



The **SEO** **JUICE**

November 13th, 2024

SOCI

Squeezing the most out of your local SEO.

What is your favorite Thanksgiving Dish?



- A. Turkey
- B. Stuffing
- C. Green Bean Casserole
- D. Cranberries
- E. Mashed Potatoes
- F. Pie





Your SOCI Team



Kaci McBride
Director, Customer
Experience



Michael Snow
Local SEO Evangelist

This Month:

- **Industry Updates**
The latest news in Local Search and what it means for you
- **Prescriptive SEO**
Factors that can affect GBP rank, impressions & actions
- **In Case You Missed It**
New GBP Categories, Attributes and More
- **Caught in the Wild**
New features we've spied in Local Search results





Industry Updates

The latest in Local Search
and what it means for you



Google Search Algorithm

NOVEMBER 2024 CORE UPDATE IN PROGRESS



Per Google: “Core updates are designed to ensure that overall, we're delivering on our mission to present helpful and reliable results for searchers. These changes are broad in nature, and don't target specific sites or individual web pages. As content on the web changes, we assess and update our systems to keep pace, as a whole.”

One way to think about a core update is to imagine that a friend asked you for your top food recommendations. While you do have a list of your 20 favorite restaurants, things have changed since you initially wrote it in 2019.

2024	
SUMMARY	DATE
November 2024 core update	11 Nov 2024
Ranking is experiencing an ongoing issue.	15 Aug 2024
August 2024 core update	15 Aug 2024
June 2024 spam update	20 Jun 2024
March 2024 spam update	5 Mar 2024
March 2024 core update	5 Mar 2024



Google Business Profile

MINOR UPDATES TRIGGERING REVERIFICATIONS



SOCi has observed an increase in Google reverifications over the past month.

Google seems to be triggering a reverification of a business listing for any category updates at the moment (primary AND additional). Even large, well known department stores are being asked to reverify.

Should you stop making updates?

No. If adding a relevant category could potentially bring more search traffic you should add it. Just be aware that it could trigger a reverification and be prepared for it -- do it in batches (i.e. not all at once), and inform your store operations and listings management team.

Reverification required

Your edits won't appear on Google until you reverify your business

[Reverify now](#)



Search GPT

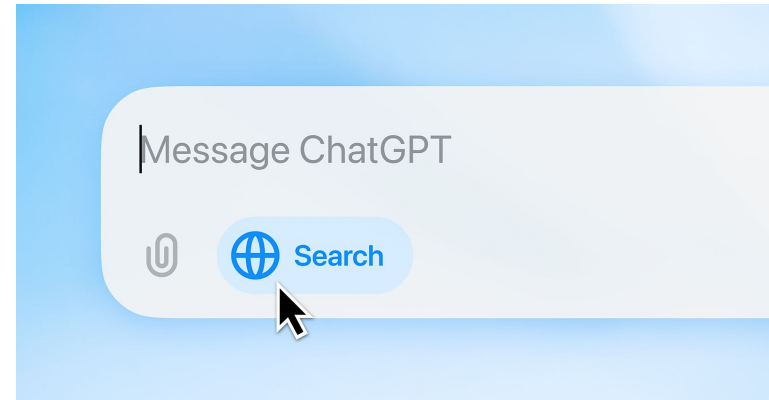
Chat GPT Goes Search Friendly



OpenAI recently launched a new feature that integrates real-time web search capabilities into ChatGPT. This feature, piloted with a prototype called SearchGPT, allows ChatGPT to pull data directly from the internet when answering user queries. Previously, ChatGPT was limited to using pre-trained knowledge. Now, with SearchGPT, ChatGPT can seamlessly retrieve live information, allowing it to provide more relevant answers based on the latest updates and developments.

The release of search in ChatGPT marks a significant step forward in the evolution of AI chatbots by directly addressing one of the key limitations: access to timely information.

The addition of source attributions is also crucial in addressing concerns about AI accuracy and transparency. By showing sources, ChatGPT now encourages users to verify AI responses, promoting a culture of accountability and responsible information-sharing.



Gemini x Maps x Earth

A Smarter Way to Travel

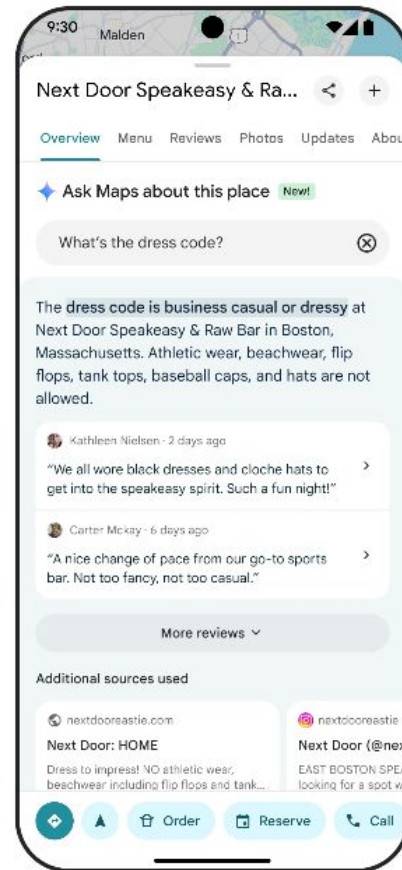
Google is introducing new generative AI features for the Google Maps platform and Google Earth, aimed at equipping customers, developers and urban planners with up-to-date, practical data.

Applications:

An exciting application of these AI advancements is the conversational nature of Google Maps, allowing the end user to build itinerary with ease.

