



The **SEO** **JUICE**

February 12th, 2025

Squeezing the most out of your local SEO.

SOCI¹

The SEO Juice

3 LOCAL SEO TRUTHS & A MYTH

- 1) If you're getting fewer GBP impressions, there's an issue with your Local SEO.
- 2) What you link to your menu CTA on your GBP matters.
- 3) Apple considers "Delegated" listings more authoritative than listings that have not been Delegated.
- 4) Google indexes Q&A content from sites like Yelp and Tripadvisor.



The **SEO** Juice



**Your
soci
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The SEO Juice

3 LOCAL SEO TRUTHS & A MYTH



MYTH

If you're getting fewer impressions, there's an issue with your Local SEO.



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3 LOCAL SEO TRUTHS & A MYTH



What you link to your menu CTA on your GBP matters.



GBP Content Guidelines

MENUS

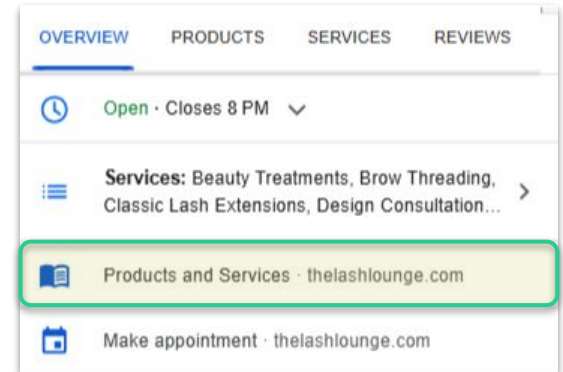
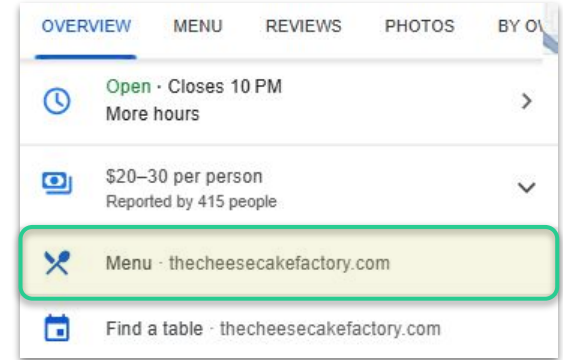


There are 2 kinds of menus:

- A menu for an eating and drinking establishment (like restaurants or cocktail bars) that lists the complete set of food and drink items that are available at the business.
- A menu for a service business like a barber, spa, or car repair shop that lists the complete set of services that are available at the business.

Both kinds of menu must follow the following guidelines:

- The menu should be representative of the items and services that are available for customers at the business. Full menus can be meal-specific (like breakfast, lunch, or dinner) and have links to other menu pages. For example, you may choose to link to your business's dinner menu, which in turn may include links to the breakfast and lunch menus.
- Sample menus that only list "popular items" (or similar excerpts) should not be submitted.
- Menu URLs can't be direct links to third-party ordering or delivery services.



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3 LOCAL SEO TRUTHS & A MYTH



True

Apple considers “Delegated” listings more authoritative than listings that are not delegated.



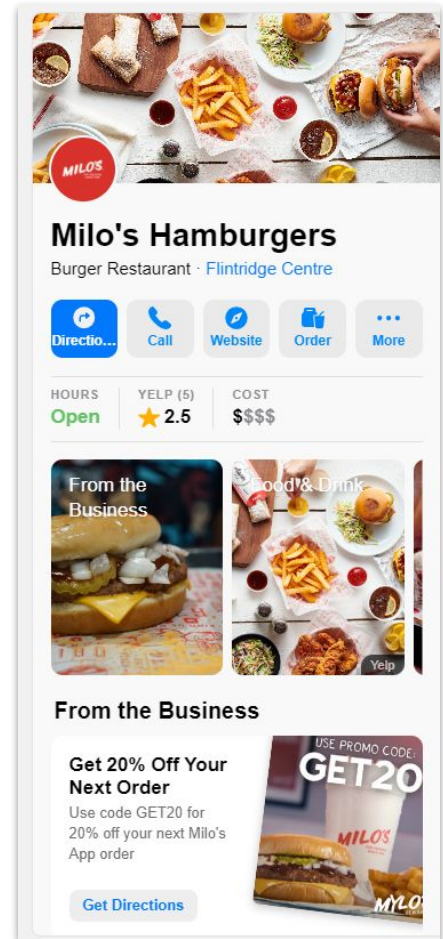
What a Apple Wants: Delegated Listings

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.



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3 LOCAL SEO TRUTHS & A MYTH



Google indexes Q&A content from sites like Yelp and Tripadvisor.

New GBP **About this place** feature appearing in Mobile Finder results

An update to Google's Mobile Finder search experience first spotted in early March, includes an **"About this place"** feature on some listings that highlights popular services, features or dishes through customer photos, videos & reviews.

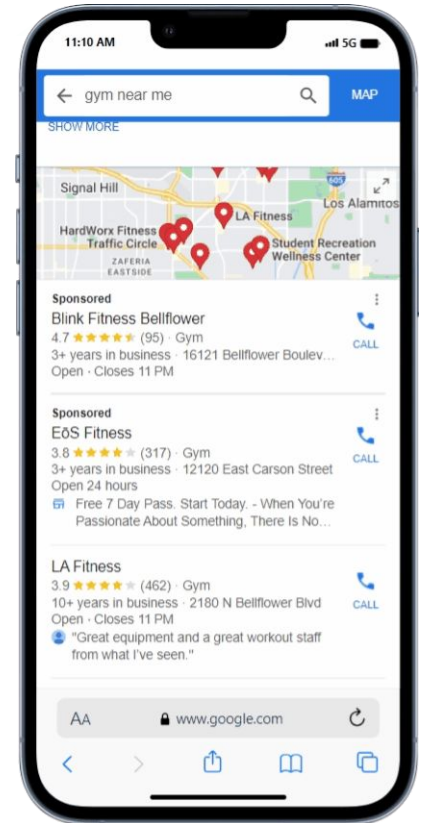
The feature seems to be tailored toward an experiential overview of the business, highlighting what a customer can expect from their visit using the words and photos from previous customers rather than the business itself.

Observations to date:

- Owner uploaded photos and videos are not included in this feature.
- Keywords highlighted differ by listing and seem to be driven by popular review keyword and tags [Vision AI](#) applies to the photos uploaded.
- The feature has not been observed to appear on retail listings. Google may see inventory as best indicator of experience.

What businesses can do:

Expand focus on increasing review volume to include encouraging customers to upload photos of their experience to GBP.



Businesses :

LA Fitness

3.9 ★★★★★ (488) · Gym
10+ years in business · 2180 N Bellflower Blvd
Open · Closes 11 PM · (562) 314-1820
Chain gym offering a swimming pool, basketball courts, and various types of exercise equipment.



24 Hour Fitness

3.9 ★★★★★ (448) · Gym
10+ years in business · 3030 N Bellflower Blvd
Open 24 hours · (562) 420-1444
Chain fitness center providing cardio and weight equipment, a pool, and group fitness classes, plus a sauna.

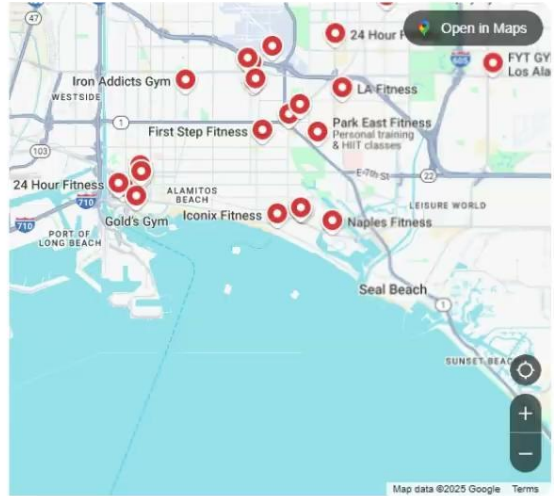


The Belmont Athletic Club

4.8 ★★★★★ (116) · Gym
40+ years in business · 4918 2nd St
Open · Closes 9 PM · (562) 438-1176
Long Beach fitness center with an extensive array of equipment, plus racquetball courts.



More businesses →



Yelp
<https://www.yelp.com> › Fitness & Instruction › Gyms

THE BEST 10 GYMS in LONG BEACH, CA

Top 10 Best Gyms Near Long Beach, California - With Real Reviews · 1. Club Studio · 2. Iconix Fitness · 3. Onix Fitness · 4. LA Fitness · 5. Self Made Training ...



People also ask :

What is the 3-3-3 rule gym?


About this place

PROVIDES INSIGHT INTO WHERE GOOGLE SOURCES INFORMATION



About this place

All Basketball Court Clean Pool Upstairs Cardio Area Park



Google user
Google · 6y


7 months ago. Weeknights/weekends below the gym underground. Nights start at 7pm. I believe. Signs about parking are posted. Weekda...

Yelp · 7mo


Where is parking? When this was 24...

Where is parking? When this was 24 Hour Fitness, we had to pay for parking. If you will offer validation, how long? ... Asked by Jacky H...

