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The **SEO** Juice

June 11th, 2025

SOCI[↑]



Squeezing the most out of your local SEO.

The **SEO** Juice



**Your
soci
Team**



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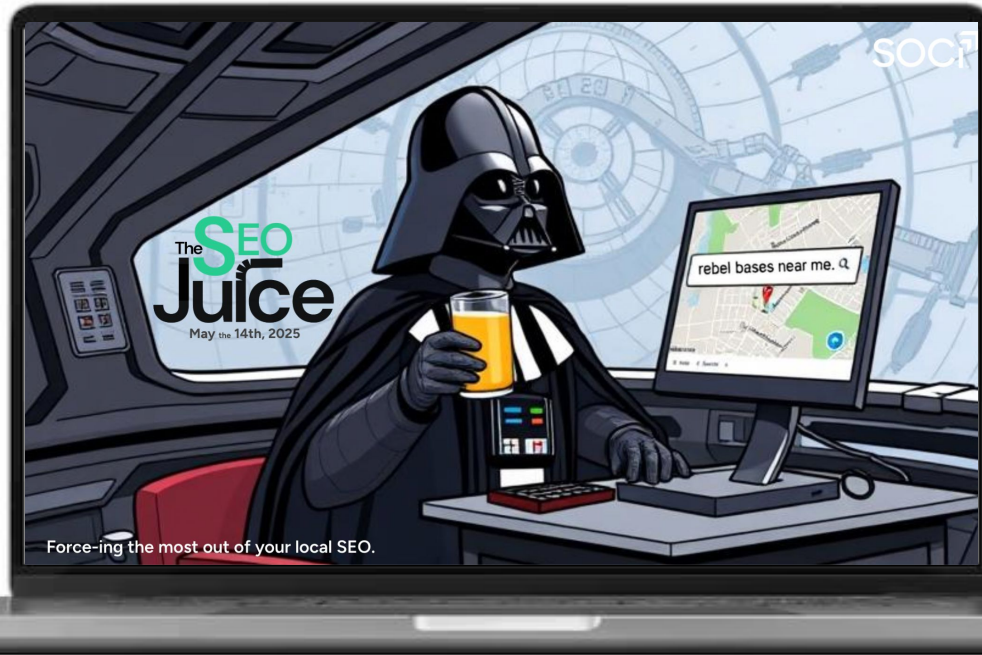
The SEO Juice

Watch On-Demand



Scan or Click

SOCI Customers



Scan or Click

Non-Customers

Watch On-Demand



Scan or Click

SOCi Customers



Scan or Click

Non-Customers

The SEO Juice

- **A Year in Search**
How did we do?
- **Customer Search Behavior**
Optimizing for Customer Choice
- **Measuring Success**
Brand vs. Non-Brand
- **Industry News**
The latest news in Local Search & what it means for you.
- **Caught in the Wild**
New features we've spied in Local Search results



A Year in SEO (Juice)

How did we do?



The Google API Leak

WHAT IT MEANS FOR LOCAL SEARCH

It's all about your Brand Authority.

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

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

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

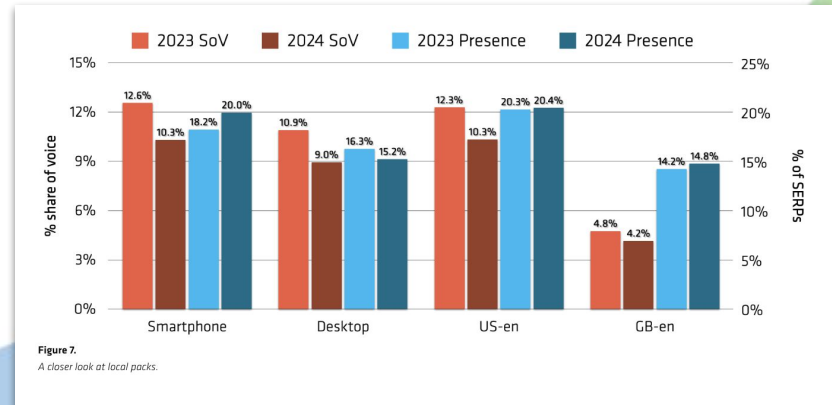
Capture Those Clicks!