Another feature will soon appear in Rivian vehicles, where AI summaries of locations will be displayed on in-car screens. This feature, powered by Google's Gemini capabilities in the Places API, allows drivers to quickly learn about local restaurants, shops, and other points of interest.

Additionally, Google Earth is being enhanced with Gemini's generative AI to assist urban planners with complex geospatial analyses, making city planning faster and more efficient. For instance, transportation planners could ask Google Earth to identify areas in need of EV charging stations and receive not only data but also custom visualizations of underserved locations.





New Feature for Healthcare Profiles?

BOOK ONLINE

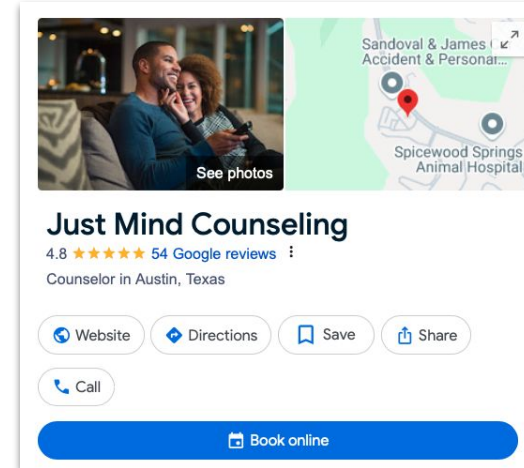


“Book Online” buttons, not authorized or enabled by the business, are showing up on Google profiles in the healthcare sector.

The booking buttons allow users to make appointments with the healthcare provider via a third party service such as Clinic Trackers or ZocDoc.

Healthcare businesses worry that unwanted services not affiliated with a practice will confuse or mislead patients.

For now, the only way a healthcare provider can remove unwanted booking buttons is by reaching out directly to the Reserve with Google partner.



[Source: Mike Blumenthal](#)



Foursquare

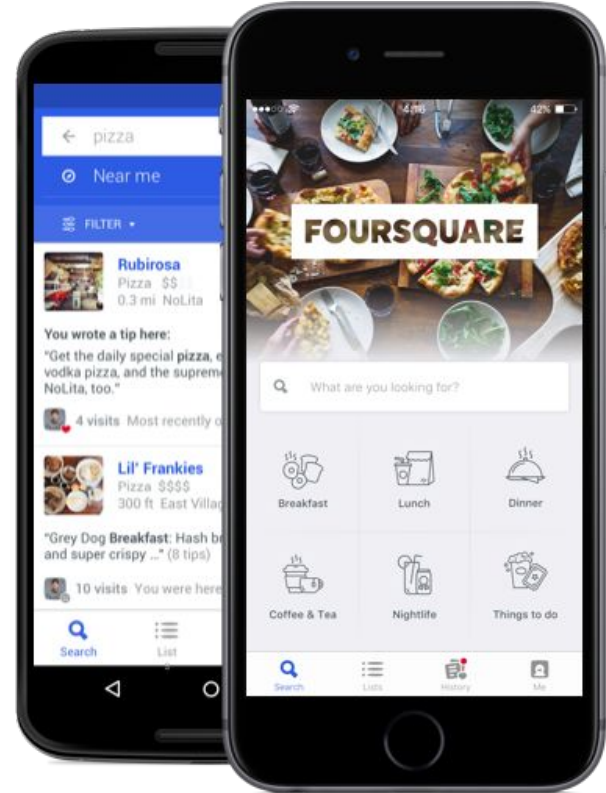
RIP



Foursquare is shutting down its namesake app as of December 15. Rebranded Foursquare City Guide several years ago, the app is actually one of two that the company split off from the original Foursquare check-in app, which debuted to great fanfare at SXSW in 2009.

Foursquare City Guide had been focused on providing local search tools, business profiles, and local recommendations.

Swarm, their other check-ins focused app, will continue to be available.