Yelp · 5y



Francisco Davila
Google · 7y



Michelle Griesman
Google · 5y


5.0 ★

Wayne Branstetter
Google · 3y

First time I've been to this location, it was clean and spacious, and parking was convenient.

About this place

Skeletons Butterfly Pavilion Fossils Dioramas Dinosaur Exhibits




Google user
Google · 3y


Butterfly Pavilion Returns to Natural...

Originally published at: <https://geektherapy.org/pavilion-returns-to-natural-history-museum-of-los-angeles-count...>

Geek Therapy Foru...



Google user
Google · 3y



Kirsten Alana
Google · 2y

0:27

LA Natural History Museum, Butterfly...

323K subscribers in the photographs community. A place for r/photography users to share their original photographic works. Please read...

5 comments

r/photographs
Reddit · 3y


Can you visit this museum and walk...

Natural History Museum of Los Angeles County, Los Angeles: "Can you visit ... They usually have the Butterfly exhibit which requir..."

Tripadvisor · 5y

About this place

All Patio Wagyu Burger View Of The Bay Clam Chowder



Shannon Hovsepian
Google · 7y

What is the most romantic restaurant i...


My favorite romantic restaurant in Long Beach is (or was) Cafe Piccolo, not sure if it is still open, but that spot was a hidden gem!

Quora · 1y

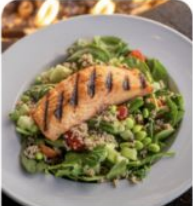
What are some restaurants with...

I recommend The Plunge Restaurant - 1900 E Ocean Blvd, Long Beach, CA 90802. It's inside an established condominium...

Quora · 1y



Google user
Google · 1y



Google user
Google · 3w

Ambiance along with stellar food and company was a memorable experience!

5.0 ★

lisa muller
Google · 3y

About this place

SOURCES GOOGLE REFERENCES



- Customer Reviews on GBP
- Photos (User & Owner uploaded)
- Forums (Reddit, Quora, BoingBoing, etc.)
- Yelp Q&A
- TripAdvisor Q&A
- Menu highlights
- Industry review sites

The screenshot shows the 'About this place' section of a Google Business Profile for 'The Cellar (Fullerton)'. At the top, there are tabs for 'All', 'Lobster Bisque', 'Filet Mignon', 'Souffle', 'Chateaubriand', and 'Harbor'. Below the tabs, there are three review cards. The first card features a photo of a Chateaubriand steak on a black plate, with a 4.0 star rating from Joseph Hernandez (Google, 1y). The second card shows a video thumbnail of a Chateaubriand steak, with a 5.0 star rating from Caleb Kingston (Google, 3y). The third card is a text review from Anita Mendoza (Google, 3y) with a 4.0 star rating. To the right of the reviews, there is a yellow information box for 'The Cellar (Fullerton)' with the address '305 N Harbor Blvd Fullerton, CA 92832', phone number '(714) 525-5682', and website 'www.cellardining.com'. Below the information box, there is a 'Talk Irvine · 13y' button. At the bottom right, there is a 'Classic Chateaubriand' menu item with a 5.0 star rating from Dakota Goble (Google, 3y).

The SEO Juice

- **Industry News**
The latest news in Local Search and what it means for you
- **Prescriptive SEO**
How to use Google Keyword Insights to Highlight Success & Diagnose Shifts in Search Behavior
- **Anatomy of a Google Business Profile**
Social Media Links
- **Checkbox Optimization**
New Google Categories, Attributes & Features
- **Caught in the Wild**
New features we've spied in Local Search results





Industry News

The latest in Local Search
and what it means for you



The SEO Juice

GOOGLE WANTS YOU TO GET MORE REVIEWS

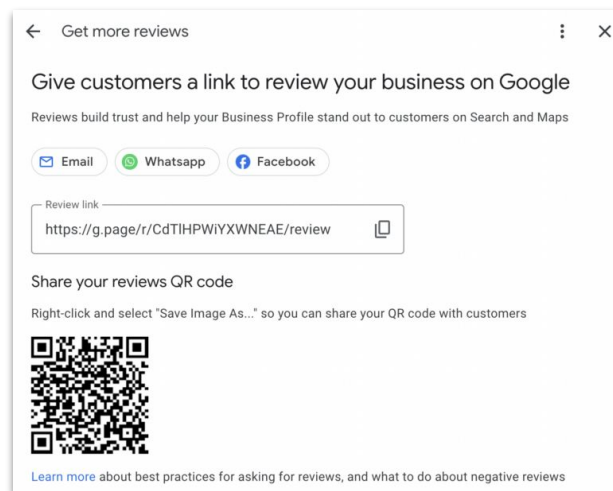


Google recently added a QR code to the existing “Get more reviews” feature in Business Manager, making it even easier for businesses to direct customers to leave reviews on their Business Profiles.

Google recommends businesses remind customers to leave reviews by sharing links or QR codes in thank you emails, at the end of chat interactions, and on receipts.

Why this matters:

The #1 action a business can take to improve their Local SEO, is get more reviews. Reviews not only boost local relevance in search, they provide Google additional context about that business and power features that improve customer engagement, like review snippets and the new Ask Maps feature.



Note: You can find your QR code by accessing **Read Reviews > Get more reviews** in your GBP Manager.



The SEO Juice

GOOGLE NOW PROVIDES VIDEO VERIFICATION ASSISTANCE



Businesses that fail GBP video verification will now get an email from Google explaining why verification failed and what needs to be included in a new video.

Google's linked GBP Help page provide businesses with additional context and examples of what verification videos should include:

- **Show the location of your business.** Capture the official street and number signs, nearby businesses, recognizable landmarks, or the area around your business.
- **Show evidence that your business exists.** Capture the storefront, showroom, or business signage. The business name shown in the video must match the name of your Business Profile.
- **Demonstrate proof of management.** You can show that you're authorized to represent your business by recording yourself opening a cash register, accessing a point-of-sale system, unlocking the store, staff room, kitchen, or storage room.

Your verification failed. Submit a new video.

Your verification video didn't meet all of the requirements. Review the list below to make sure your new video includes all the required information.

[Submit new video](#)

What needs to be included

Your new video should contain everything outlined below, including the requirements you completed successfully.

- ✓ **Show surrounding area such as street signs or neighboring businesses**
Your location should match the address you entered
- ⚠ **Business name not shown on storefront**
Show your business name printed on permanent fixtures such as signboard, wall or window
- ⚠ **You didn't show that you're authorized to represent this business**
Unlock entrance, operate cash register or enter staff-only areas



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Businesses that fail GBP video verification will now get an email from Google explaining why verification failed and what needs to be included in a new video.

Google's linked GBP Help page provide businesses with additional context and examples of what verification videos should include:

- **Show the location where you offer your services.** Good examples include signs in your service area that advertise your business or street signs and landmarks next to your business.
- **Show evidence that your business exists.** Capture branded work equipment, marketing materials, services or products for sale, or tools you use to serve your customers.
- **Demonstrate proof of management.** Record yourself providing the service or showing business documents. For example, business registration, or utility bills that match the name on your Profile.

Your verification failed. Submit a new video.

Your verification video didn't meet all of the requirements. Review the list below to make sure your new video includes all the required information.

[Submit new video](#)

What needs to be included

Your new video should contain everything outlined below, including the requirements you completed successfully.

- ⚠️ **Location is different from Business Profile service area**
Capture your video from a location that matches your Business Profile service area
- ✅ **Show business name printed on business card, license or vehicle**
Your business name should match the name you entered
- ✅ **Show business equipment, booking system or unlock branded vehicle**
You need to show you're authorized to represent this business



Search Labs “Ask for Me” Experiment

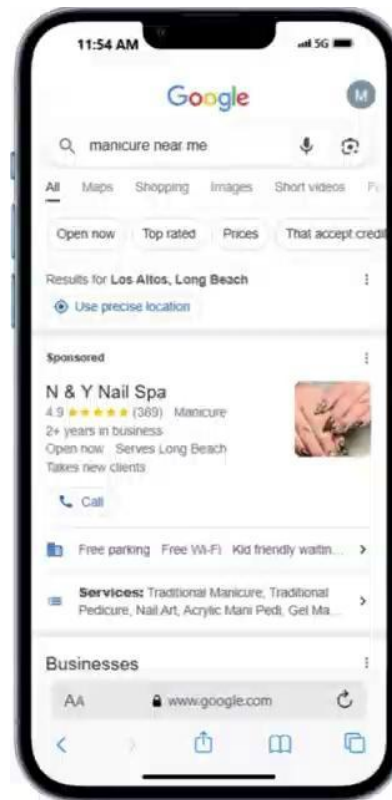
TESTS LIVE LEADS FOR AUTO SHOPS & NAIL SALONS



[Google Search Labs](#) launched a new experiment they are calling, “**Ask for me**,” that uses AI to call businesses on customer’s behalf to find out what they charge for a service and when it’s available; like a basic manicure or pedicure at a nearby nail salon, or an oil change at a local auto shop. It promises “responses in 30 minutes.”

