

The **SEO** Juice

November 12th, 2025



🔍 stores with leaf blowers near me

Raking the Most Out of Your Local Search & Social Strategies.





SOCI[↑] Re[↑]Imagine



Your soci Team

The SEO Juice



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Enablement Manager



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Social Media
Enablement Manager

The New Visibility Factors

What the Data Says About
Winning Local in 2026

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The SEO Juice

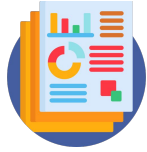
- **Industry News**
The latest news in Local Search & Social
- **Relmagine Highlights**
Takeaways for local Social & Search
- **The New Visibility Factors**
What the Data Says About Winning Local in 2026
- **2026 Local Search Ranking Factors Report**
How this SMB focused survey pertains to multi-locations brands
- **Checkbox Optimization**
New Google Categories, Attributes & Features
- **Caught in the Wild**





Industry News

The latest in Local Search
and what it means for you



Google Ends API Support for Q&A

WHAT YOU NEED TO KNOW



Google retired its GBP Q&A API on November 3rd, shifting toward AI-generated answers powered by verified business information and reviews.

As Q&A disappears, Google has confirmed reviews and local landing pages become the main channel for customer answers—and a key signal for Google's AI visibility.

AI enables answers based on **what Google know about your business** from your assets as well as community contributions.





Google Expands “What’s Happening” Feature to Multi-Location Brands

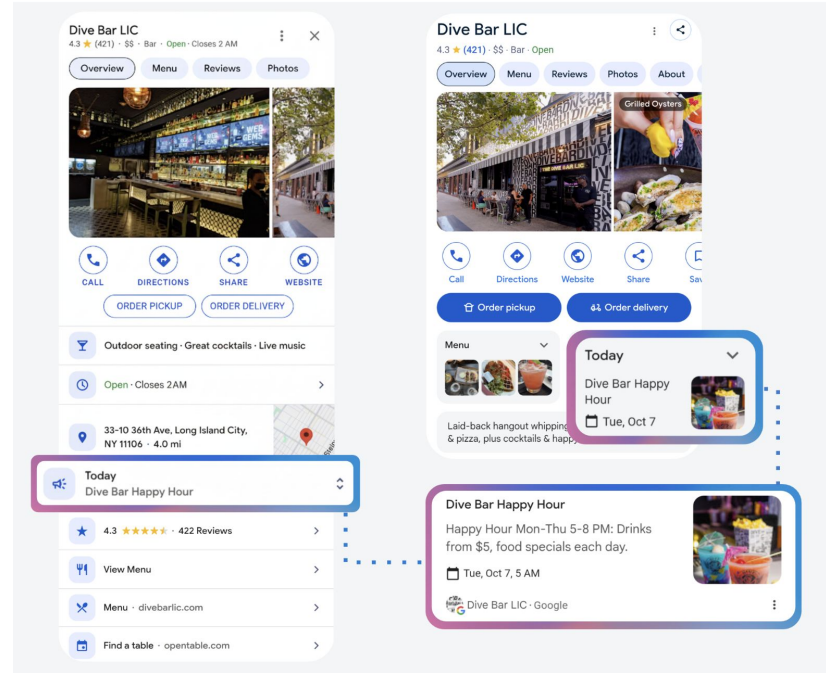


Google has launched a new way for food & beverage businesses to highlight offers and events prominently at the top of their Google Business Profiles called “**What’s Happening**”.

How to take advantage of this feature:

- Create Google Posts featuring upcoming events, special offers, and deals.
- Link social media accounts in their Google Business Profile, if they are already posting this content there.

NOTE: The **What’s Happening** feature currently only appears on knowledge panels for direct search results on mobile devices.



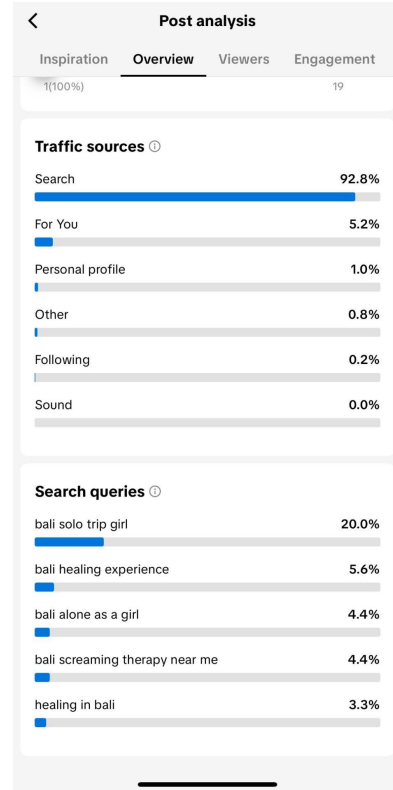
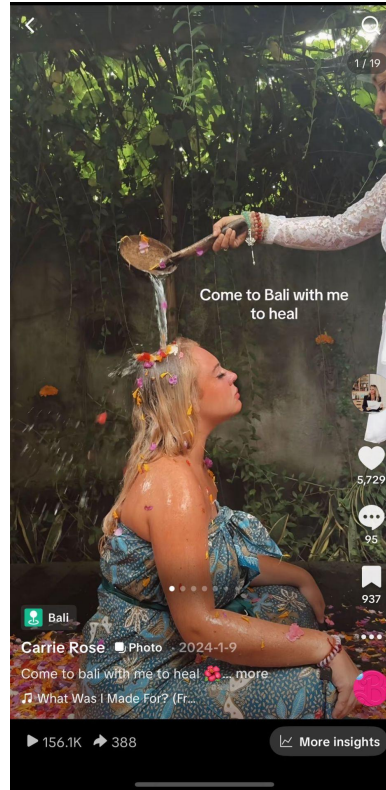