Prescriptive SEO

Factors that can affect GBP rank, impressions & actions

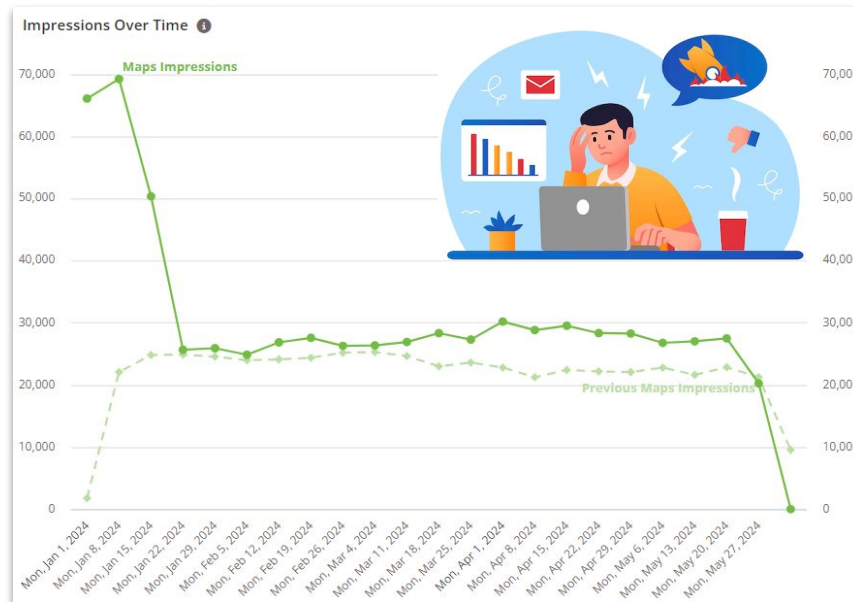
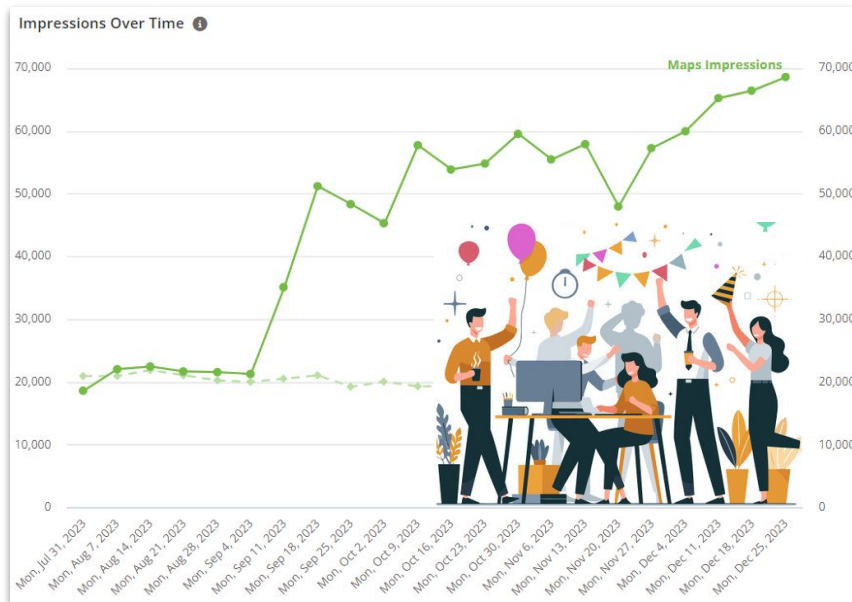


Prescriptive SEO

GOOGLE BUSINESS PROFILE INSIGHTS



Search metrics rise and fall, but when they fall there is always a scramble to explain why.



DID YOU KNOW?



Beyond removing a category, attribute or link from your profile, or breaking Google's content guidelines, it is very difficult to have a direct & sudden negative effect on your search visibility.



Then why are my search impressions down?
My rank?



Prescriptive SEO

GOOGLE BUSINESS PROFILE INSIGHTS



Common reasons for drops in local search visibility:



Updates to
Google Search



Changes in customer
search behavior



Improvements to
competitor optimization



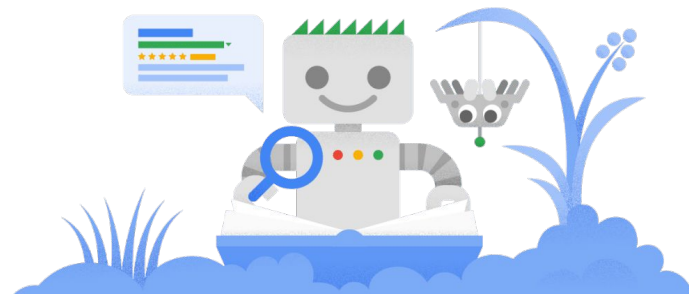
Prescriptive SEO

UPDATES TO GOOGLE SEARCH



Ways Google may be negatively affect your search visibility:

- Your map pins may have been appearing in unrelated searches.
- Fewer Local Packs are appearing in searches that are not explicitly local.
- Google's June Spam update may have affected some Google Business Profiles.
- AI Overviews is changing how search results are presented.





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 screenshot shows a Google Maps search for 'walmart'. A red box labeled 'Unrelated Pins' points to several pins on the map that are circled in red. These pins are for businesses like 'Walmart Supercenter', 'Walmart Bakery', and 'The Gardens Casino'. Below the map, a list of three Walmart Supercenters is shown, each with a red letter (A, B, C) and a red circle around its pin icon. The list includes addresses, phone numbers, and operating hours. At the bottom, there is a 'More locations' button with a right arrow.

Unrelated Pins

walmart

Walmart locations :

Hours ▾

- A Walmart Supercenter**
7250 Carson Blvd · (562) 425-5113
Open · Closes 11 PM
Pickup: Now · Ends 8 PM
[Website](#) [Directions](#)
- B Walmart Supercenter**
Lakewood, CA · (562) 429-6239
Open · Closes 11 PM
Pickup: Now · Ends 8 PM
[Website](#) [Directions](#)
- C Walmart Supercenter**
3705 E South St · (424) 296-6525
Open · Closes 11 PM
Pickup: Now · Ends 8 PM
[Website](#) [Directions](#)

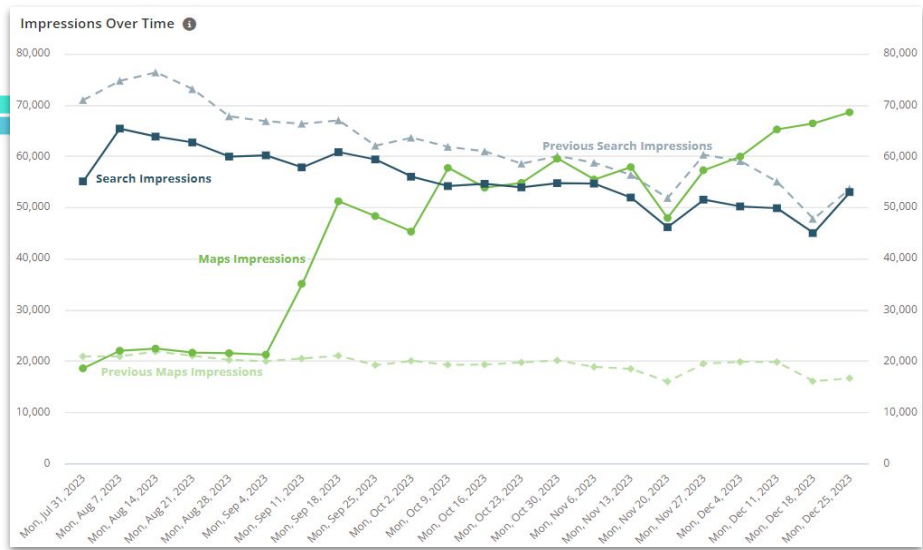
[More locations](#) →



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...