What we know so far:

- “Ask for me” uses [Duplex](#), a Google tech launched in 2018 for “conducting natural conversations to carry out “real world” tasks over the phone.”
- This labs Experiment is primarily focusing on auto shops and nail salons.
- Businesses can opt out if they wish (though we can find no info on how at this time).





Search Labs “Ask for Me” Experiment

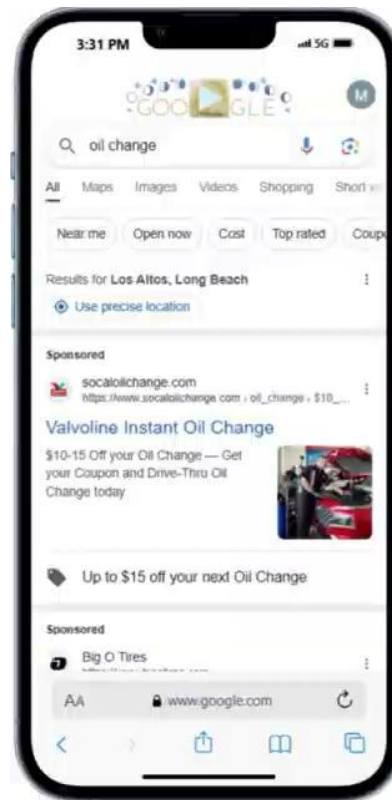
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Auto service request received. We'll contact local auto services and update you soon.
Reply STOP if you didn't request this.

UPDATE:
California Star said that they don't work on a 2009 Ford Escape.

California Star: (925) 284-2367

UPDATE:
Lafayette German Car Repair said we were unable to get information from the business.

Lafayette German Car Repair: (925) 284-3390

UPDATE:
Lafayette Ace Hardware said that replacing the battery on a 2009 Ford Escape should be pretty simple and probably just cost the price of the battery, which they can do at the back counter. They also said that their soonest availability is anytime now.



Prescriptive SEO

How to use Google Keyword Insights
to Highlight Success & Diagnose Shifts
in Search Behavior

Google Keyword Insights

DEFINING THE METRIC



Searches: The queries people used to find your business. The Searches metric is updated at the beginning of each month. Updates may take 5 days to show up.

Search queries display whenever your Business Profile shows up for a particular query. You cannot directly manage queries.

[Source: Google](#)



48,599

🔍 Searches showed your Business Profile in the search results

Searches breakdown

Search terms that showed your Business Profile in the search results

1. gas	14K
2. quiktrip	6,720
3. gas station	4,200
4. restaurants	3,807
5. qt	2,441

[See more](#)

Google Keyword Insights

WHAT IT CAN REVEAL



Insights

Listings GBP Top Keywords by Impressions

Keyword	Count
pizza	6781
pepperoni	3900
pepperoni pizza	647
restaurants	487
tony's pizza	367
tonys	311
tonys pizza	289
pizza near me	245
tonys nyc	189
pizza pepperoni new york	183
tony pepperoni	157
pepperoni pizza new york	141
pepperonis	136
takeout	112
peperoni	105
food delivery near me	77
tony	77
pepporoni	66
delivery	61
pizza pepperoni	61

- Local Brand demand.
- SEO Health (non-branded keywords).
- Success of targeted keyword optimizations.
- Sudden spikes or declines in map or search impressions that are unrelated to your brand or business offering.



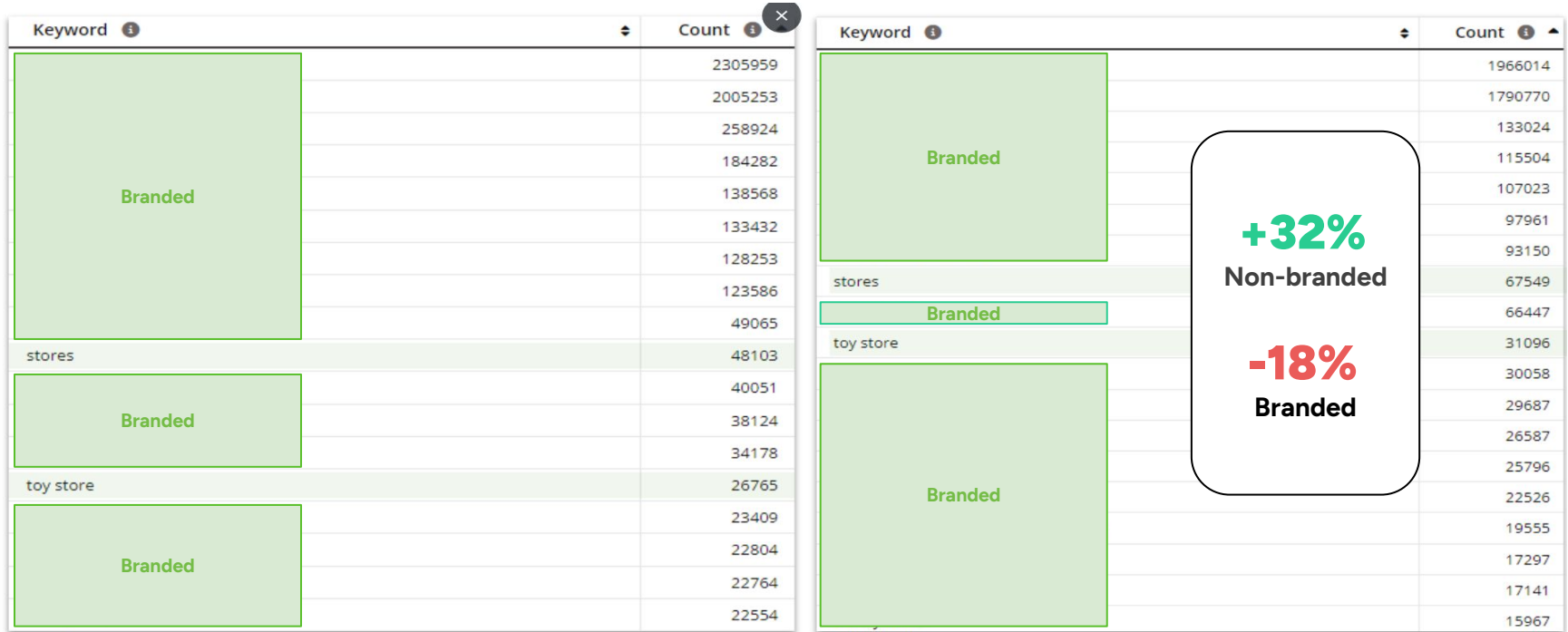
The SEO Juice

COMMON ANALYTICS QUESTIONS



Why is my search traffic down year-over-year?

Branded vs. Non-Branded Keywords





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.



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COMMON ANALYTICS QUESTIONS



Can I use this data to find opportunities?



Scroll a Bit Further...

Keyword ⓘ	Count ⓘ ▲
muay thai	666

Do I offer this type of fitness service? I have some visibility for it but there seems to be opportunity on the table.

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COMMON ANALYTICS QUESTIONS



Am I appearing for non-branded keywords related to my products and services?

Branded vs. Non-Branded Keywords



Keyword	Count
oil change near me	166973
oil change service	150582
tire shop	129628
oil change	102763
tire shop near me	95161
tire shops near me	29457
tires	27161
discount tire	26690
auto repair	25473
tires near me	22566
tire repair near me	18781
autozone	16954
tire repair shop	16378
muffler shop	16270
mechanic	12780
auto parts	10025
car repair	9122
tire	8965
muffler shop near me	8494
brakes	7395

Q4 2023

Keyword	Count
oil change near me	167070
tire shop	154465
oil change service	152065
oil change	112449
autozone	87097
auto repair	39420
mechanic	36046
auto parts	31543
tires	27242
tire repair shop	21705
car repair	20434
emissions testing near me	19150
emissions test near me	17746
muffler shop	17460
tire shop near me	16609
discount tire	14163
tire	12212
muffler shop near me	10844
state inspection near me	6582
oil changers	5915
car inspection near me	5820

+10.3%
Non-branded

-10.7%
Branded

Q4 2024

The SEO Juice

COMMON ANALYTICS QUESTIONS



Are my targeted optimization efforts working?

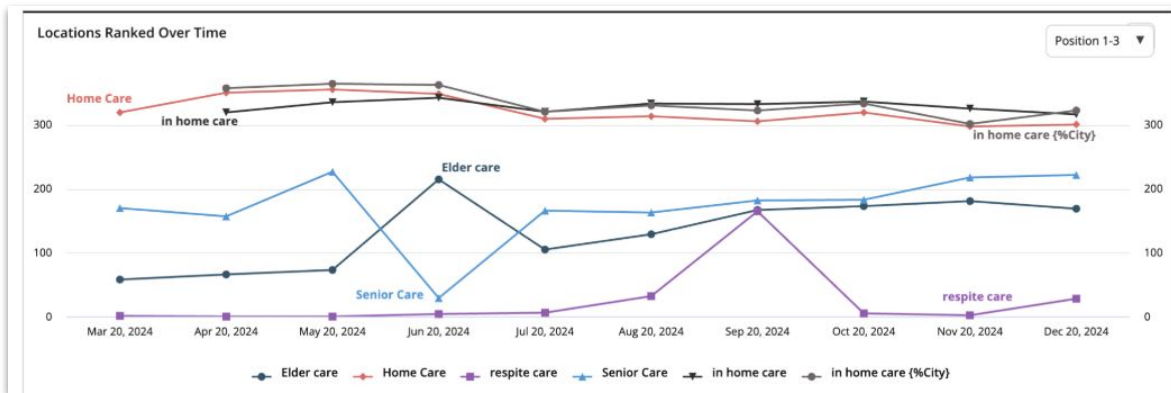
Google Post

CASE STUDY



A home care customer published a post about Respite Care on September 18th. Ranking for related keywords spiked in rankings position 1-3 just a few days later. They didn't do anything different.