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

Analysis Shows Shift in LOCAL PACK VOICE

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

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



Unrelated Map Pins COUNTED AS IMPRESSIONS

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

The image shows a Google Maps search for "walmart". A green box labeled "Unrelated Pins" has arrows pointing to several pins on the map that are not Walmart locations. Below the map is a list of three Walmart Supercenters, each with a lettered pin (A, B, C) pointing to it. The list includes the address, phone number, and hours for each location.

Unrelated Pins

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](#)

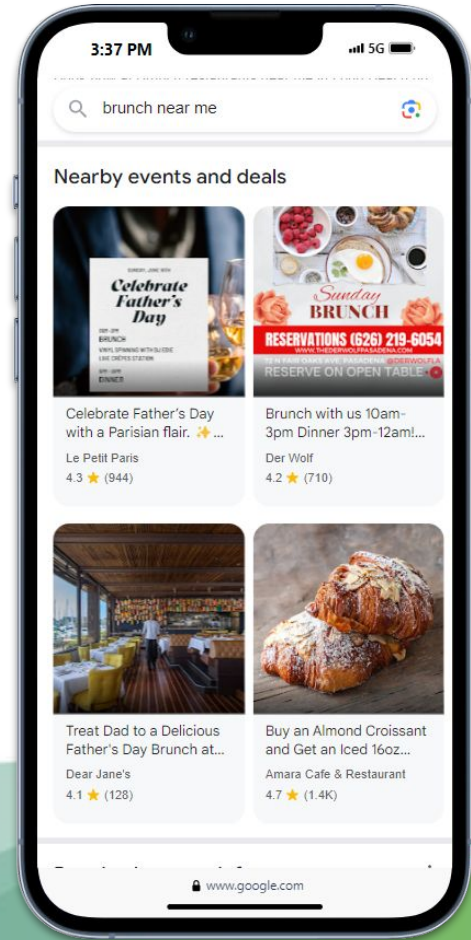
[More locations →](#)



What a Google Wants: OFFER & EVENT POSTS

Why this Matters:

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





What a Google Wants: SOCIAL MEDIA LINKS

Why this Matters:

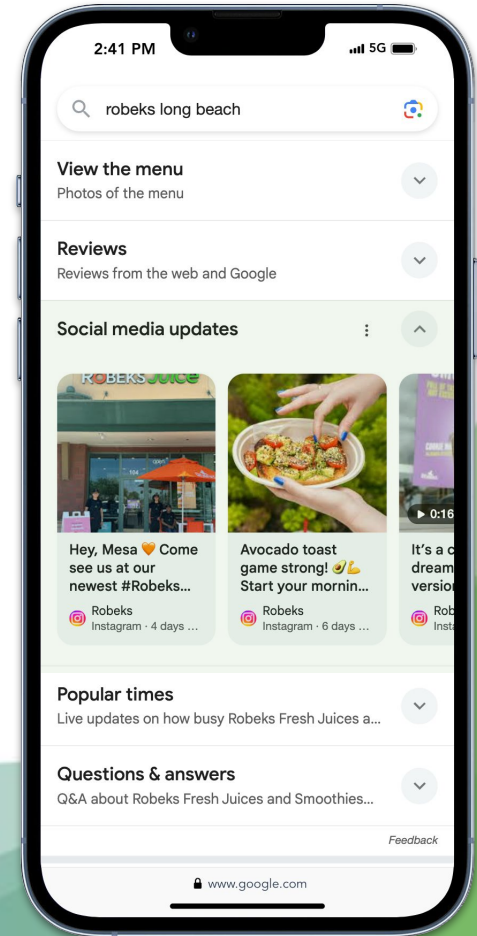
Like reviews, social channels could begin to play a larger role validating a business through customer interaction and feedback.