Social Search on TikTok



As reported on [LinkedIn](#), In TikTok Creator Studio, you can now see the percentage of video views that came from specific search queries, as well as the traffic sources

Takeaway: Social and search teams should be working together to keep an eye on search queries and optimize by using text overlay and captions with keywords





Studies Find LLMs Have a Recency Bias



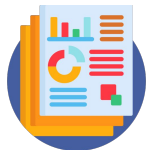
```
reranker_model: "ret-rr-skysight-v3"  
use_freshness_scoring_profile: true  
enable_query_intent: true  
vocabulary_search_enabled: true
```

In August, SEO Consultant, Metehan Dalgıç uncovered a setting in ChatGPT's system called "freshness scoring," which seemed to indicate that newer content got a boost in search results.

Now a peer-reviewed [study from Waseda University](#) has independently confirmed that leading AI models including GPT-4, GPT-3.5, LLaMA3, and Qwen exhibit a clear and measurable recency bias.

Just changing the date on an old piece of content to a more recent one without changing anything else was often enough to push it higher in the rankings. Some AI models were more biased than others, but the pattern was clear: old content gets buried.

Takeaway for Local Businesses: Timely is the new ranking factor. Social has always been about timely content, and we've seen Google shift more toward it over the past few years, giving timely content a more prominent placement in search results (posts, photos, etc.). So it's no surprise to find LLMs doing the same. Look for ways to keep your content fresh, or risk losing visibility.



GBP Keyword Impressions Likely Undercounted for June & July

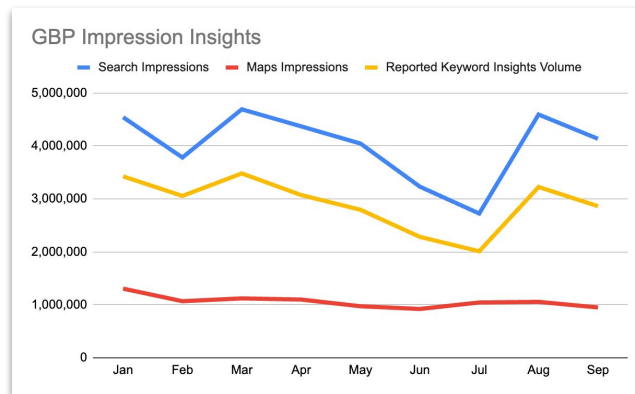
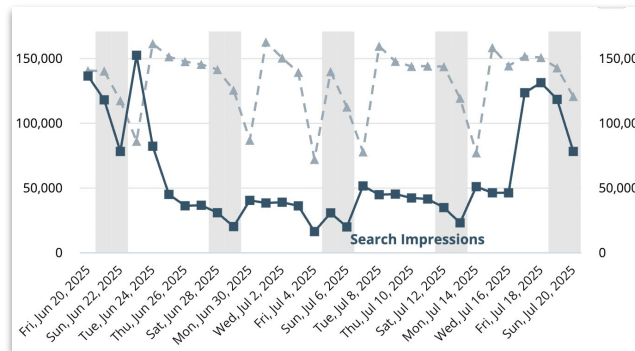


SOCi, along with others in the industry, observed a widespread drop in Search Impressions from June 24 through July 18th due to a Bug in Google reporting.

Though Google confirmed no other insight metrics were affected by this bug, SOCi has observed that Keyword Insights may have also been under-counted at a rate very similar to search -- a sign that keyword reporting is directly tied to impressions reporting.

This is disappointing news for those tracking unbranded keyword success, as Google recently confirmed they have no plans to backfill the data.

NOTE: SOCi is currently in contact with Google to validate our observation with their data team.





SOCI[↑] Re[↑]Imagine

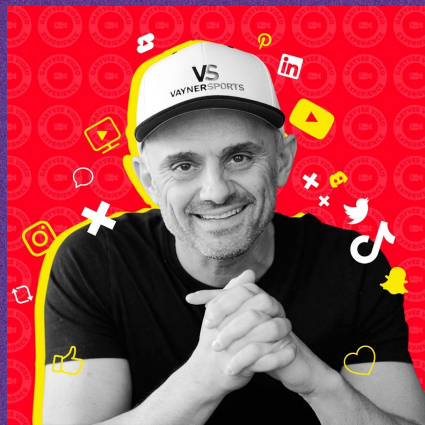




“I DAY TRADE ATTENTION AND BUILD BUSINESSES”



GARYVAYNERCHUK.COM 



Chairman & CEO:

VAYNER  VAYNERMEDIA
 VAYNERSPEAKERS 
 VAYNERCOMMERCE VAYNER3
A NERDS CONSULTANCY
 GALLERY  EVA NOSIDAM
MEDIA GROUP
 PureWow  Tingley Lane sasha 

Co-Founder:

VAYNERSPORTS
 RESY 
 GROUP
 VaynerWATT 

Creator & CEO:

VeeFriends



 **TEXT ME: +1-212-931-5731**

Beyond the Browser

OpenAI's Take on the New Rules
of Search and Discovery

Monica Ho, Chief Marketing Officer, **SOCI**

Kelly Ryan, Enterprise GTM, **OpenAI**



Be where **discovery** starts and **decisions** are made



Lisa Landsman

Global Partnerships, Google Search



Five things to do for **AI search experiences**

1 Be the primary information source for your Business

Meet users' preferences in today's multimodal search environment, supporting your text content with high-quality images, videos.

2 Ensure we can access your content

Prioritize content-rich pages for indexing and crawling, and ensure structured data is always supported by visible content.

3 Showcase your unique value & local expertise

AI identifies unique selling points. Highlight what makes your business special: local sourcing, unique services, awards etc.

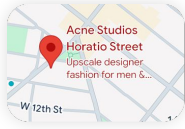
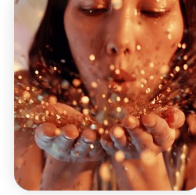
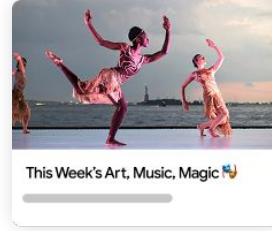
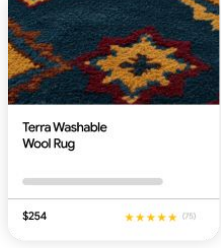
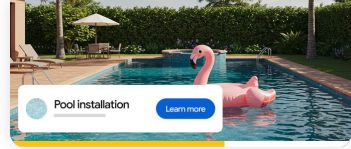
4 Embrace transparency and accuracy across platforms

AI synthesizes information from various reliable sources.

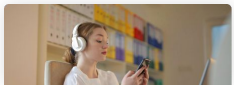
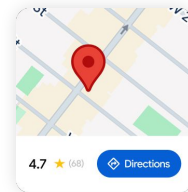
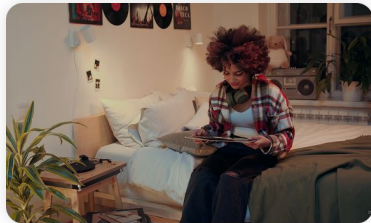
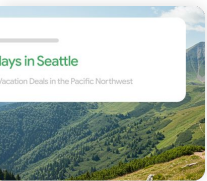
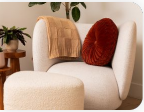
Contradictory information will confuse AI. Ensure consistency.

5 Cultivate and respond to reviews

AI search incorporates customer feedback. Actively encourage reviews on Google and other relevant platforms and respond professionally.



If your Google Business Profile could talk, What story would it tell?



In addition to showcasing vibe and offerings, photos help answer a customer's **most pressing questions**

DOG BOARDING

Rockstar Pets Chicago
4.9 ★★★★★ (108)
Dog day care center in Chicago, Illinois
Open

[OVERVIEW](#) [SERVICES](#) [REVIEWS](#) [PHOTO](#)

[CALL](#) [DIRECTIONS](#) [SHARE](#) [WEBSITE](#)

Enrichment center providing ample space for dogs with outdoor areas and supervised playtime, plus training.

1717 N Ashland Ave,
Chicago, IL 60642
1.5 mi

🔍 "Will my dog be happy & safe?"

CONCIERGE DOCTOR

Sean Cahill, MD, FAAP, FACP
4.8 ★★★★★ (46)
Internist in Burr Ridge, Illinois

[OVERVIEW](#) [SERVICES](#) [REVIEWS](#) [PHOTO](#)

[CALL](#) [DIRECTIONS](#) [SHARE](#) [SAVE](#)

[BOOK ONLINE](#)

6800 N Frontage Rd,
Burr Ridge, IL 60527

🔍 "Can I trust this person?"

LANDSCAPING

Shelly's Landscape Contractors, Inc.
4.7 ★★★★★ (52)
Landscape designer in Cook County, Illinois
Open

[OVERVIEW](#) [SERVICES](#) [REVIEWS](#) [PHOTO](#)

[CALL](#) [DIRECTIONS](#) [SHARE](#) [WEBSITE](#)

Family-owned business offering landscape design, construction, and maintenance services.

1617 Techny Rd,
Northbrook, IL 60062

🔍 "Does this match my style?"