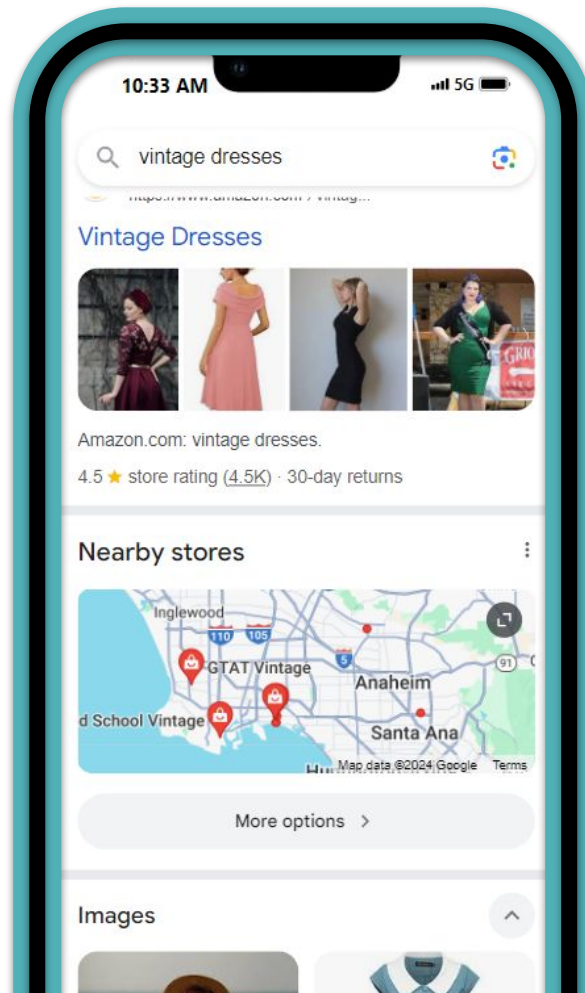
→ ...with the month after the spike in map impressions.

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



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).





Prescriptive SEO

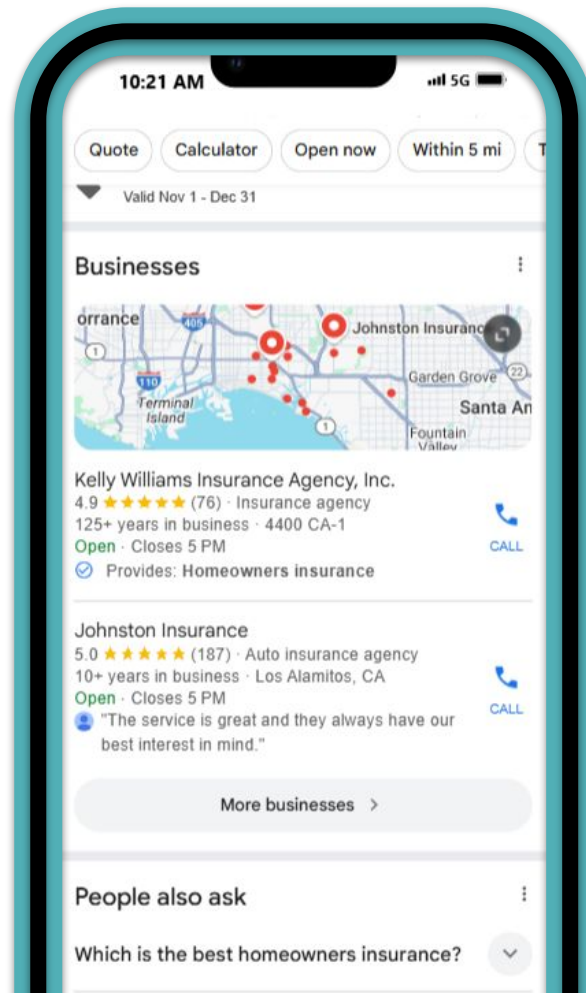
FEWER LOCAL PACKS

Fewer local packs are appearing in search results for queries that are not explicitly local. In some instances SOCi has seen variations of the local pack in mobile search results when no local pack appears in desktop results:

The **no-pack**: appears primarily in mobile search results for product based queries like “vintage dresses”.

The **2-pack**: appears primarily in mobile search results for queries like “homeowners insurance”.

In both instances, Google likely assumes (backed by their own search data) that a small percentage of these types of queries have local intent when performed on mobile devices.