The [Google post](#) directly states "Respite Care" in the caption, it also links out to their [respite care page](#).



When a loved one needs care, it's natural for you to want to take on the responsibility. But, caring for your parent, sibling, spouse or other loved one is no small feat. Trying to manage their care while juggling the other responsibilities in your life can wear on you both physically and mentally. That is why 3124 - Savannah offers respite care for you and your family.

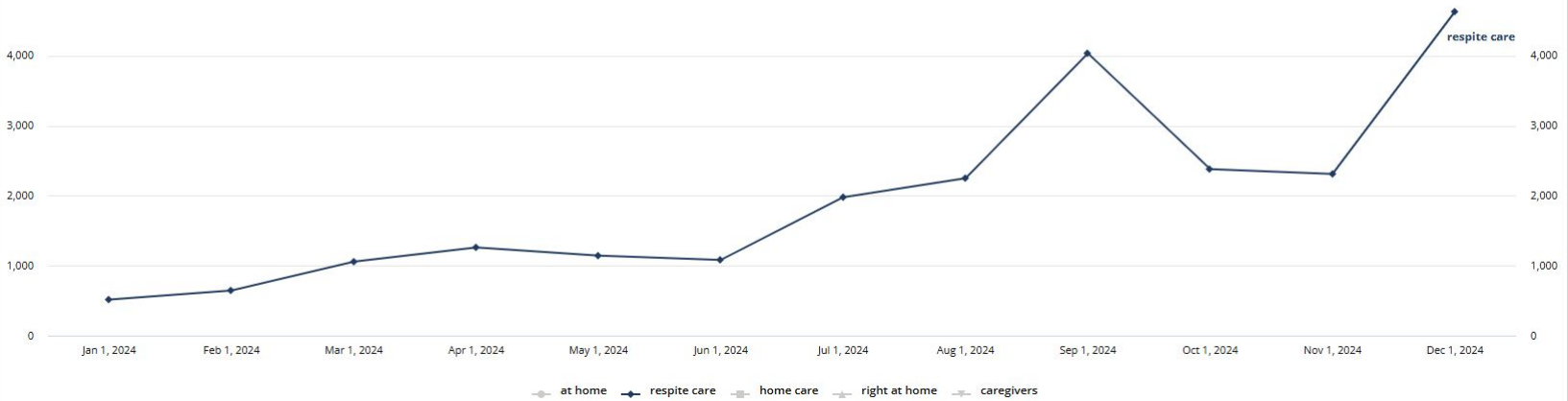
Search Keyword Insights

REVEAL LONG TERM SUCCESS



Search Keywords Used by Your Customers

Top 5 Keywords





Why are my Map impressions spiking suddenly, but not my actions and search impressions?

Appearing for Unrelated Keywords



Keyword	Count
tire shop	187484
tire shop near me	157241
tires	91605
discount tire	80868
tire shops near me	76493
tires near me	51381
used tires near me	42808
tire	36951
tire repair near me	22630
tire repair shop	21695
oil change service	19411
tire shops	17123
alignment near me	13854
alignment	12746
tire places near me	8382

Q4 2023

Keyword	Count
tire shop	186552
discount tire	108732
restaurants	102091
tires	83552
tire shop near me	70831
tire shops near me	32992
oil change service	31811
tire	30538
tire repair shop	26688
walmart	25798
tires near me	21128
coffee	17589
oil change	16812
gas	15801
starbucks	14046
food	13398
home depot	11455
costco	10663
target	10459

Q4 2024



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.

Symptoms:

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

Unrelated Pins

The screenshot shows a Google Maps search for 'restaurants'. The results list includes:

- Roll It Sushi & Teriyaki**: 4.4 stars, (310) reviews, \$10-20, Sushi, 100 Citadel Dr, Open, Closes 9 PM. Includes 'ORDER ONLINE' button.
- Lamajoon Mediterranean**: 3.3 stars, (204) reviews, \$10-20, Mediterranean, 150 Citadel Dr, Open, Closes 10 PM. Includes 'ORDER ONLINE' button.
- Il Saggio Italian Restaurant**: 4.5 stars, (758) reviews, \$20-30, Italian, 5427 E Washington Blvd, Classic dishes in a comfortable setting, Open, Closes 9 PM. Includes 'ORDER ONLINE' and 'CHECK WAIT TIME' buttons.
- Sergio's Tacos**: 4.3 stars, (1,433) reviews, \$10-20, Mexican, 2216 S Atlantic Blvd, Morning-to-night Mexican spot, Open, Closes 11 PM. Includes 'ORDER ONLINE' button.

The map on the right shows several pins circled in red, which are unrelated to the restaurant search. These include:

- COACH Outlet (Fashion accessories store)
- Unisex Hair Factory (Hair store)
- AIICS Outlet (Sporting goods store)
- Unisex Hair Factory (Clothing store)
- Unisex Hair Factory (Store - Citadel Footwear store)

A red box labeled 'Unrelated Pins' has arrows pointing to these pins. The search filters at the top include Price, Rating, Cuisine, Hours, and All filters. The bottom of the screen shows a 'Layers' button and a checkbox for 'Update results when map moves'.

The SEO Juice

TAKEAWAYS



- Keyword insights from Google can help you understand the “why” behind your performance
 - Identify drops by comparing periods of impressions
 - Measure the success of your efforts
 - Identify unrelated terms skewing your metrics

- It can be a great tool to identify opportunities

Quick Poll

Google Metrics



The SEO Juice

WHAT GBP METRICS DO YOU WISH GOOGLE PROVIDED?



- 1) Google Posts (views & clicks)
- 2) Photos (views & clicks)
- 3) Social Media Posts (views & clicks)
- 4) SMS/WhatsApp Messaging (clicks)
- 5) Shares (clicks)
- 6) Saves (clicks)
- 7) Actions (count of all GBP actions)
- 8) Places Topics (list of associated keywords)



Anatomy of a Google Business Profile

Social Media Links





Social Media Links

LINKING SEARCH & SOCIAL



What are they?

In June 2023, Google added support in the GBP API for direct control of which social links are displayed in business profiles.

Previously, getting these links to show up in business profiles involved a convoluted series of steps including crosslinking between your website and your social profiles and marking up your website with schema in the hopes that Google would crawl your website and add social tags to GBP automatically.

Social profiles

Build customer trust by sharing your social profiles. [Learn more about social profiles](#)

Social profile	Web address	
Facebook	<input type="text" value="https://www.facebook.com/freewayinsurance"/>	
Social profile	Web address	
Instagram	<input type="text" value="https://www.instagram.com/freewayinsurance/"/>	



From Freeway Insurance

"Save time and money on cheap car insurance in Long Beach, California. With Freeway Insurance, you can get affordable auto insurance policies in Long Beach, California. Our bilingual licensed insurance agents compare car insurance quotes from... [More](#)

Freeway Insurance on Google

"My agent was so thorough and patient with me! She made sure I understood everything and knew what I wanted and needed. She was very professional and easy to work with."
-Cody B. ★★★★★

Dependable Renters Insurance

Secure your space with our reliable renters' insurance.

Sep 24, 2024

[Learn more](#)

We are happy to help you with your insurance, Cody!

Sep 26, 2024

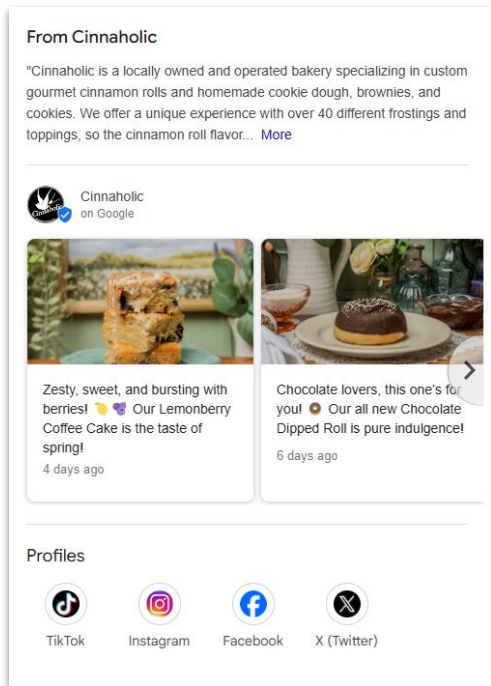
Profiles

LinkedIn Instagram Facebook X (Twitter)



Social Media Links

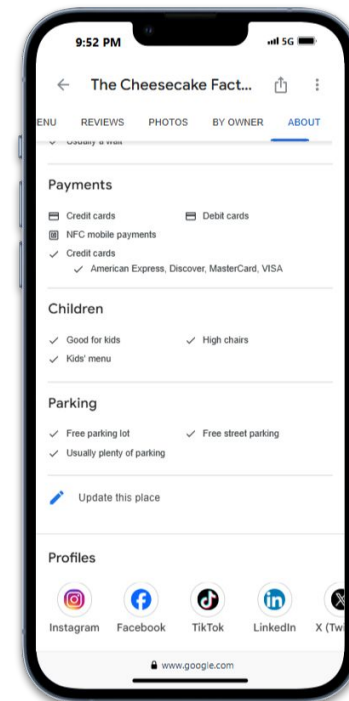
WHERE THEY APPEAR



On desktop, Social buttons can typically be found on Google Profiles beneath the business description and post features in Direct search results, and in the Local Pack and Finder results for "Places".