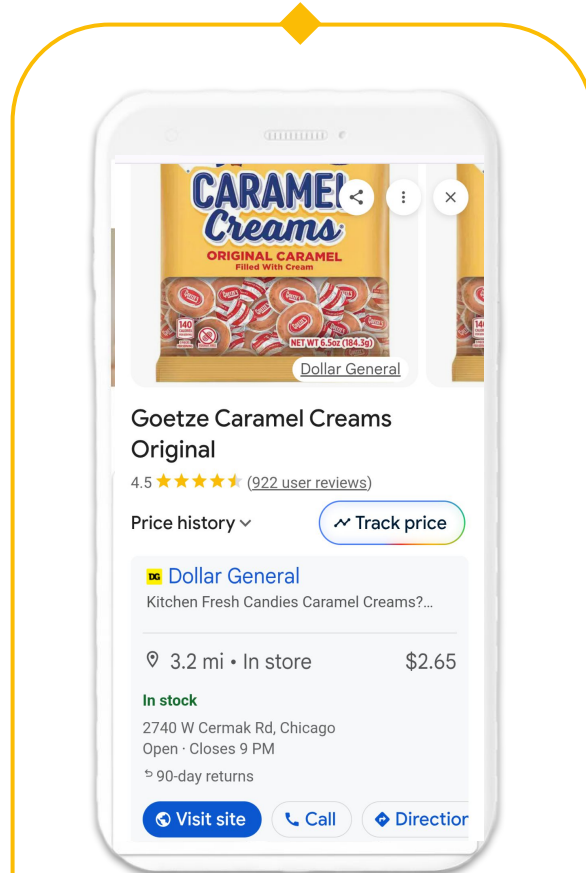
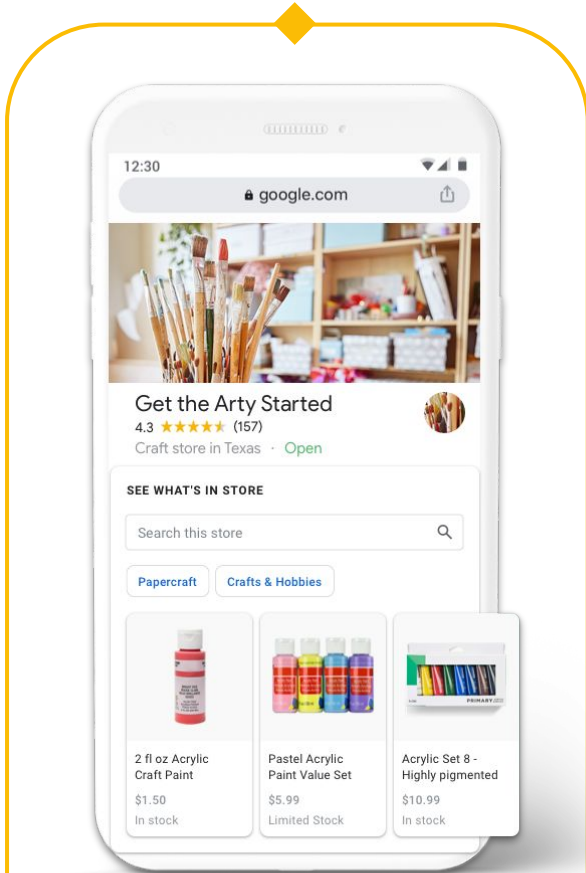
An exercise...

1. Take out your phone (yes, really)
2. Search for your category (i.e. spa near me)
 3. Click on a competitor or two
 4. Then search for your business



Stay relevant by showcasing
your offerings

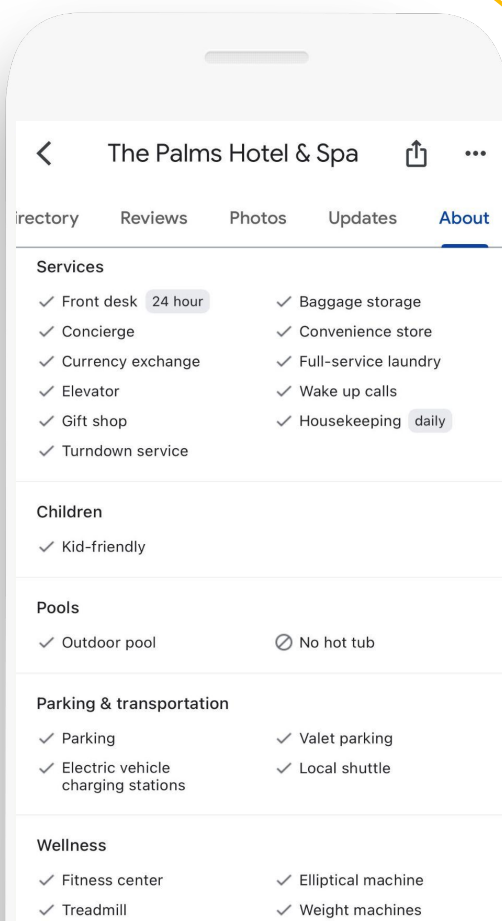
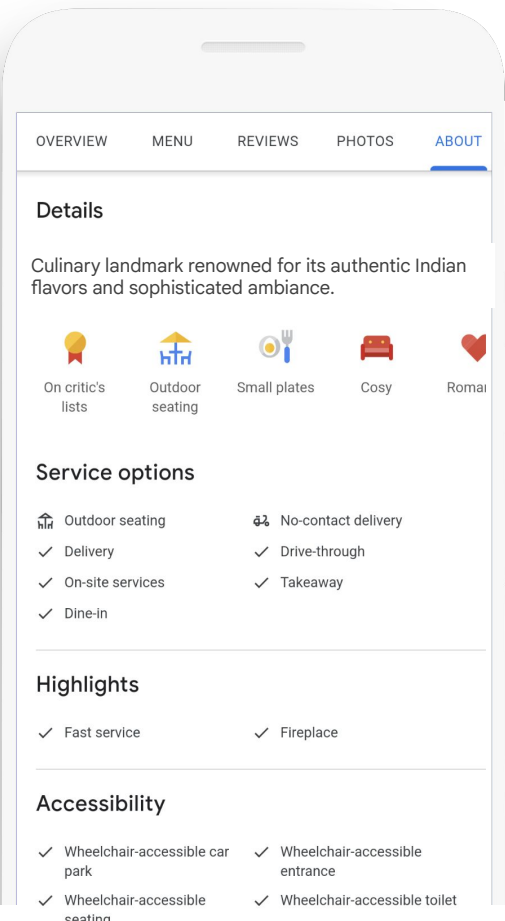
Enable Product Feeds to power “See What’s In Store”



