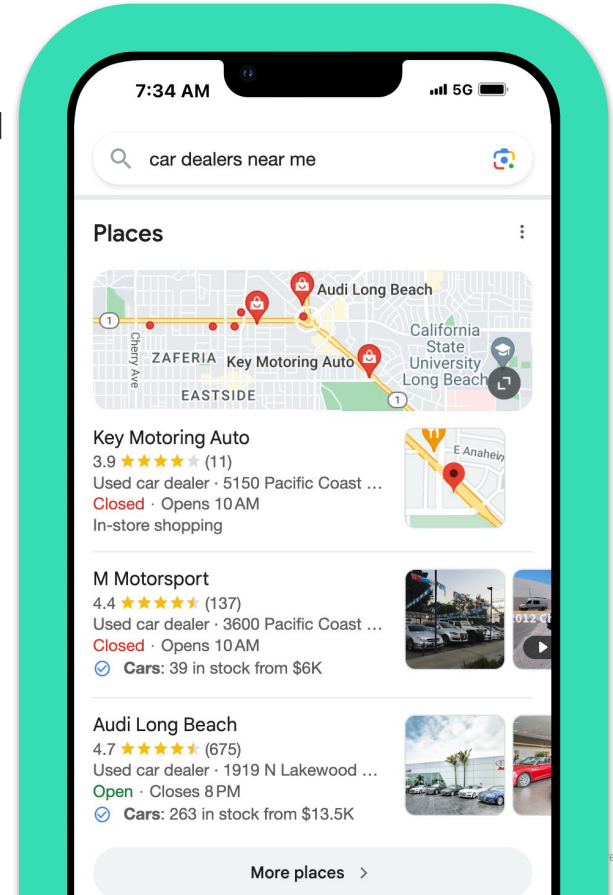


Customer Choice Optimization (CCO)

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.





CCO Spotlight

Google Offer & Event Posts



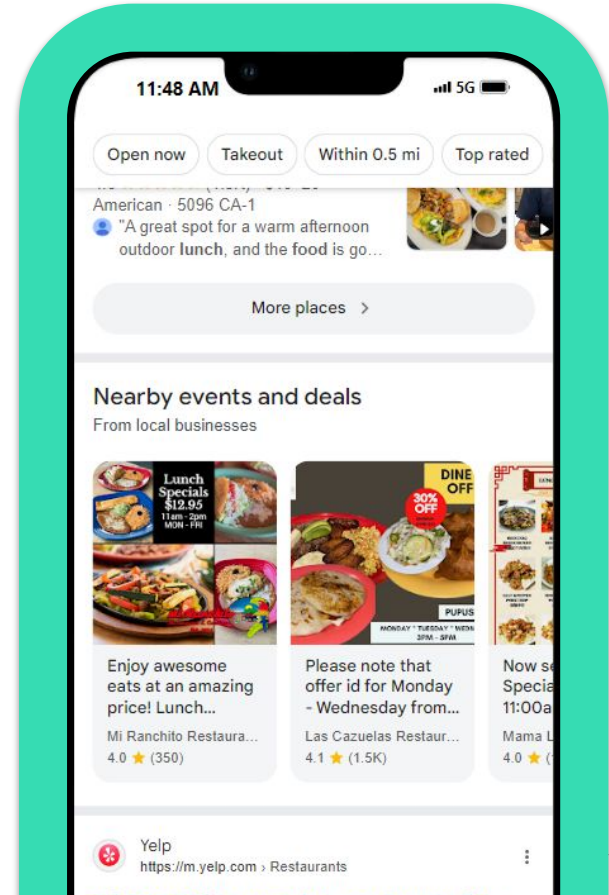
Why they Matter:

Google is beginning to highlight Offer & Event posts separate from the business profile they are posted to.

Google confirmed posts with copy that is timely, esp. as it relates to national events and holidays, are given priority.

Gives priority to posts with copy that aligns with the search query; creates another opportunity for optimization.