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

Expertise (through relevant posts),

Authority (through shares and likes) and

Trust (through ratings & followers) a business has.



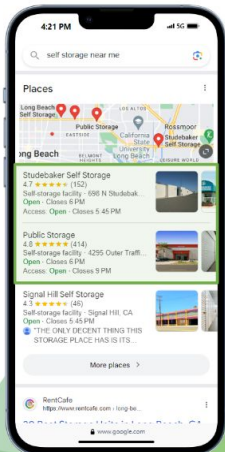


Customer Search Behavior SELF STORAGE

Top Decision Factors:

Price and Proximity

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

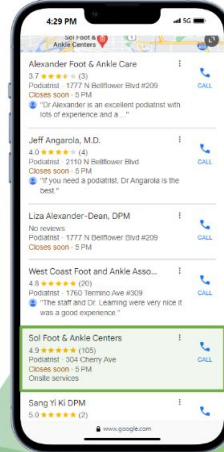


Customer Search Behavior PHYSICIANS

Top Decision Factors:

Reputation and Images of staff

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

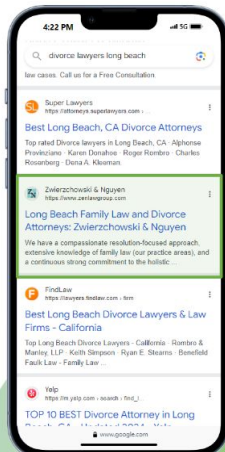


Customer Search Behavior LEGAL SERVICES

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



The SEO Juice

SEARCH BEHAVIOR SURVEY



Top factors in choosing a new business (pick 3):

- 1) Availability (has the item or service I'm looking for; is open)
- 2) Convenience (is nearest, close to home/work, near other errands, etc.)
- 3) Expertise (has pictures and/or posts that show they are an expert in their industry)
- 4) Familiarity (I've heard of this brand)
- 5) Incentives (can save me money)
- 6) Rank (is in the Local Pack / Ranked highest)
- 7) Reputation (has high star rating and/or volume of reviews, followed, liked)



Understanding Customer Search Behavior

OPTIMIZING FOR CUSTOMER CHOICE

Mike's Completely Anecdotal Conclusions on Customer Search Behavior



People want to choose local businesses and service providers, but often give preference to brands.

- Gym
- Money manager
- Bank
- Fast food

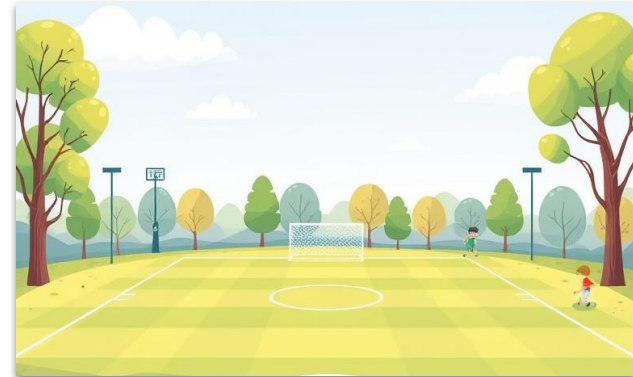


Mike's Completely Anecdotal Conclusions on Customer Search Behavior



People are more likely to select a business if there are pictures that give them a good idea of what to expect from them.

- Gym
- Money manager
- Bank
- Fast food
- Apartment rentals
- Kids programs/activities
- Home services
- Home care



Mike's Completely Anecdotal Conclusions on Customer Search Behavior



People are more likely to try out a new business if they can also save money.

- Gym
- Money manager
- Bank
- Fast food
- Grocery store
- Auto services
- Dental care
- Self Storage
- Moving
- Insurance
- Mortgage brokers
- Mattress store
- Apartment rentals
- Kids programs/activities
- Home services
- Home care
- Convenience stores
- Coffee shops
- Phone repair
- Catering
- Eyecare
- Retail
- Hair Salons
- Spas



Customer Choice Optimization

RECOMMENDATIONS



Find out what is most important to your customers.