Retailers that display their local inventory on Google can see an average increase of **5.5% in clicks** to their websites & **16% more impressions on Google**

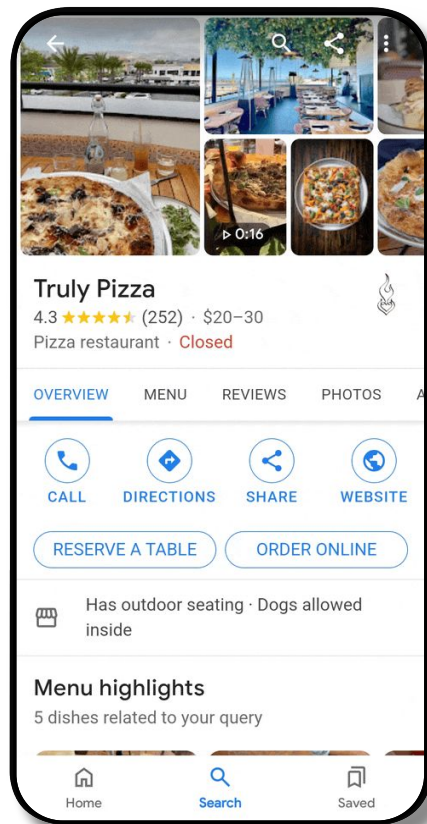
Add amenities
to highlight
what you offer

7X more clicks for
businesses with
complete profiles



Photos and videos drive action

90% of people are more likely to visit you if you have photos of your business on Google Search and Maps



Businesses that add photos to their Business Profiles receive **42% more requests** for directions on Google Maps

35% more clicks through to their websites for businesses with photos

Showcase timely content and drive to your social channels by adding **social media links**

Eligible Social Media Platforms



A-Z Ace Hardware

4.4 ★ (129) · \$\$ · Hardware stor...

★★★★★ · \$26

Latest posts from business



Social media updates

Social media updates

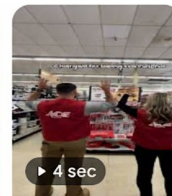
Latest posts from the business



▶ 28 sec

Take your Weber grill to the next leve...

Ace Hardwar...
Instagram · 7 ...



▶ 4 sec

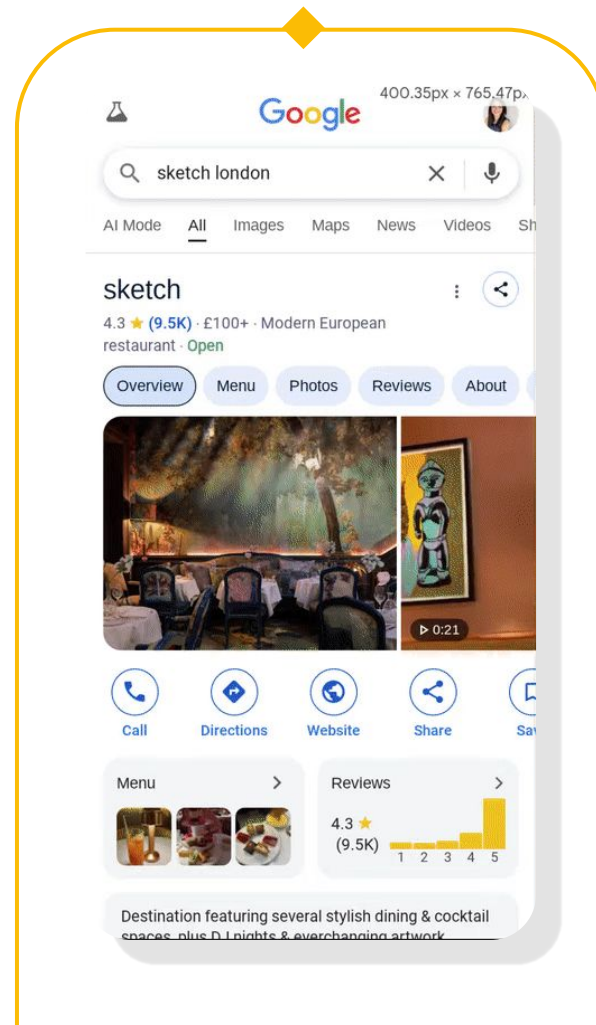
Our only crime? Being too helpful. 🙄

Ace Hardwar...
Instagram · A ...