Prescriptive SEO

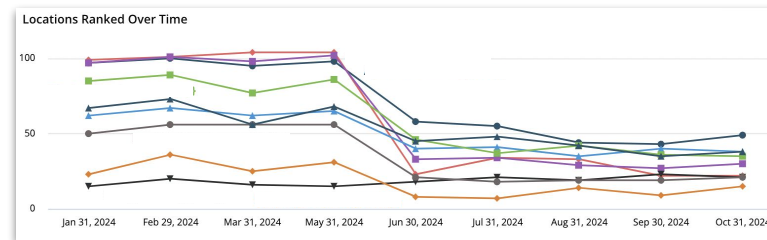
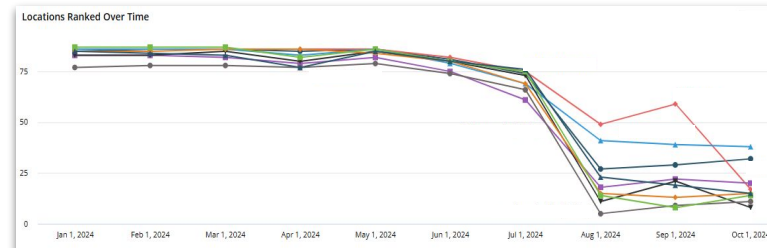
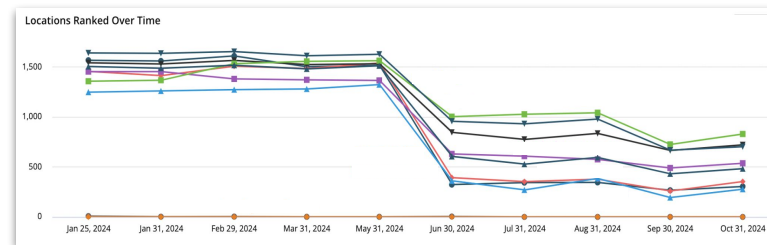
JUNE SPAM UPDATE AFFECTING GBP?

SOCi has observed a noticeable decrease in GBP rankings for some businesses across all industries in late June into July. This drop in rank seems to coincide with Google's June update.

Despite being a page focused update, GBP ranking was likely affected due to ranking penalties applied to linked local pages; Google has explicitly stated that local page rank is a factor in GBP rank.

Potential causes:

- Intrusive Interstitials
- Lack of schema markup
- Thin on content
- Unsecure site
- ?



Source: SOCi's Keyword Tracking Tool



Prescriptive SEO

THE EFFECT OF AI OVERVIEWS



The team at [Local SEO Guide](#) recently took an in-depth look at the AI Overviews in search results, and the potential impacts they may have on local search.

They examined data from tools like Semrush to analyze which types of local search keywords are more likely to prompt AI overviews. They found that certain industries, such as home services and real estate, have a higher incidence of AIOs in search results. The data also suggested that queries with numbers, like zip codes, phone numbers, prices, or quantity, are more likely to show AIOs. Zip code AIOs especially appear for restaurant or bar type queries, typically in a listed summary format.

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 Long Beach, CA | Long Beach, CA
5G for \$99.99. Just activate your number w...



Prescriptive SEO

CHANGES IN CUSTOMER BEHAVIOR



Customer behavior drives demand. If demand for you or your services go down, so will search impressions. Use [Google Trends](#) and Keyword Insights to determine if:

- ...demand for your product or service is down.
- ...demand for you down.



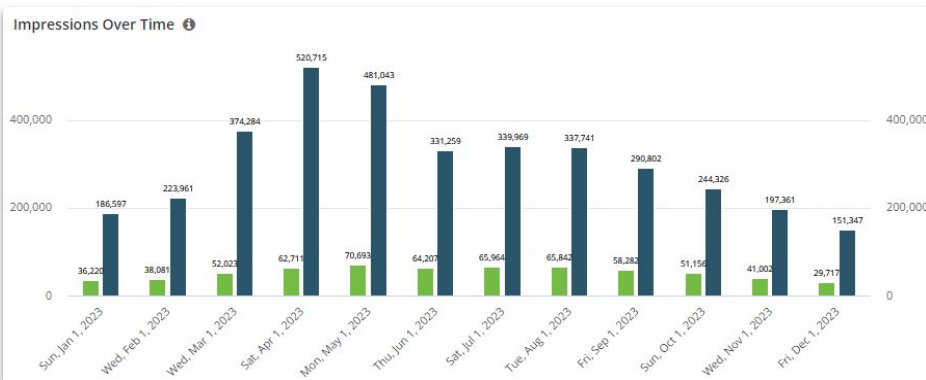


Prescriptive SEO

IS DEMAND FOR YOUR PRODUCT DOWN?