- 1) Availability (has the Item or Service I'm looking for, is open)
- 2) Convenience (nearest, close to home/work, near other errands, etc.)
- 3) Expertise (posts, photos)
- 4) Familiarity (I've heard of this brand)
- 5) Incentives (saves me money)
- 6) Rank (In the Local Pack / Ranked highest)
- 7) Reputation (high Star Rating and/or Volume of Reviews)

Measuring Success

Brand v. Non-Brand



TM



Measuring Success in Search Visibility

THE CHALLENGES OF BRAND AND NON BRAND



You notice your traffic overall looks down... but when we look at the query terms driving this, you notice non-branded terms look pretty great, but your brand terms are suffering...

Whose responsibility is it?

To what degree of effect can SEOs really help their brand? Are we a demand gen engine or do we capitalize on demand that already exists?

Let's break it down.





Measuring Success in Search Visibility

THE CHALLENGES OF BRAND AND NON BRAND



Brand search relies heavily on the marketing efforts of...

→ *Media spots – commercials, sponsorships*

→ *Text campaigns*

→ *PR momentum*

→ *Email campaigns*

→ *Promotions & sales*

In other words... It's not JUST SEO.

But SEO's can still aid in traffic.

SEO's Role in Brand Success

Technical SEO Efforts
Homepage optimization
Brand Association optimization
(IE → "store + service")

***But we can't create demand
that doesn't exist.***



Measuring Success in Search Visibility

THE CHALLENGES OF BRAND AND NON BRAND



“But we can’t create demand that doesn’t exist”

This goes for both brand and non-brand, if the demand doesn’t exist, SEOs can’t force traffic to increase if the consumers aren’t searching for the products, services, or your brand.

This is why monitoring demand trend with tools like Google Trends can support your understanding of success.



Measuring Success in Search Visibility

THE CHALLENGES OF BRAND AND NON BRAND



Final Thoughts...

Although we can't *create* demand, there are a few things we can try... creatively... to generate awareness

→ Strategic Internal linking strategy

→ Adding low traffic, but high importance terms to meta elements (crossover)

The #1 responsibility of the SEO org is to meet demand where it exists – be the best result for your consumers where they search.



Industry News

The latest in Local Search
and what it means for you



Search Labs “Ask for Me” Experiment

TESTS LIVE LEADS FOR 13 NEW BUSINESS CATEGORIES



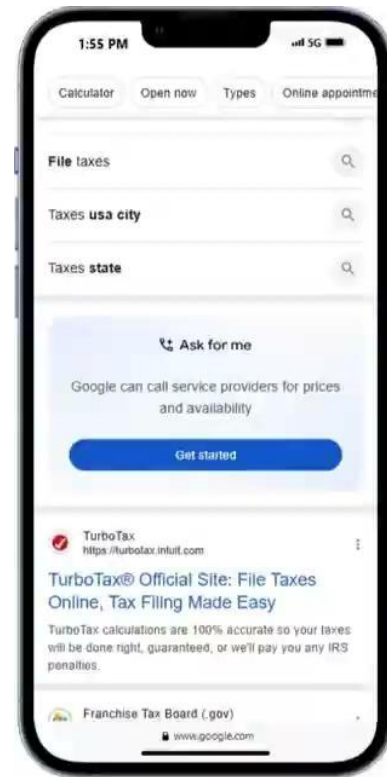
In February, [Google Search Labs](#) launched a new experiment they are calling, “**Ask for me**,” that uses AI to call businesses on customer’s behalf to find out what they charge for a service and when it’s available.

Initially limited to auto services and nail salons, Google Search Labs has expanded the test to include 13 additional categories:

Car detailing, Pet grooming, Phone repair, Hair salons, Beauty salons, Dry cleaning, Accountants, Auto glass shops, Spas, Gyms, Pest control services, Tanning studios, Tattoo shops, Tax preparation services, Veterinarian, and Wellness centers.