NEW

What people are saying

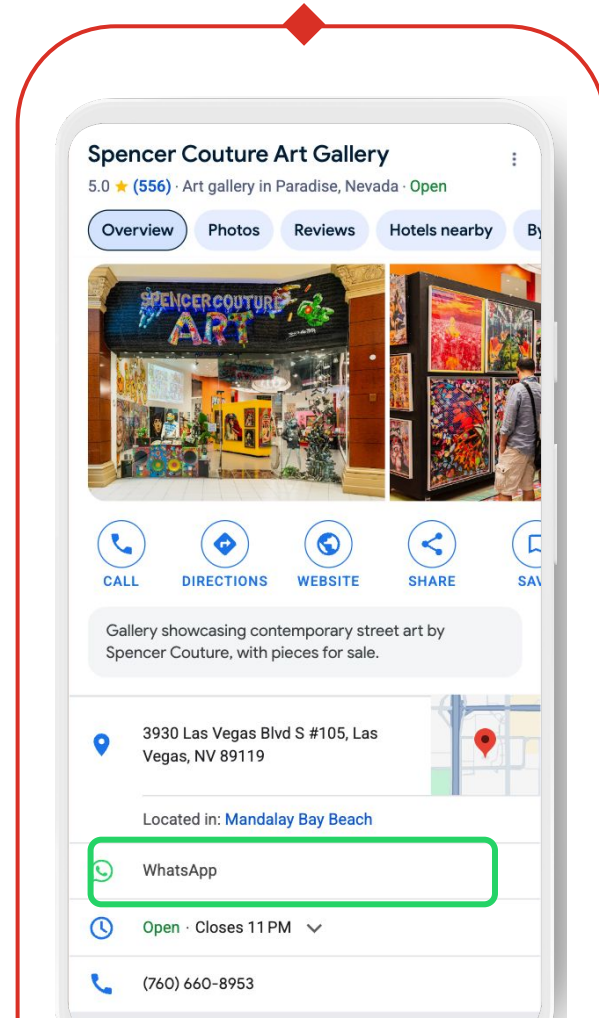
Helps users get a real feel for a place **with videos from people** who've been to your location.



NEW

Engage with your customers by adding chat links

67% of people prefer communicating by messaging a business to a call or email



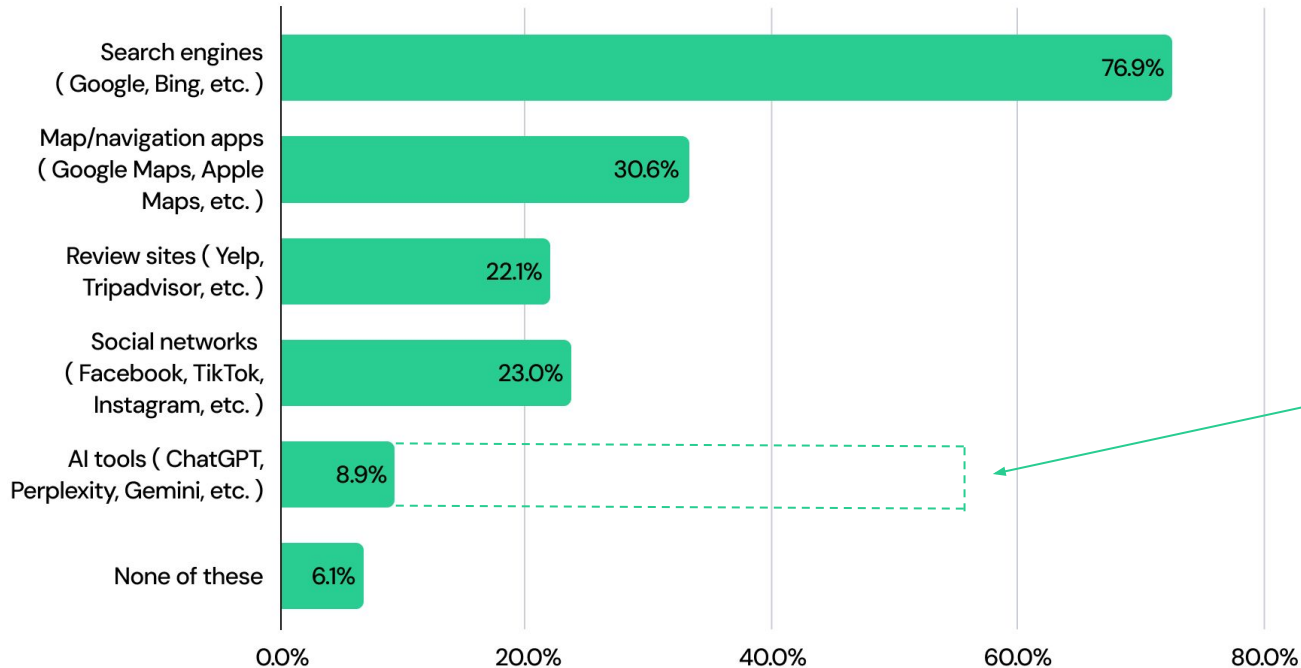
The New Visibility Factors

What the Data Says About
Winning Local in 2026



Consumers are using AI to ask for local recommendations ...