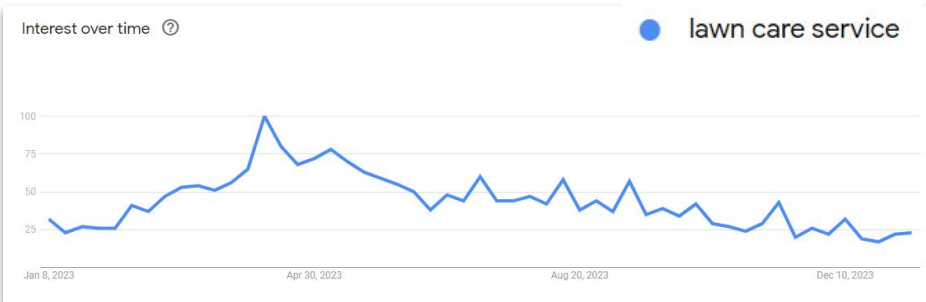


GBP Impressions



Google Trends

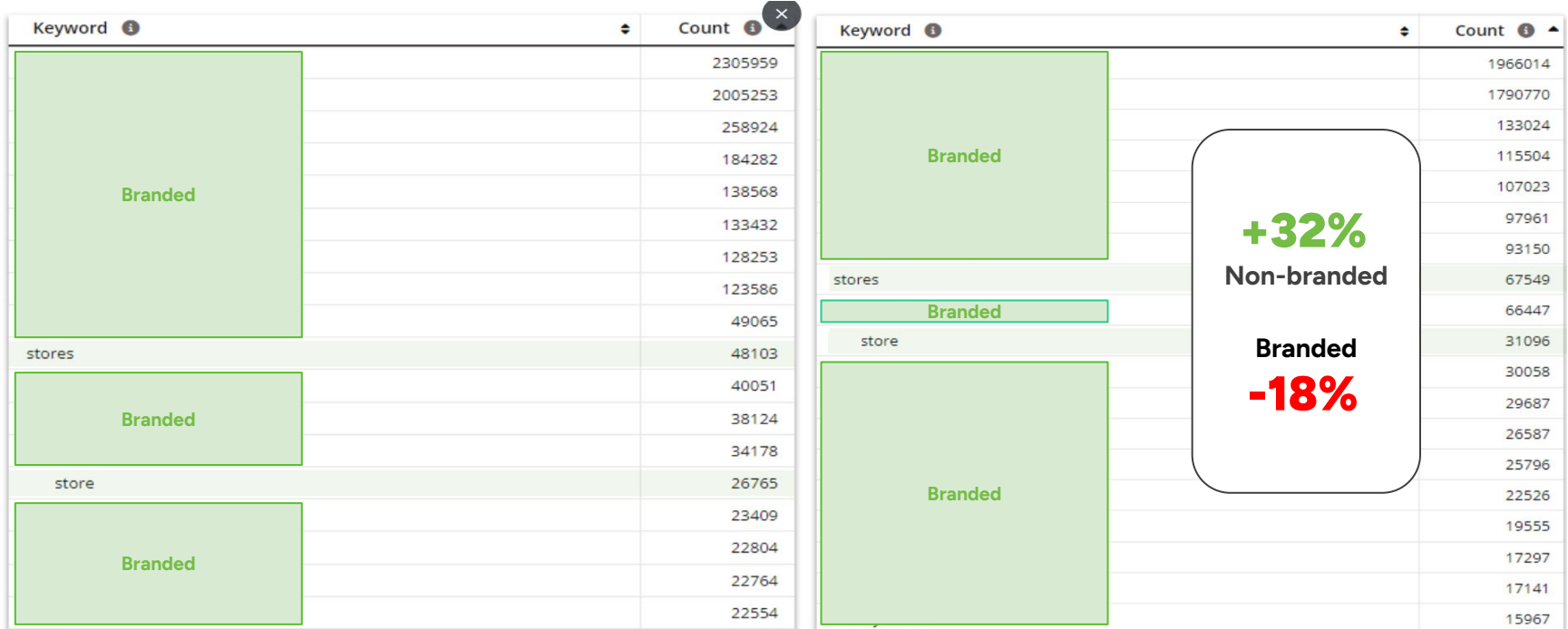
<https://trends.google.com/>





Prescriptive SEO

IS DEMAND FOR YOU DOWN?



Source: Google Keyword Insights via SOCI



Prescriptive SEO

BRAND LOYALTY IS IN DECLINE



According to Forbes: “Brand loyalty, once a legitimate selling point to consumers, is in a steep decline.”

Consumers have become less loyal to brands in recent years, with **57%** of Gen Z saying their loyalty to brands has declined since the pandemic. Prioritizing other factors like price and convenience is causing consumers to turn in greater numbers to unbranded searches for terms like “coffee shop near me,” creating an atmosphere of increased competition for brands in local markets.

77% of Gen Z adults are willing to try new brands. This is much higher than all other age groups. This tells us that not only are Gen Z adults no longer committed to a specific brand, but they will actively look for alternative brands in order to receive the level of service and quality that they are searching for.





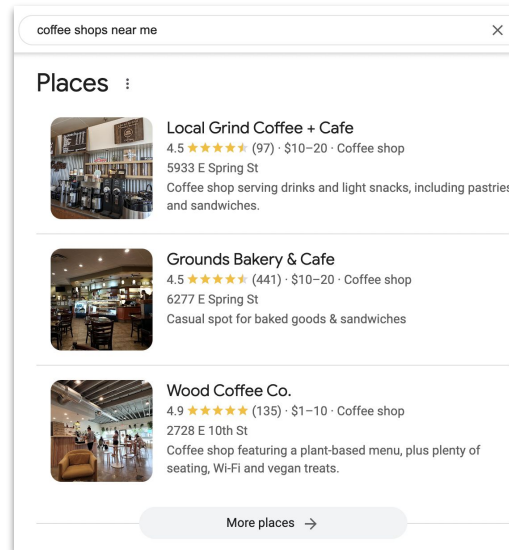
Prescriptive SEO

NON-BRANDED SEARCH IS UP



Enterprise brands will need to step up and fully embrace local search optimization to avoid losing out on this growing opportunity.

They must adopt a local-first mindset, ensuring they are optimized for the non-branded queries that consumers are increasingly using. To do this, brands need to invest in better local SEO practices, ensuring that their business locations rank well for relevant search terms, even when their brand name isn't included. This shift will reward the brands that focus on relevance and customer needs over mere brand recognition.