Though currently this feature is appearing primarily for food and beverage related searches, Google has indicated to us that they intend to expand it to other industries.



11:49

Near me Open now Within 5 mi Menu Takeout

great"

The MODERN Kitchen + Bar
4.8 ★★★★★ (39) · \$\$\$
New American · Long Beach, CA
"Great place to go and have lunch and have a drink after work."

The 908
4.5 ★★★★★ (504) · \$30-50
New American · Long Beach, CA
"Cool place for lunch and a drink."

More places >

Nearby events and deals
From local businesses

Now serving Lunch Special from 11:00am to 3:00pm We'd lov...
Mama Lu's Dumpling H...
4.0 ★ (131)

Enjoy rotating Mexican Lunch Specials every...
Tartan Room
4.6 ★ (467)

Q lunch

4:33

Open now Within 1 mi Top rated Takeout

Counter-serve Mexican eats & drinks

Mi Casa Restaurant
4.5 ★★★★★ (211) · \$10-20
Mexican · 5549 Woodruff Ave
"Good home made Mexican food"

La Taberna Jalisco
4.7 ★★★★★ (72) · \$10-20
Mexican · Bellflower, CA
"This was honestly the best Mexican food I've had in years!"

More places >

Nearby events and deals
From local businesses

TACO Tuesday
TACOS ALL DAY
CHICKEN, ASADA & CARNE ASADA
KARAOKE 9PM

\$2 Tacos all day!
Karaoke at 9pm
Der Wolf
4.2 ★ (715)

Get ready to sizzle with our mouth-watering Fajitas De...
Las Margaritas Restaura...
4.2 ★ (877)

Enjoy Mexican Specials
Tartan Room
4.6 ★

Q mexican food near me

4:33

Open now Tonight Within 1 mi Takeout Top rated

great Happy hour and Sports bar!"

the Eldo
4.6 ★★★★★ (897) · \$20-30
Restaurant · Long Beach, CA
"The happy hour food selection is good for quick eats."

Kennedy's Craft Kitchen & Cocktails
4.5 ★★★★★ (147) · \$20-30
Restaurant · Long Beach, CA
"I came here for happy hour."

More places >

Nearby events and deals
From local businesses

Join us every Wednesday for free pool. Bring your be...
Shenanigans Irish Pub ...
4.3 ★ (1.6K)

Gold Medal Rebel is giving gold medal energy with...
Dutch Bros Coffee
3.7 ★ (24)

Monday 2:00pm
Peppercorn
4.2 ★

Q happy hour near me

11:09

Open now Delivery Menu Within 5 mi Top rated

Dishes nearby
near Marina, Long Beach, CA

Margherita Pizza
California Pizza Kit...
4.2 ★ · \$\$

Veggie Pizza
Domenico's Belmo...
4.5 ★ · \$\$

Closest To New York
Slice of New York
4.6 ★ · \$

More dishes >

Nearby offers and events
From local businesses

For a limited time, BOGO Tuesdays are back. Buy an extra...
NEW Tavern Style Pizza is bringing Pesto Margherita...
Daily in Or... Tues...