Which do you use to look up information about local businesses?



May now be as high as 56% according to recent study from NearMedia

Optimize for the Factors Driving AI Visibility

Meets the (often highly specific) needs of the consumer

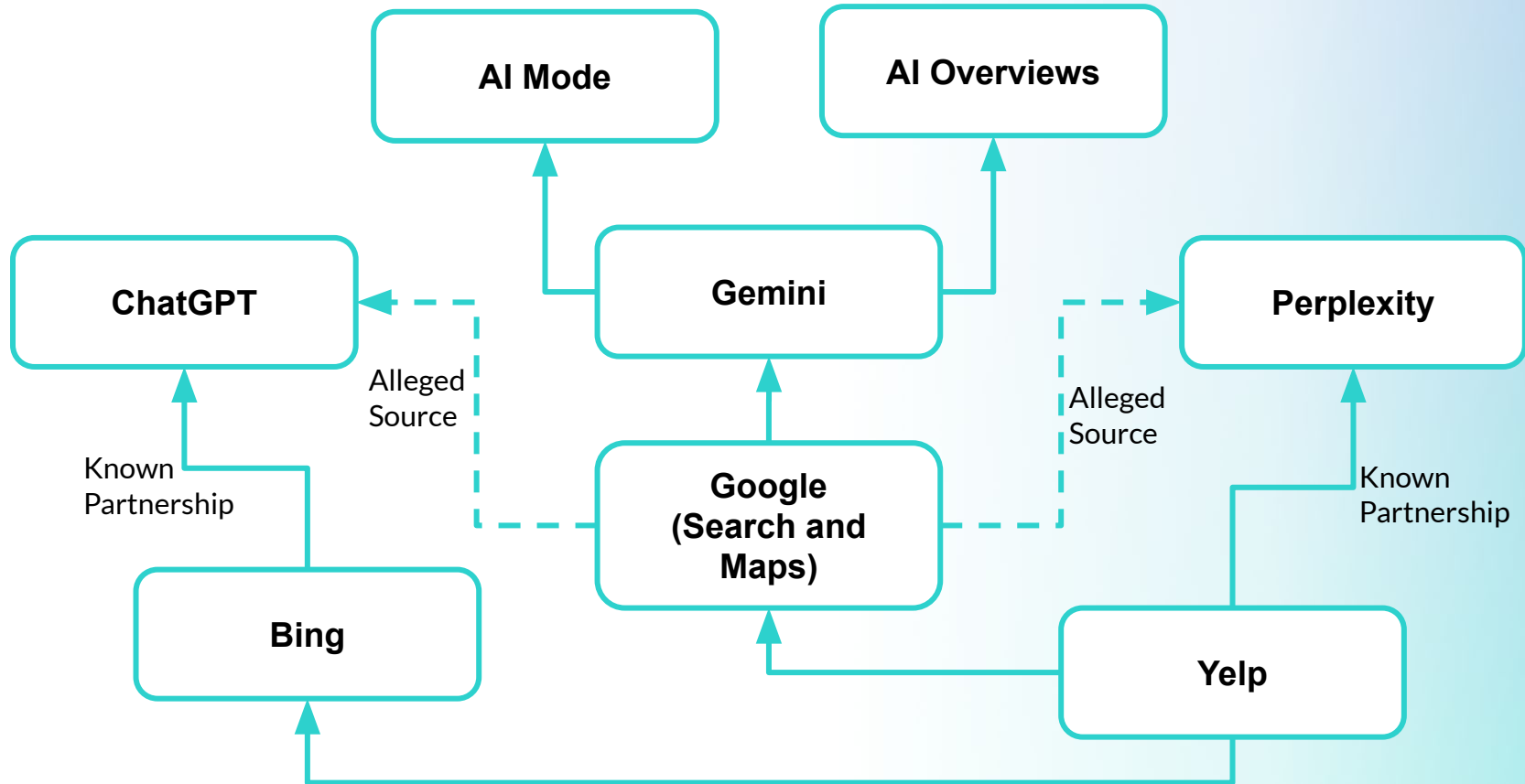
Relevance

Authority

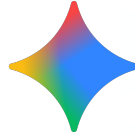
Is the best choice among available alternatives

Precision

Displays accurate, consistent, actionable data



What We Studied



The Source

~2,800 multi-location brands (the entire LVI dataset) across 5 industries and 42 subcategories

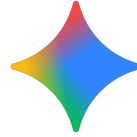
The Data

3.2M local recommendation and data queries conducted on ChatGPT, Gemini, and Perplexity

The Result

Derived benchmarks grouped into 3 fundamental metrics:
AI Visibility
AI Profile Optimization
AI Sentiment

What We Studied

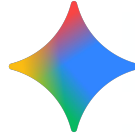


AI Visibility

We used “Can you recommend businesses of type X in region Y?” as a proxy for more detailed queries.