On Mobile, Social buttons can be found at the bottom of the **About** tab in Direct search results, and in the Local Pack and Finder results for "Places".

Social buttons do NOT currently appear for "Businesses" results in the Local Pack or Services finder, or in maps results on mobile or desktop.





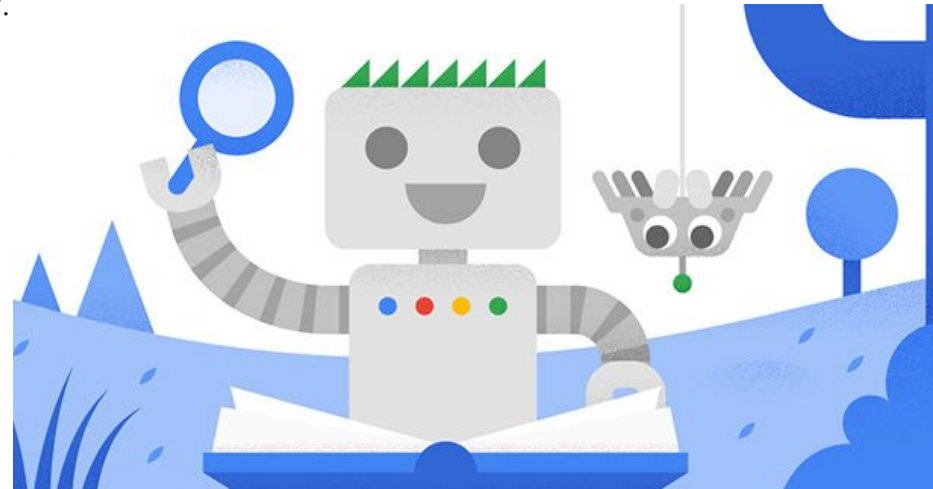
Social Media Links

WHAT GOOGLE SAYS



Share more about your business with social media links.

- Business Profiles with an associated social media link may find their social media posts surfaced on their Business Profile automatically.
- You can add one link per social media site.
- Different Business Profiles can use the same social media link.
- Google may add social media links to eligible Business Profiles automatically. To edit these links, add a new link to your Business Profile for the same social media site.
- Performance metrics for social media links aren't available at this time.



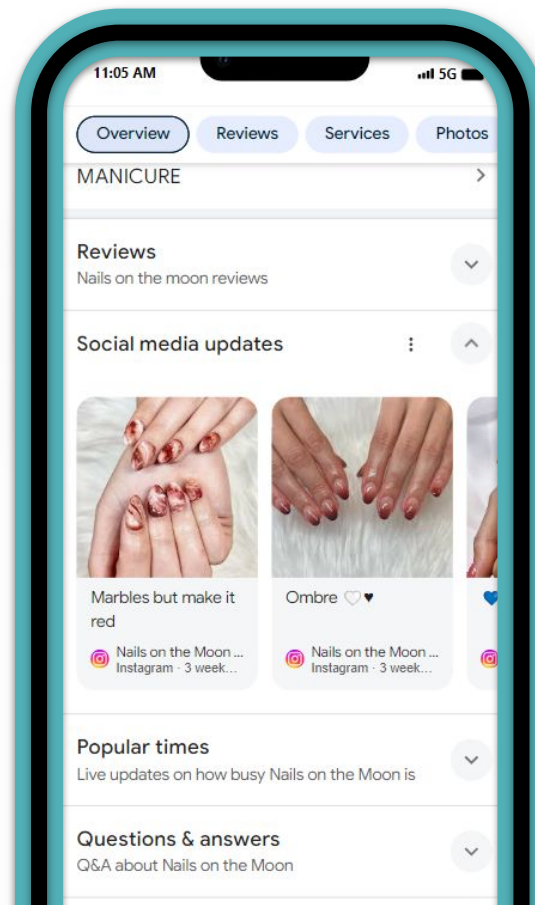
[Source: Google](#)

The SEO Juice

OBSERVATIONS



- Social feeds began appearing in direct search results on mobile in January 2024; does not appear when selecting business from the local pack, or in finder and map results.

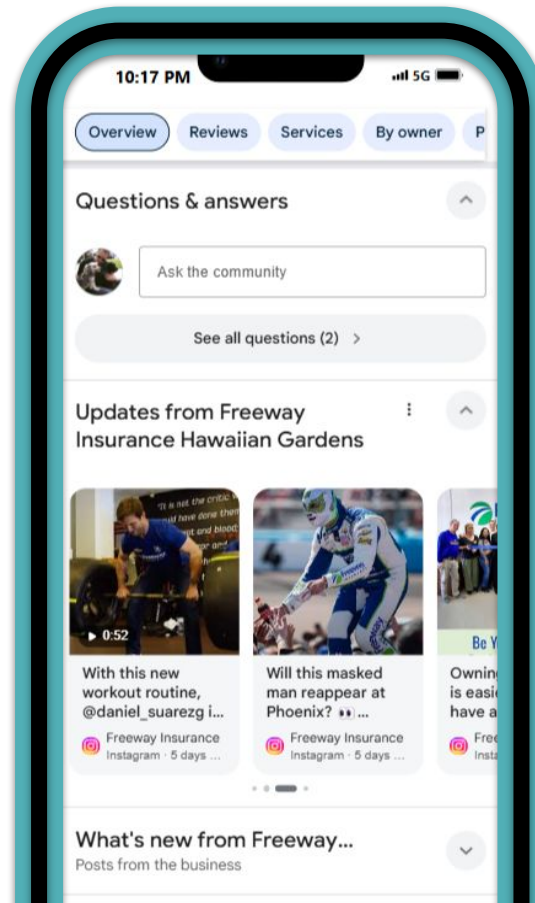


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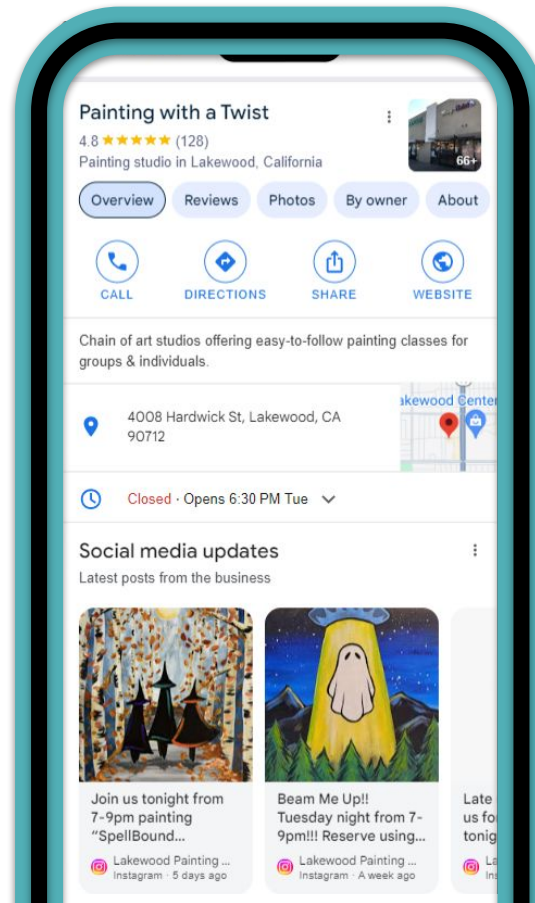


The SEO Juice

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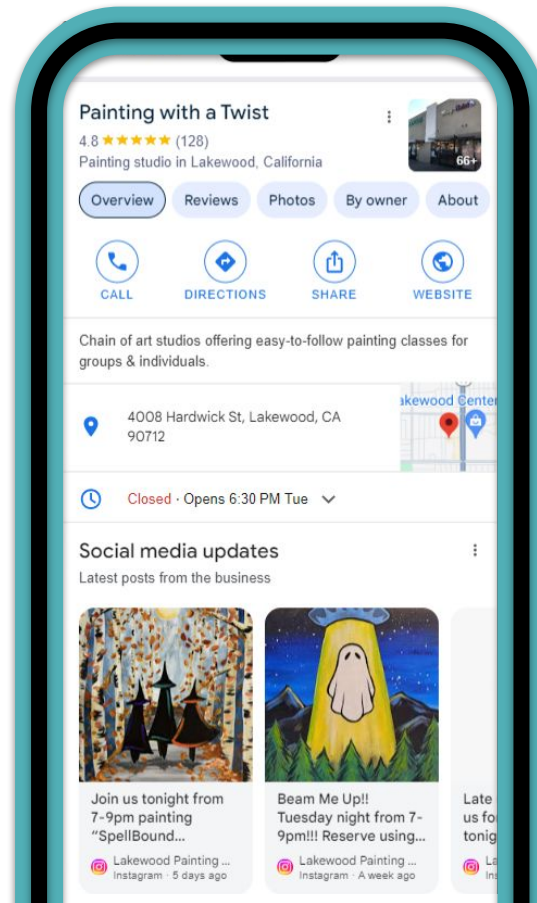


The SEO Juice

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- Feature does not always appear regardless of having linked social accounts; linked channels with old and outdated content tend not to be highlighted.