Why we care:

While still only an experiment that may never be fully rolled out to the general public, it is an exciting potential new feature that could generate more active, qualified leads for local businesses that make themselves available to take these calls, and who don’t mistake them for spam.





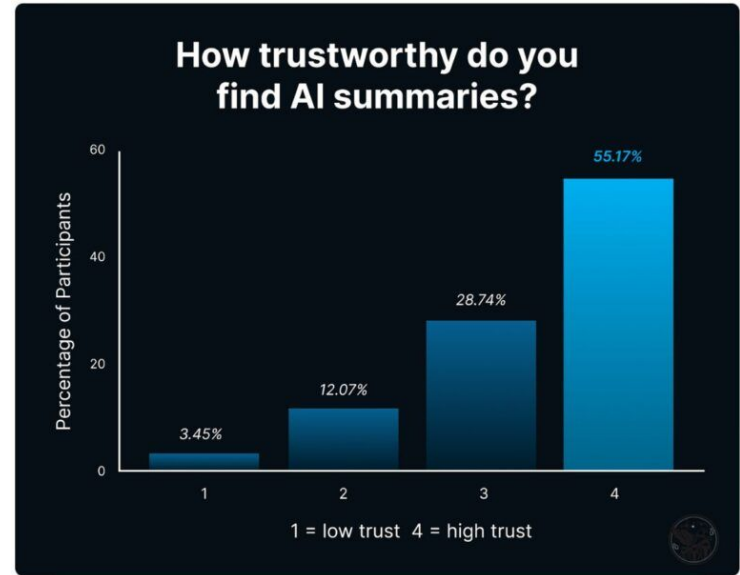
New Study Finds Searchers Trust AI Overviews



Growth Memo published a comprehensive look at the first-ever UX study of Google's AI Overviews

Key Findings:

- **Users skim AI Overviews:** Most users only skim the top portion of the AIO, with the median scroll depth being about 30% of the panel's height.
- **Click through rates are low:** Only 7.4% of searchers clicked on a citation in desktop search. Mobile CTR was slightly higher at 19%
- **Social proof matters:** When users leave the SERP, they often navigate to platforms like Reddit, YouTube, or forums for social proof
- **Users trust AIOs:** Only 4% of participants found AIOs to be untrustworthy!



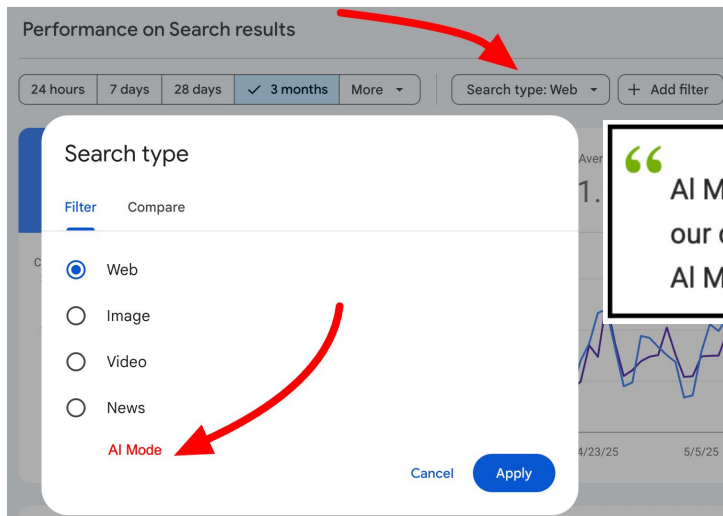
Source: [Growth Memo](#)



Google Search Console Prepares to Add AI Mode Reporting



Google confirmed upcoming support for AI Mode reporting in Search Console, offering insights into site performance within Google's AI-powered search environment. Although no official rollout date has been set, updated documentation indicates AI Mode traffic will be included but grouped under a general category, complicating detailed analysis between AI Mode and AI Overviews.