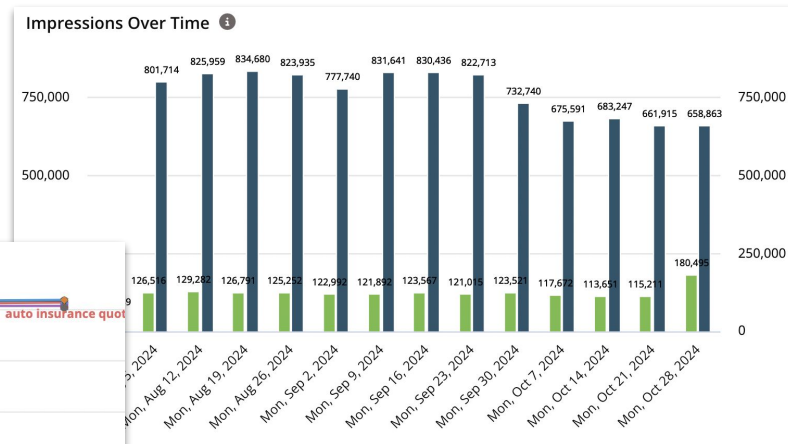
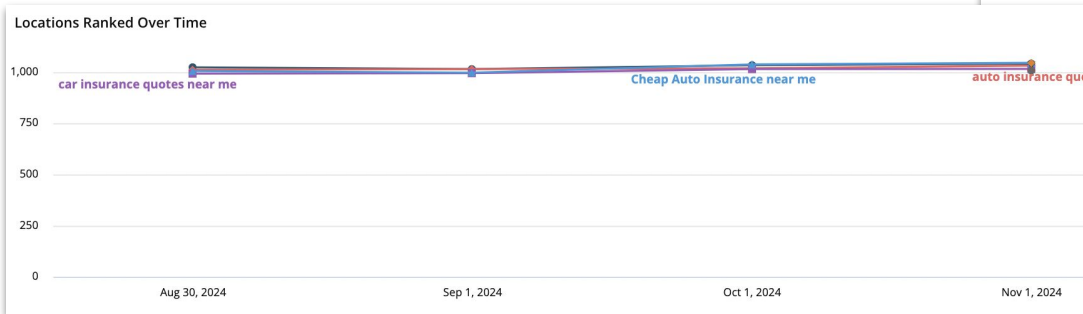


Prescriptive SEO

KEYWORD TRACKING



Keyword tracking is a vital tool in validating that, despite decreases in demand, you are continuing rank highly for the products and services you offer.



Source: Google Business Profile Report and Keyword Tracking Tools via SOCI



Prescriptive SEO

KEEPING UP WITH THE COMPETITION



Make sure your competitors are not passing you by.

- Do a competitive analysis. Is your competition doing something you are not?
- Use a ranking grid tool to view local competition; are you behind in rating or volume of reviews?

GeoRank Insights by Competitor				
Ranking	Business	Total Reviews	Average Review Score	
1	One Stop Nutrition	144	4.8	
2	Nautical Bowls	178	4.9	
3	ProteinHouse	575	4.4	
4		120	4.2	
5	Nekter Juice Bar	135	3.5	
6	Pressed Juicery	9	4.9	
7	Tryst Cafe	776	4.5	
8	Jamba	219	4.1	
9	Flower Child	1083	4.6	
10	Nekter Juice Bar	39	4.1	

Source: SOci GeoRank tool

You vs. The Competition

Social Links	✗	✓	✗	✓
Menu Link	✓	✓	✓	✓
Order Link	✓	✓	✓	✓
Answers Reviews	✓	✓	✓	✓
What's New Posts	✗	✓	✗	✓
Offer Posts	✗	✗	✗	✓
Event Posts	✗	✗	✗	✓
Answers Questions	✗	✗	✗	✗
Seed FAQ in Q&A	✓	✓	✗	✗
Description	✓	✓	✓	✓
Linked Local Pages	✓	✓	✓	✓

In Case You Missed It

New GBP Categories, Attributes
and More





New GBP Categories



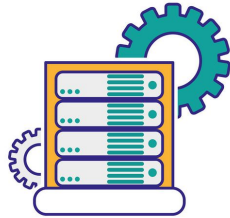
Healthcare:

IV therapy service



Technology:

Data center





Caught in the Wild

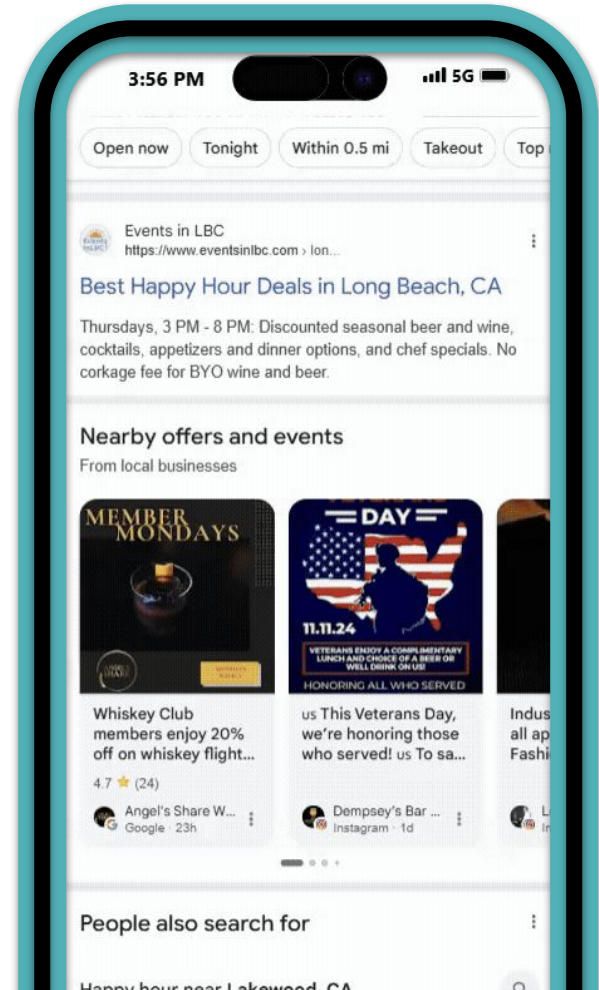
New features we've spied
in Local Search results



Caught in the Wild...