Q pizza takeout near me



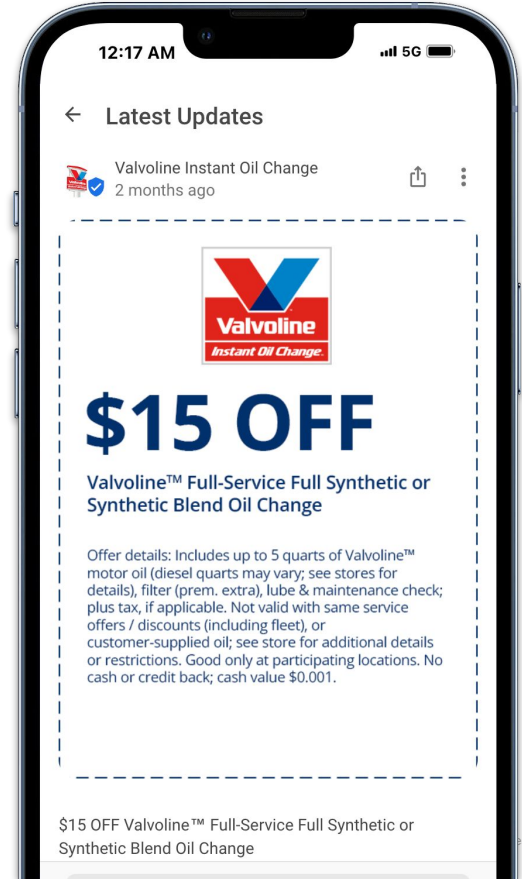
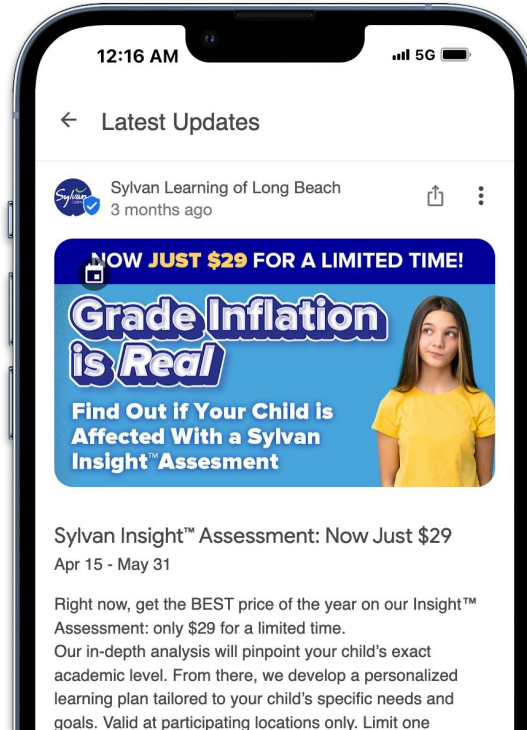
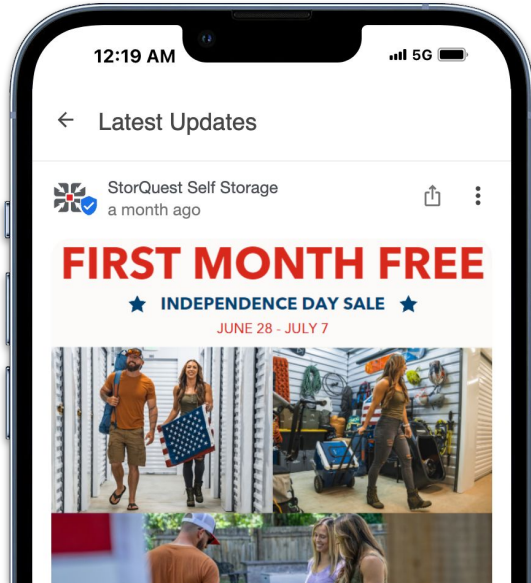
CCO Spotlight

Google Offer & Event Posts



Why they Matter:

Everybody loves a deal.



In Case You Missed It

New GBP Categories, Attributes
and More





New GBP Categories



Healthcare:

Physical rehabilitation center
Psychosocial therapist

Automotive:

Rental car return location

B2B:

Wire and cable supplier



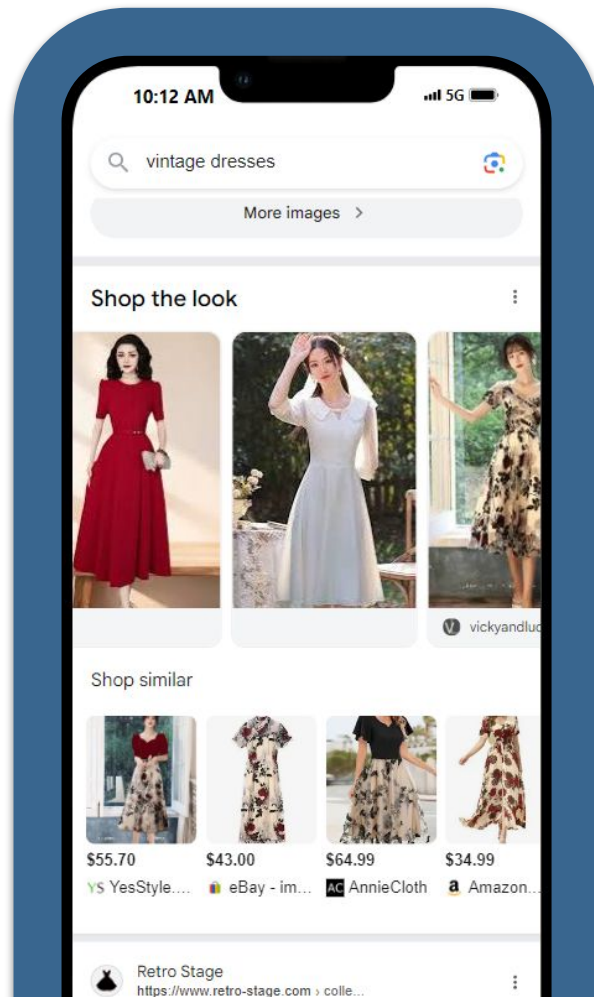
Caught in the Wild

New features we've spied
in Local Search results



Caught in the Wild...

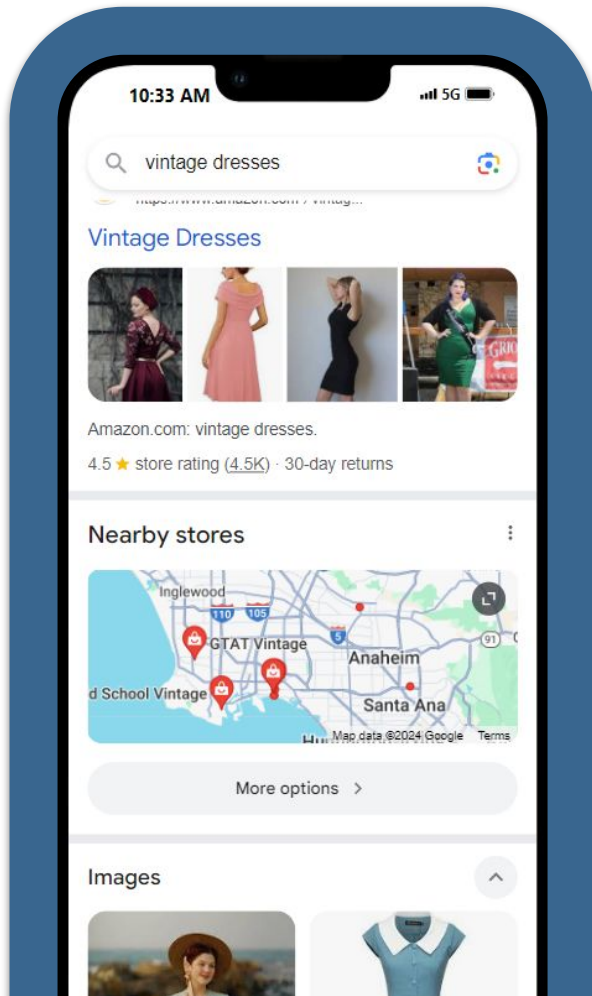
Shop the look feature appearing in clothing related searches. Five images are presented with links to ecom sites with similar looking products.





Caught in the Wild...