“ AI Mode reporting is not yet live in Search Console. We're updating our documentation to reflect this will be showing soon as part of the AI Mode rollout. ”



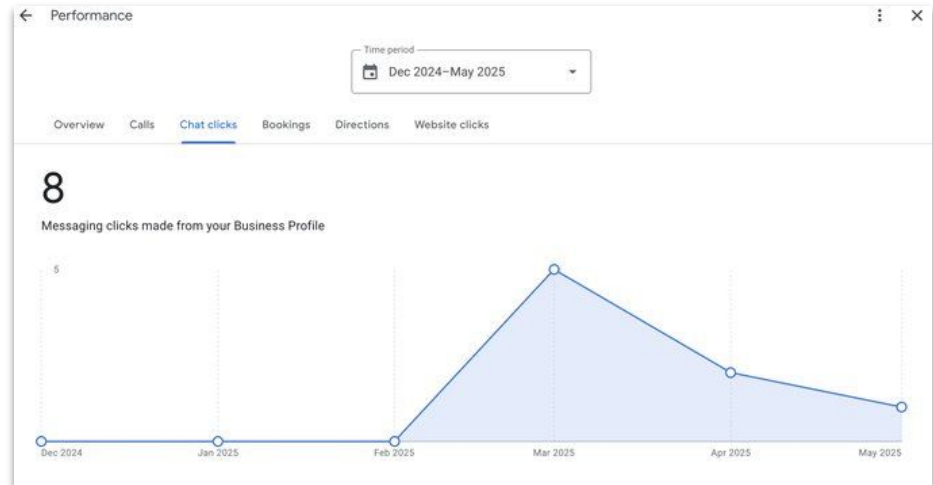
Google Adds Interactions Tracking for “Chat clicks” in GBP



Businesses can now track how many customers interact with the new Chat CTA on business profiles.

Launched last June, to replace Google’s own chat feature, the new Chat feature allows customers to communicate directly with businesses through their GBP listings via Text/SMS or WhatsApp.

The “Chat clicks” tab only appears when Chat has been enabled by entering either SMS/Text or WhatsApp contact info.



[Source: Brandon Schmidt](#)



The Death of Google Q&A may have been Greatly Exaggerated.

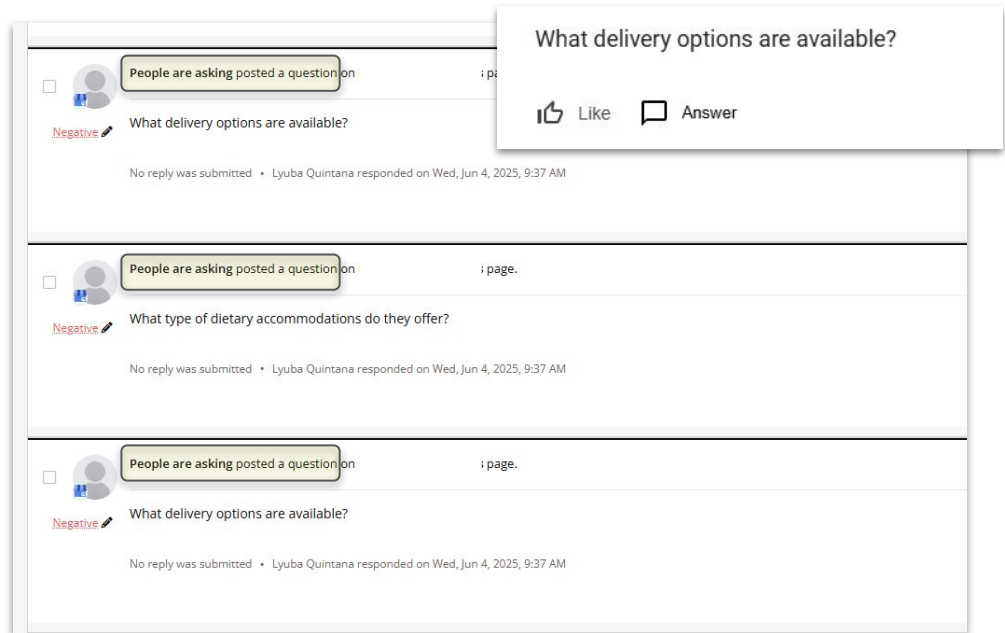


Last week, Google began asking GBP owners questions about their business via the existing Q&A feature.