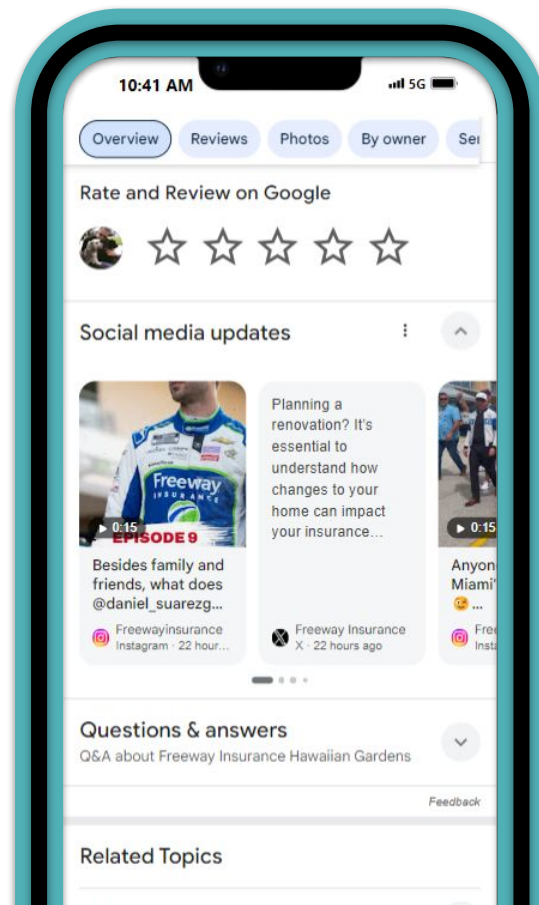


The SEO Juice

OBSERVATIONS



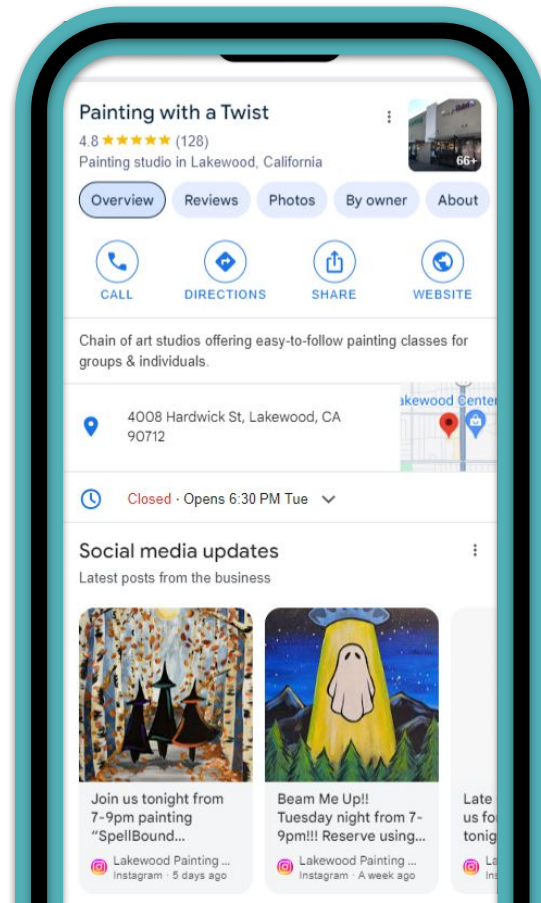
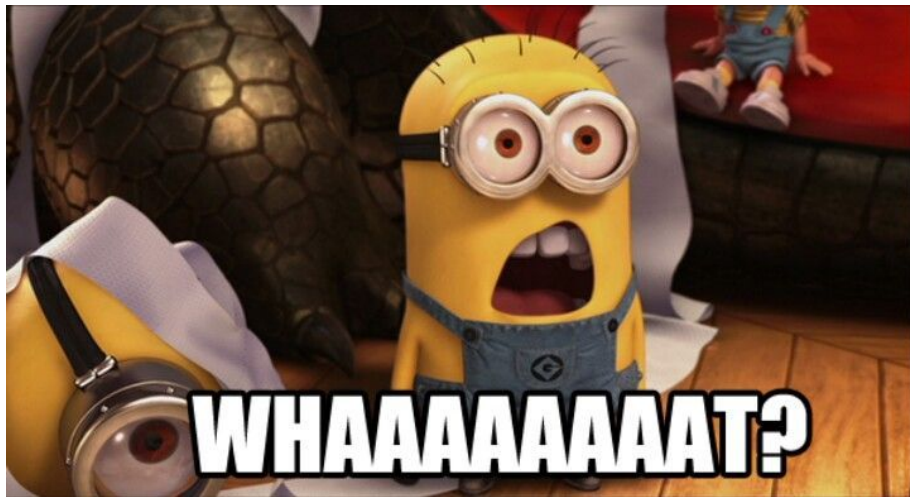
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- May be highlighted at the top of the knowledge panel in direct search results when the content aligns with perceived search intent.
- Feature does not always appear regardless of having linked social accounts; linked channels with old and outdated content tend not to be highlighted.
- In October 2024 Google began highlighting posts from multiple social platform at a time.



The SEO Juice

OBSERVATIONS

- Early test data indicates that adding links to active social media profiles can have an effect on your search visibility and engagement!





What a Google Wants: SOCIAL MEDIA LINKS

What does Google have to say about them?

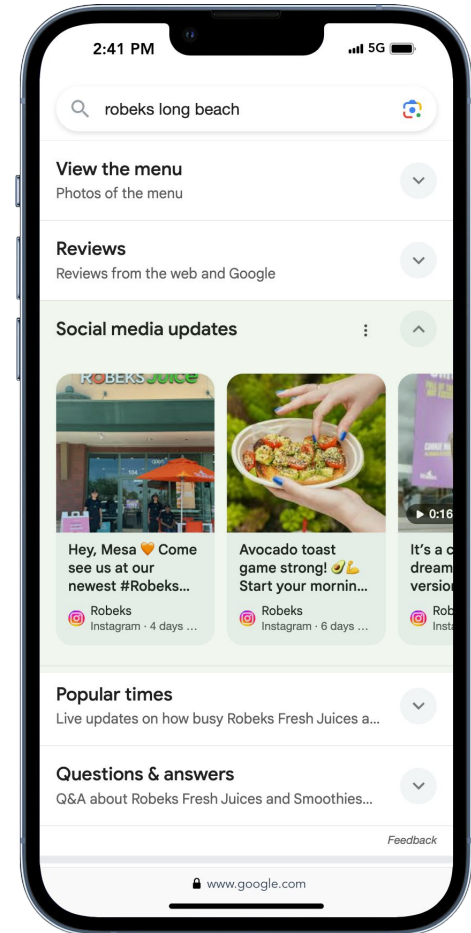
Google has indicated to SOCi that social channels are beginning to play a larger role in influencing **EEAT** signals through customer interaction and feedback.

Experience (images and videos)

Expertise (posts),

Authority (likes & followers)

Trust (shares & ratings)



GBP Local Social Link Experiment

TESTING GOAL

Validate that signals from linked and active local social channels improve visibility (impressions, keyword volume, ranking) and engagement (calls, website visits) in local search.



GBP Local Social Link Experiment

THE DATA SO FAR...