Nearby offers and events carousel not only consistently brings in post from other social channels, but also organized by the most recent to the oldest relevant post.

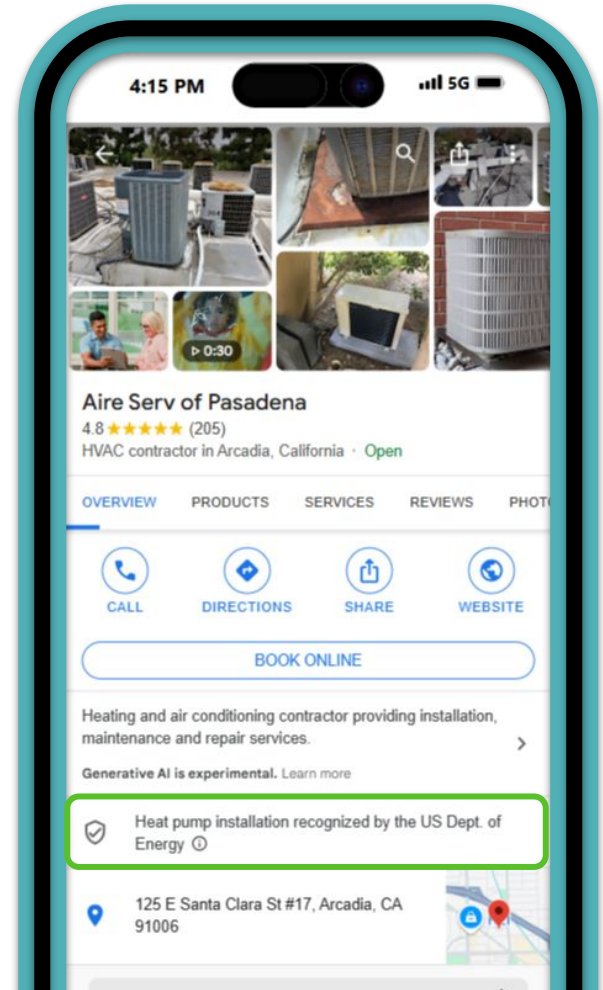
Recommendation: Publish ongoing offers at least once a week in one of your local social and/or search channels.





Caught in the Wild...

Heat pump technician credentials are now appearing on HVAC listings that have at least 1 technician who has earned US Dept. of Energy-recognized credentials.



Aire Serv of Pasadena

4.8 ★★★★★ (205) · HVAC contractor in Arcadia, California



537+ Photos

Book online

Website

Directions

Save

Share

Call

Overview

Reviews

Heating and air conditioning contractor providing installation, maintenance and repair services.

Generative AI is experimental. Learn more

Address: 125 E Santa Clara St #17, Arcadia,

Areas served: 91030 and nearby areas

Hours: Open 24 hours

Phone: (626) 389-8498

Appointments: aireserv.com

Highlights: Heat pump installation recognized by the US Dept. of Energy

Energy Skilled-recognized
From Energy.gov



At least 1 technician has earned US Dept. of Energy-recognized credentials

Aire Serv Heating & Air Conditioning locations

A Aire Serv of Pasadena

Arcadia, CA · (626) 389-8498

Open 24 hours

Heat pump installation recognized by the US Dept. of Energy



Schedule

Website

Directions

B Aire Serv of Camarillo

Camarillo, CA · (805) 603-1333

Open · Closes 8 PM

Onsite services · Online estimates



Website

Directions

C Aire Serv of Temecula

Temecula, CA · (951) 783-4762

Open · Closes 7 PM

Onsite services · Online estimates



Website

Directions

More locations →



Sponsored

Aire Serv of Pasadena

4.7 ★★★★★ (227)

41+ years in business · Open · Serves Pasadena

Get phone number

Book

Message

Share

Overview

Services

Reviews

Photos

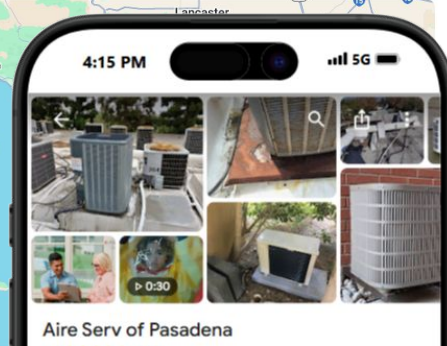
- Passed license check
- Passed background check
- Has business insurance [Details](#)

Open 24 hours

(626) 460-4595

Services: AC maintenance, Clean ducts & vents, Ductless heating and AC services, Heating maintenance, HVAC maintenance, Install AC, install ducts &...

Serves Pasadena and nearby areas



Aire Serv of Pasadena

4.8 ★★★★★ (205)

HVAC contractor in Arcadia, California · Open

OVERVIEW

PRODUCTS

SERVICES

REVIEWS

PHOTOS



CALL



DIRECTIONS



SHARE



WEBSITE

BOOK ONLINE

Heating and air conditioning contractor providing installation, maintenance and repair services.

Generative AI is experimental. Learn more

Heat pump installation recognized by the US Dept. of Energy

125 E Santa Clara St #17, Arcadia, CA 91006

AA

www.google.com

Powered



Q&A



Thanks for Joining!

See you next year! :)