The questions appear under the username: "People are asking".

It's unclear if these questions are being generated by real customers via new AI powered features like "Ask maps about this place" or "Learn something specific," or if they are solely Generated by Google.

Questions (answered or unanswered) appear in the traditional Q&A feature on the listing.



Meta Trial Highlights Growing Importance of Video and Private Messaging

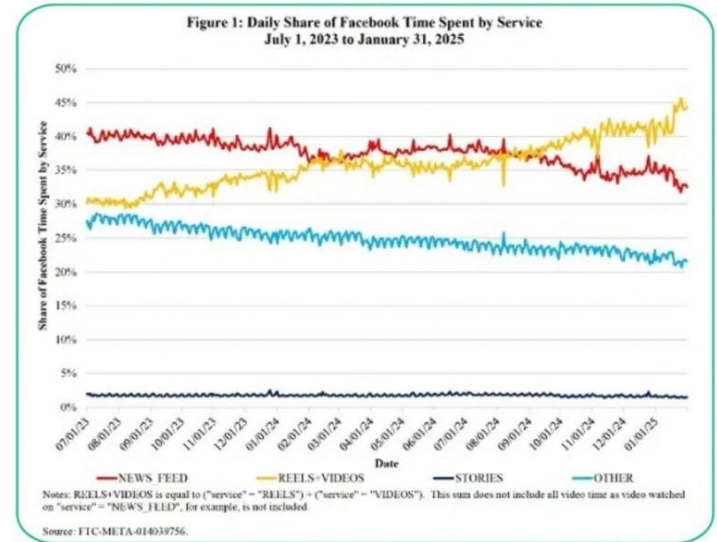


Meta's ongoing court case with the FTC — which could result in the forced sale of Instagram and WhatsApp — is revealing a wealth of internal data that provides valuable insight into the current state of social media. Most notably:

- Video is now the primary driver of organic engagement on Facebook and Instagram.
- Users increasingly prefer private messaging, sending 63 times more direct messages compared to public posts.

Recommended action:

Local marketers should shift toward video-first strategies, incorporating short-form videos like behind-the-scenes footage, product demonstrations, and testimonials.





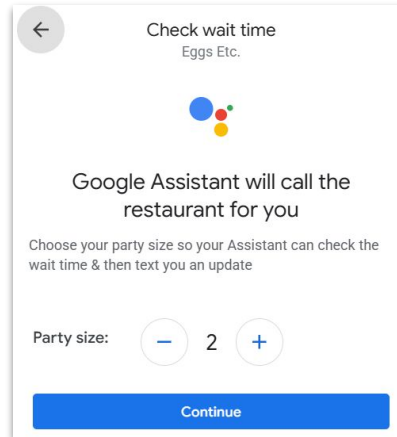
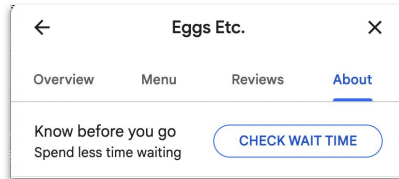
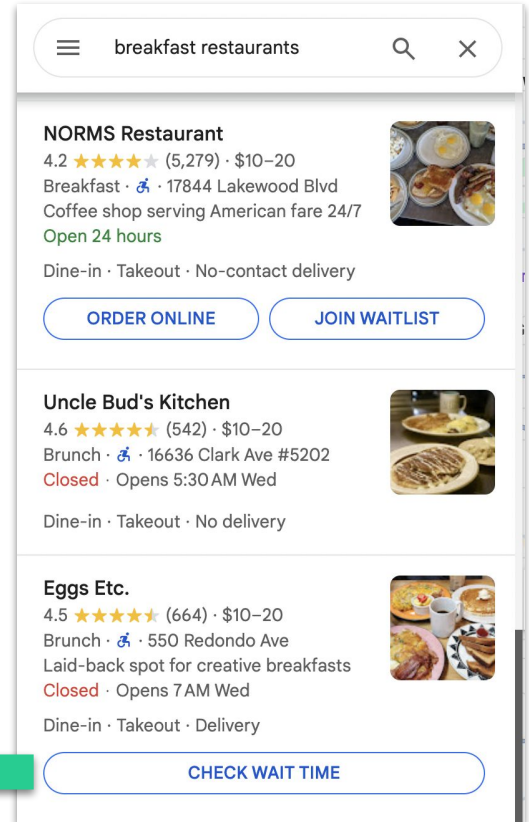
Caught in the Wild