Jan-Oct 2024 YoY

	Control	Test	Difference
Total Impressions	-18.9%	-19.7%	-0.80%
Search Impressions	-22.4%	-23.2%	-0.80%
Map Impressions	8.7%	5.7%	-3.00%
Web Clicks	-11.5%	-11.2%	0.30%
Direction Clicks	-2.2%	-2.1%	0.10%
Clicks to Call	-12.3%	-12.9%	-0.60%

Nov 2024 -Jan 2025 YoY

	Control	Test	Difference
Total Impressions	5.9%	11.6%	5.70%
Search Impressions	6.2%	11.4%	5.20%
Map Impressions	4.7%	12.4%	7.70%
Web Clicks	10.3%	14.3%	4.00%
Direction Clicks	0.1%	7.0%	6.90%
Clicks to Call	10.3%	15.8%	5.50%

Feb 2025 YoY

	Control	Test	Difference
Total Impressions	-17.4%	-10.10%	7.30%
Search Impressions	-20.5%	-12.7%	7.80%
Map Impressions	2.9%	5.1%	2.20%
Web Clicks	-2.7%	5.3%	8.00%
Direction Clicks	-12.70%	0.5%	13.20%
Clicks to Call	-5.0%	10.6%	15.60%



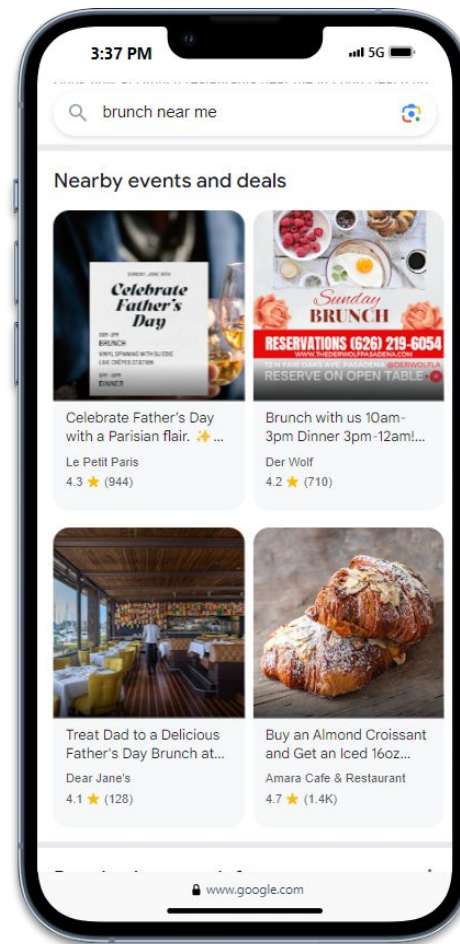




What a Google Wants: OFFER & EVENT POSTS

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.





CCO Spotlight

Google Offer & Event Posts



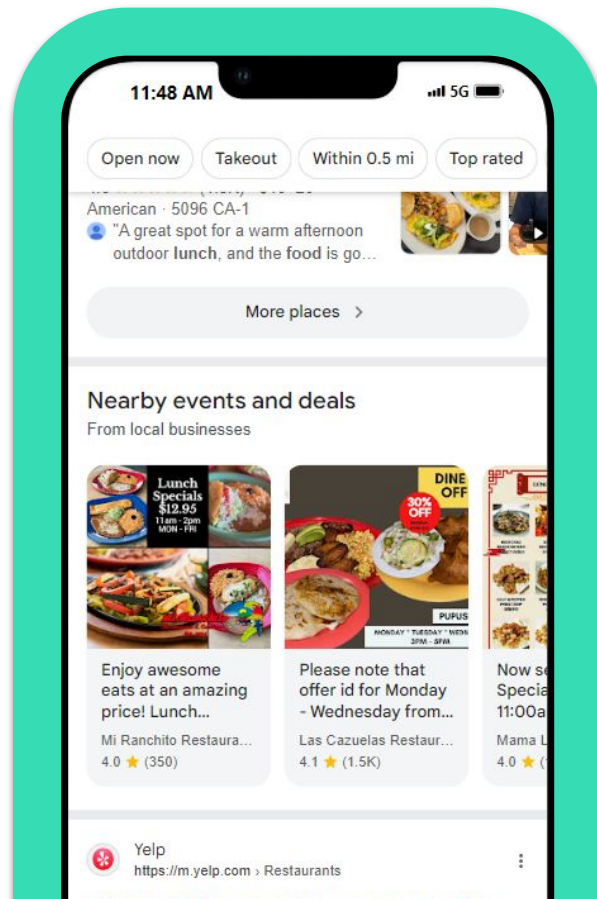
Why they Matter:

Feature now appears directly below the local pack in most food & beverage searches providing additional opportunity for visibility in search results.

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

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

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.

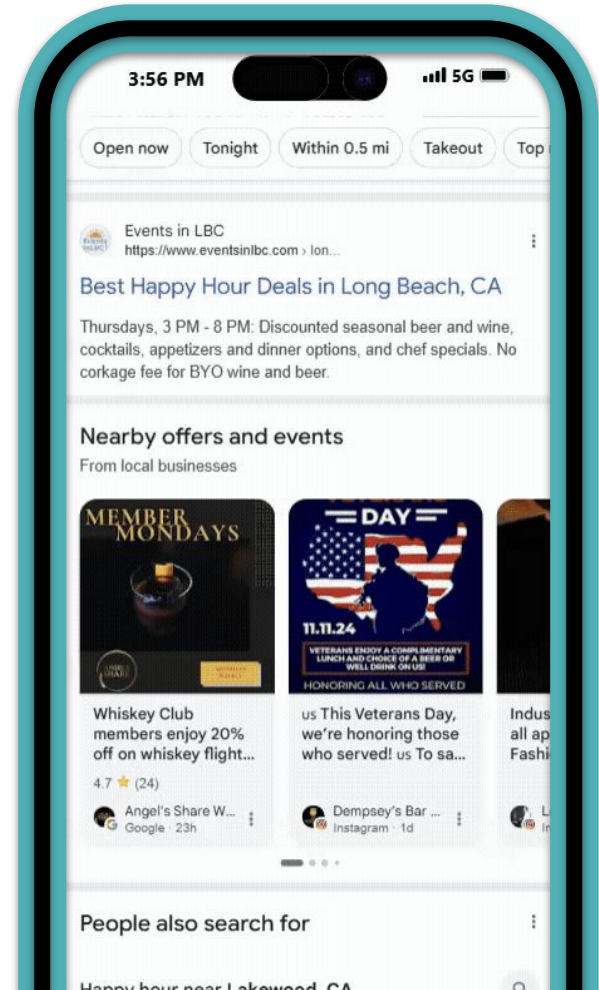




Caught in the Wild...

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.

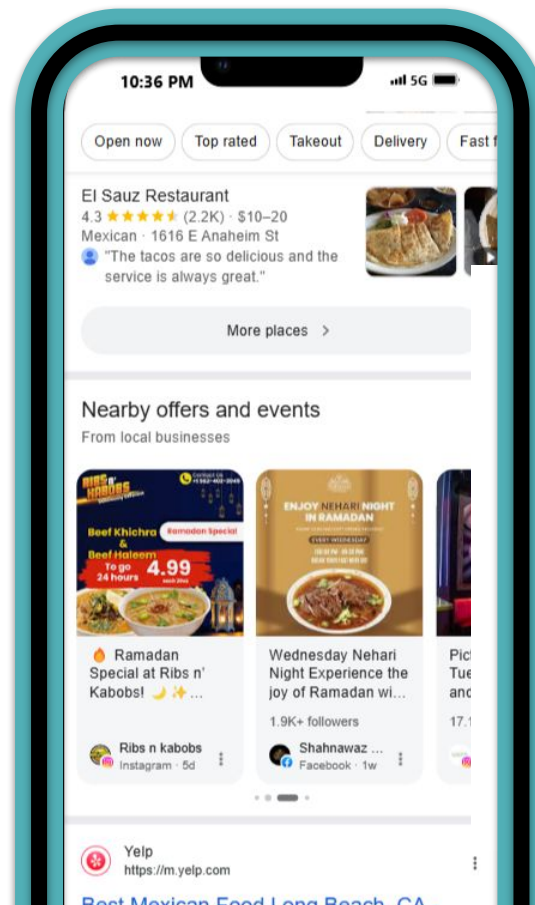
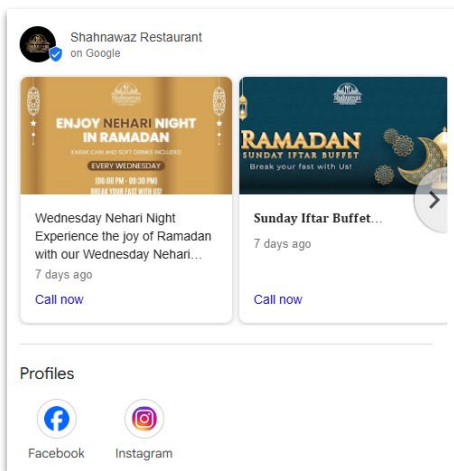
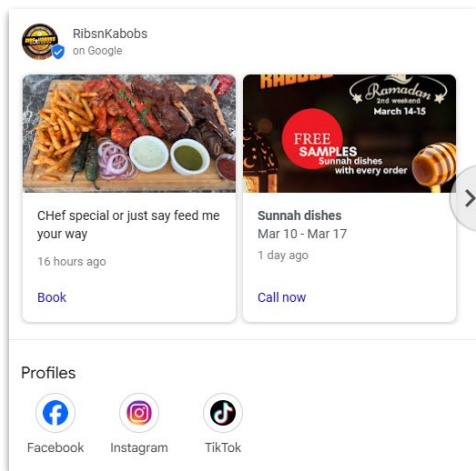


The SEO Juice

OBSERVATIONS



- Social Posts only appear in the “Nearby offers & events” feature when links to those Social Profiles have been added to your Google Business Profile.



sushi near me



Nearby offers and events

From local businesses



Bluefin Tuna Cutting is Saturday, March 15th! We start around 2pm. We will ...

19.4K+ followers

Sushi World
Instagram · 2 days ago



Bamboo Teri House 40th Anniversary Sale! We're celebrating 40 years of...