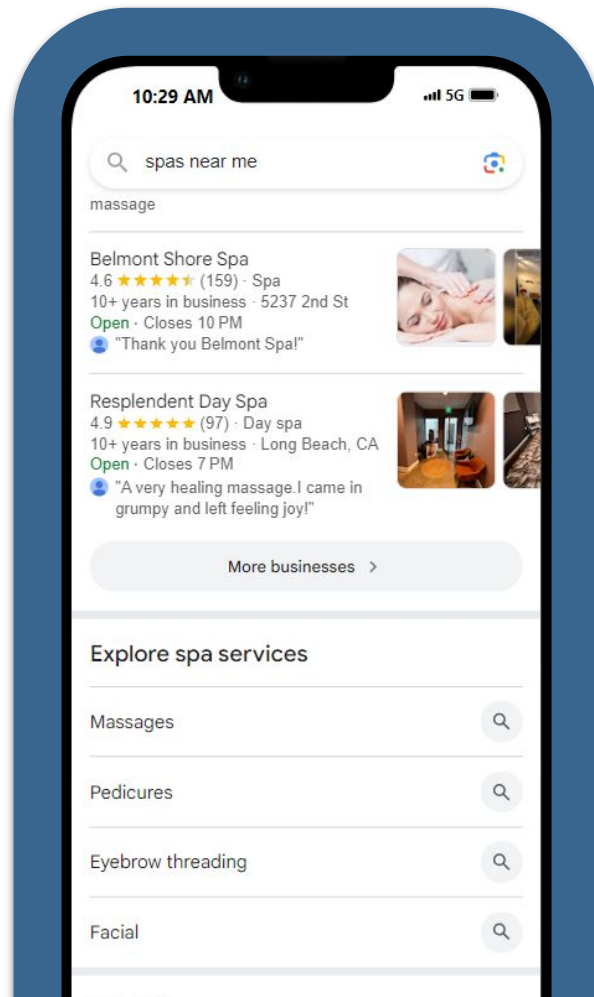
Nearby stores feature appearing more often on mobile for searches where local intent is not explicit (even when not appearing on desktop).





Caught in the Wild...

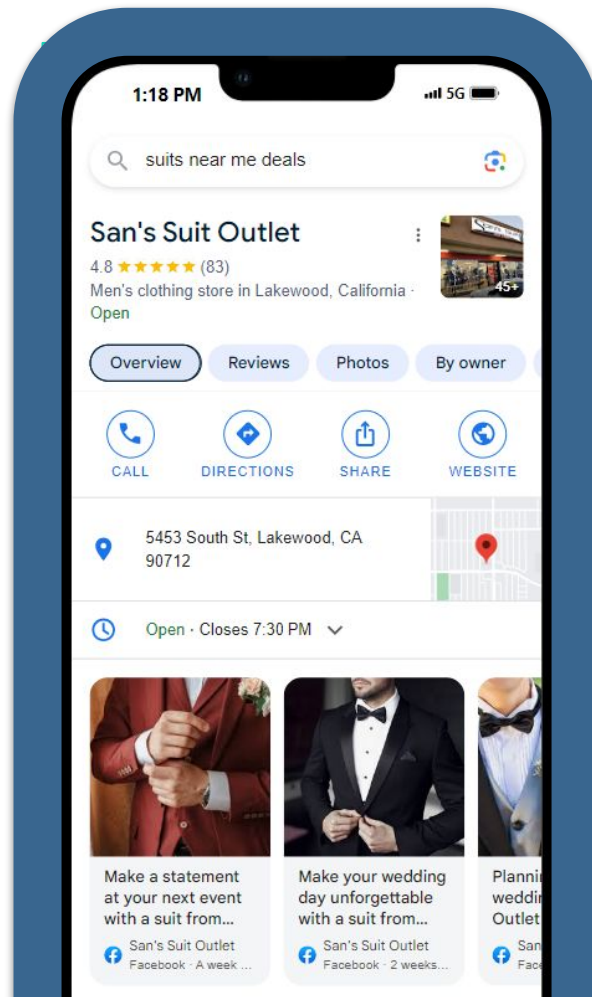
Explore X services feature appearing below the local pack for service related businesses.





Caught in the Wild...

Social Feeds beginning to appear more prominently on Google Business Profiles in discovery results where only one option is presented.





Q&A



**Thanks for
Joining!**