New features we've spied
in Local Search results



Caught in the Wild ...

Check Wait Time appears in map results on desktop when the attribute "Accepts reservations" is selected but there is no link to make a reservation or join a waitlist.









Caught in the Wild...

Sponsored local pack ads appearing
at the bottom of the local pack.




The SEO Juice

Places

-  **Clothe Boutique**
4.4 ★★★★★ (80) · Women's clothing store
2644 S Glenstone Ave · (417) 593-2513
Open · Closes 7 PM
"Super cute clothes and the owner and her staff are the sweetest!"
-  **Harem & Co**
4.3 ★★★★★ (9) · Women's clothing store
1638 E Republic Rd · (417) 881-0602
Open · Closes 6 PM
"I received a great price on some fabulous shoes."
-  **COTNER CLOTHING BOUTIQUE (CC BOUTI...**
4.6 ★★★★★ (13) · Women's clothing store
Twin Oaks Marketplace, 1274 E Republic Rd · (417) 501-1435
Open · Closes 5:30 PM
In-store shopping · Curbside pickup · Delivery
-  **Sponsored**
White House Black Market :
3.8 ★★★★★ (19) · Women's clothing store
2825 South Glenstone Avenue · (417) 823-8779
Open · Closes 8 PM
Flattering White Pants - Every Woman Needs A Go-To
Pair Of Black Pants—Perfect For Back To Office & Spec...

More places →



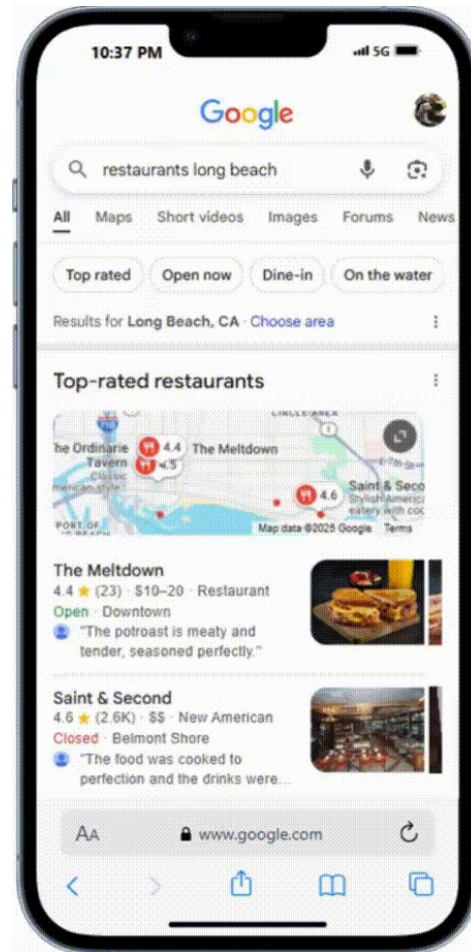


Caught in the Wild...

Curated Local Results for restaurants provides results for additional queries popular in the area.

Gives insight into what people are searching for locally; provides opportunity for further optimization.

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Q&A



Thanks for Joining!

See you next month!