1K+ followers

Bamboo Teri House
Instagram · 5 days ago



March Special at Sapporo Sushi! This month, we're excited to introduce our...

3.1K+ followers

Sapporo Sushi
Facebook · a week ago



For all Long Beach College students enjoy 20% off!! Only this month!...

15.4K+ followers

Jounetsu Ramen
Instagram · 5 days ago



They say happiness comes from within. I say it comes from Teriyaki Tuesday. Get...

4.1 ★ (55)

Sarku Japan
Google · a week ago



I know this is late in the season but we are bringing back the Kakuni Bento on...

4K+ followers

Neighborhood Bento
Instagram · a week ago

Sushi World
4.5 ★★★★★ (462) · \$\$ · Sushi
Cypress, CA
Japanese cuisine in a relaxed setting

Profiles
YouTube Facebook Instagram

Bamboo Teri House
4.5 ★★★★★ (548) · \$10-20 · Japanese
3391 Atlantic Ave
No-frills spot for sushi & Japanese eats

Profiles
Facebook Instagram

Sapporo Sushi
4.3 ★★★★★ (652) · \$20-30 · Sushi
5735 Pacific Coast Hwy
"Delicious sushi, good service, nice booth tables and nice ambiance!"

Profiles
Facebook

Jounetsu Ramen
4.5 ★★★★★ (398) · \$10-20 · Ramen
1035 E 4th St
Opens soon · 4:30 PM
Asian comfort food in a cozy eatery

Profiles
Facebook Instagram

Neighborhood Bento
4.6 ★★★★★ (98) · \$10-20 · Restaurant
10488 Valley View St Ste 5
Dine-in · Takeout


Profiles
Instagram X (Twitter) Facebook

romantic restaurants near me



Nearby offers and events


From local businesses



Join us for our Tour of the Veneto Wine & Spirit Dinner, featuring a five-course,...

4.8 ★ (41)


Bar Becky
Google · 4 days ago



PAINT NIGHT ON THE BAY 🎨🍷 Join us THURSDAY MARCH 13th for our...

11.6K+ followers


Malaaney's Grill
Instagram · 4 days ago



25% off all bottles for Wine Wednesday!!!

4.6 ★ (326)


District Wine
Google · 6 days ago



Half price select glasses & bottles of wine + Pasta Night (spaghetti, pesto,...

4.5 ★ (1.8K)

Mama's Comfort Foo...
Google · 5 days ago




TANGO LESSONS AT ALTAR SOCIETY WEDNESDAYS AT 6:45PM

Always wanted to learn the tango? Here's your chance! Meet at the bar at 6:45...


560+ followers

Altar Society Brewin...
Instagram · a week ago



Time to "wine" down 🍷❤️ Wine! Select bottles half off - Every Wednesday -...


Louie's On 2nd
Instagram · 6 days ago



small bites, BIG flavor 🍷 discover your new favorite from our weekday happy...

5.4K+ followers


Michael's on Naples ...
Facebook · 6 days ago



Updated some dates for you all! 🍷 Check out the music packed month we've...

3K+ followers

Willmore
Facebook · a week ago



Every Thursday we offer a special 4 course dinner special - for only \$39! First...

1.5K+ followers

Crème De La Crêpe ...
Instagram · a week ago

Malaaney's Grill & One Hell of an Irish Bar

4.4 ★★★★★ (890) · \$\$ - Irish pub

168 N Marina Dr

Closed - Opens 11:30AM Wed

Waterfront option for American fare





Altar Society Brewing and Coffee Co.

4.5 ★★★★★ (100) · \$\$ - Brewpub

230 Pine Ave

Dine-in - Takeout




District Wine

4.6 ★★★★★ (326) · \$20-30 - Wine bar

144 Linden Ave

Closed - Opens 4 PM Wed

Cozy wine bar serving flatbread pizza



Louie's On 2nd

4.5 ★★★★★ (77) · \$20-30 - Restaurant

5283 2nd St

Dine-in - Takeout





Michael's on Naples

4.6 ★★★★★ (548) · \$50-100 - Italian

5620 2nd St

Opens soon - 5 PM

Upscale Italian dining & a rooftop patio






Willmore Wine Bar

4.7 ★★★★★ (202) · \$10-20 - Wine bar

3848 Atlantic Ave

Wine bar & shop serving small plates








Creme De La Crepe ...

4.00 E 1st St · (562) 437-2222

Open - Closes 9:30 PM

Dine-in - Takeout - Delivery



The SEO Juice

RECOMMENDED ACTIONS



- Add your Local Social Profile URLs to your Google Business Profile.
- For channels where you do not have a local profile, link your brand profile.
- Keep your social profiles active; build a following and prompt engagement by posting content that informs customers, answers questions and provides value.
- Be sure to promote offers and events.



Checkbox Optimization

New GBP Categories, Attributes & More...



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NEW GOOGLE BUSINESS ATTRIBUTES



Department Store:

- Has bakery
- Sells flowers
- Has pharmacy
- Sells prepared food
- Has repair services



Food & Beverage:

- High Chairs Available



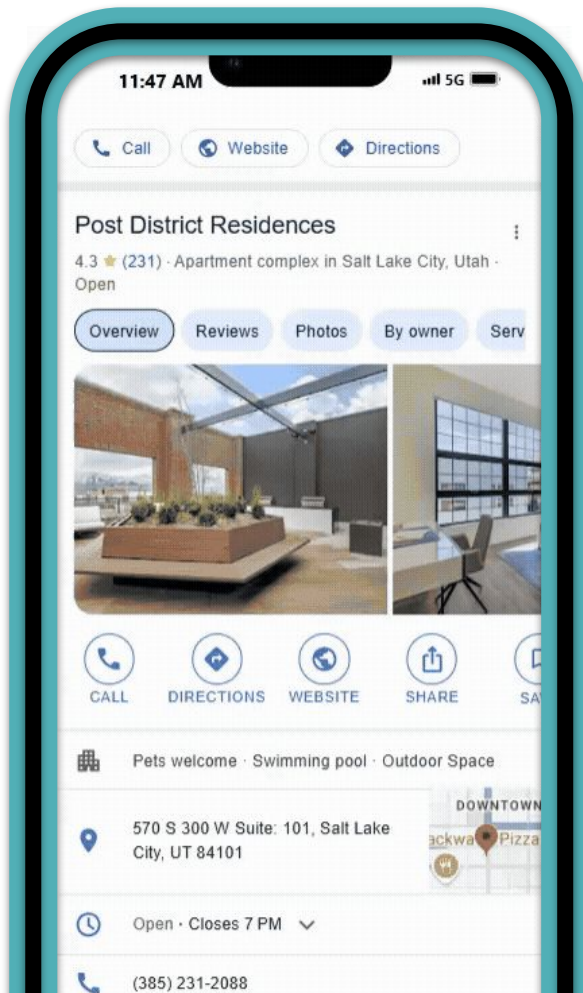
Caught in the Wild

New features we've spied
in Local Search results



Caught in the Wild ...

Learn before you go feature lets customers ask questions about your business; reveals information sources.



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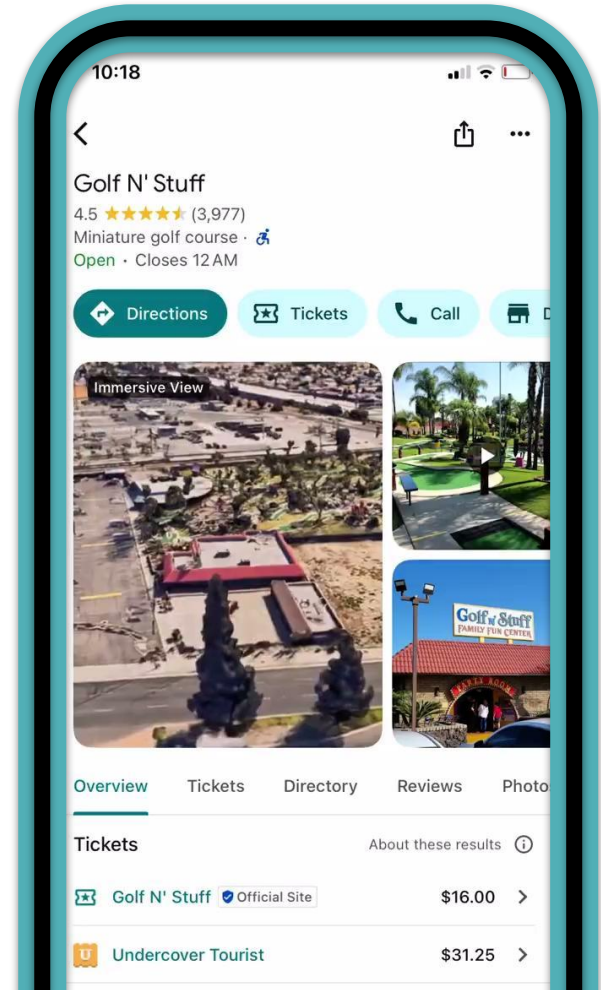


Caught in the Wild...

Immersive View feature in Google Maps provides creepy overview of some activity based business.



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Q&A



Thanks for Joining!

See you next month!