Found in results 1-5	<i>Likely to be recommended by AI</i>
Found in results 6-10	<i>At risk of not being recommended</i>
Not found in first 10 results	<i>Not visible in AI recommendations</i>

What We Studied

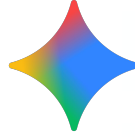


AI Profile Optimization

We asked AI tools to provide complete profile information for each location and scored its accuracy against source data.

- *Business name*
- *Full address*
- *Phone number*
- *Business website*
- *Hours of operation*

What We Studied



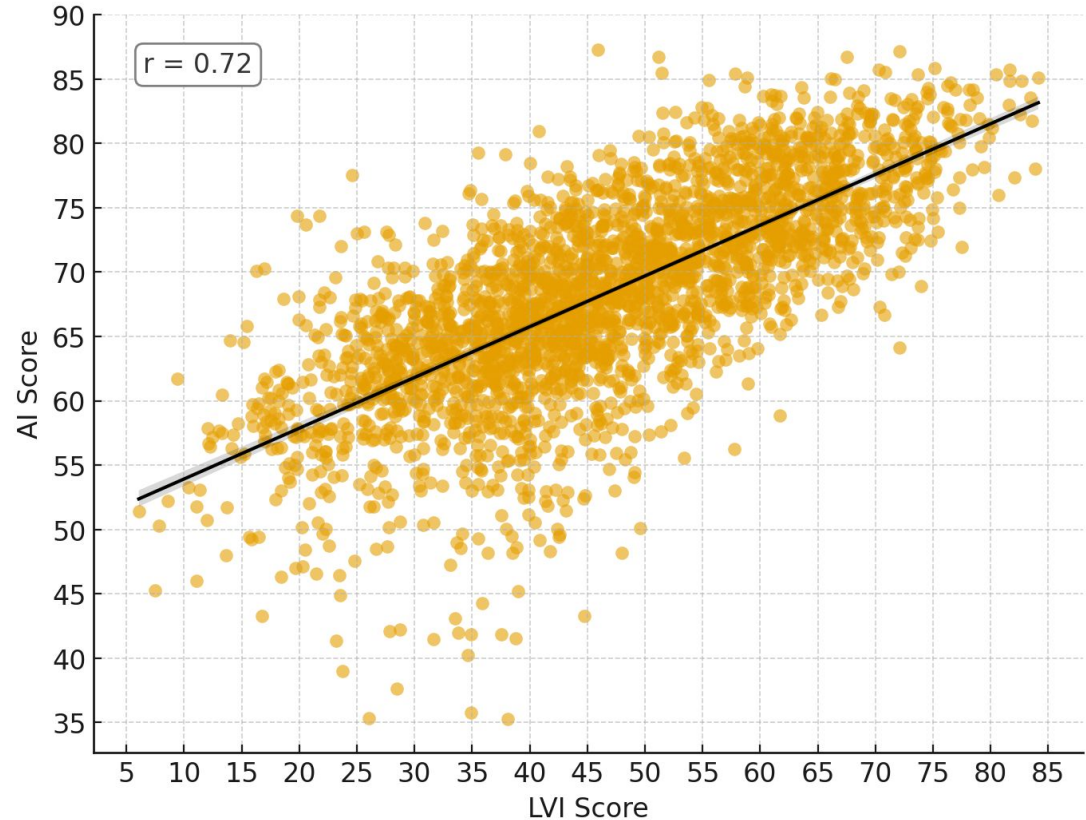
AI Sentiment

We asked AI tools to provide a star rating (and a count of reviews on which the rating was based) for each location.



What We Found

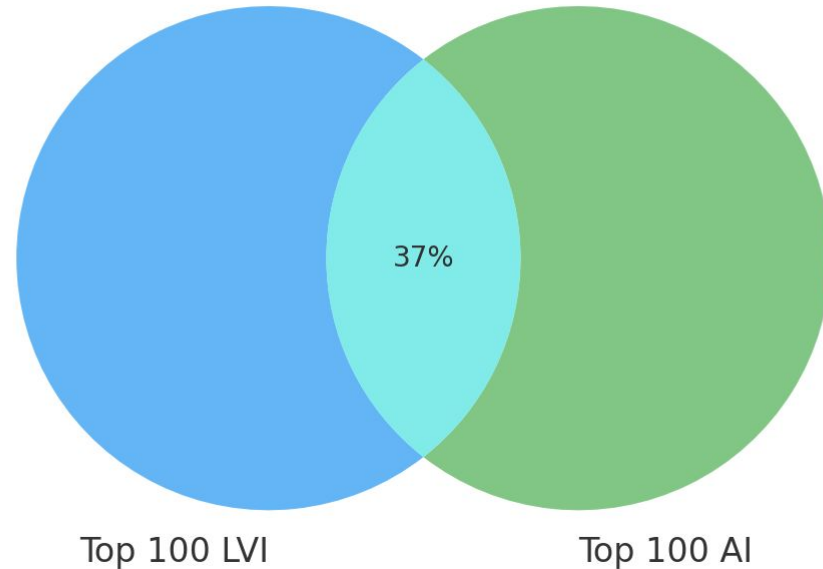
AI performance correlates strongly ($r=0.72$) with performance in traditional search, social, and reputation channels according to the Local Visibility Index (LVI)



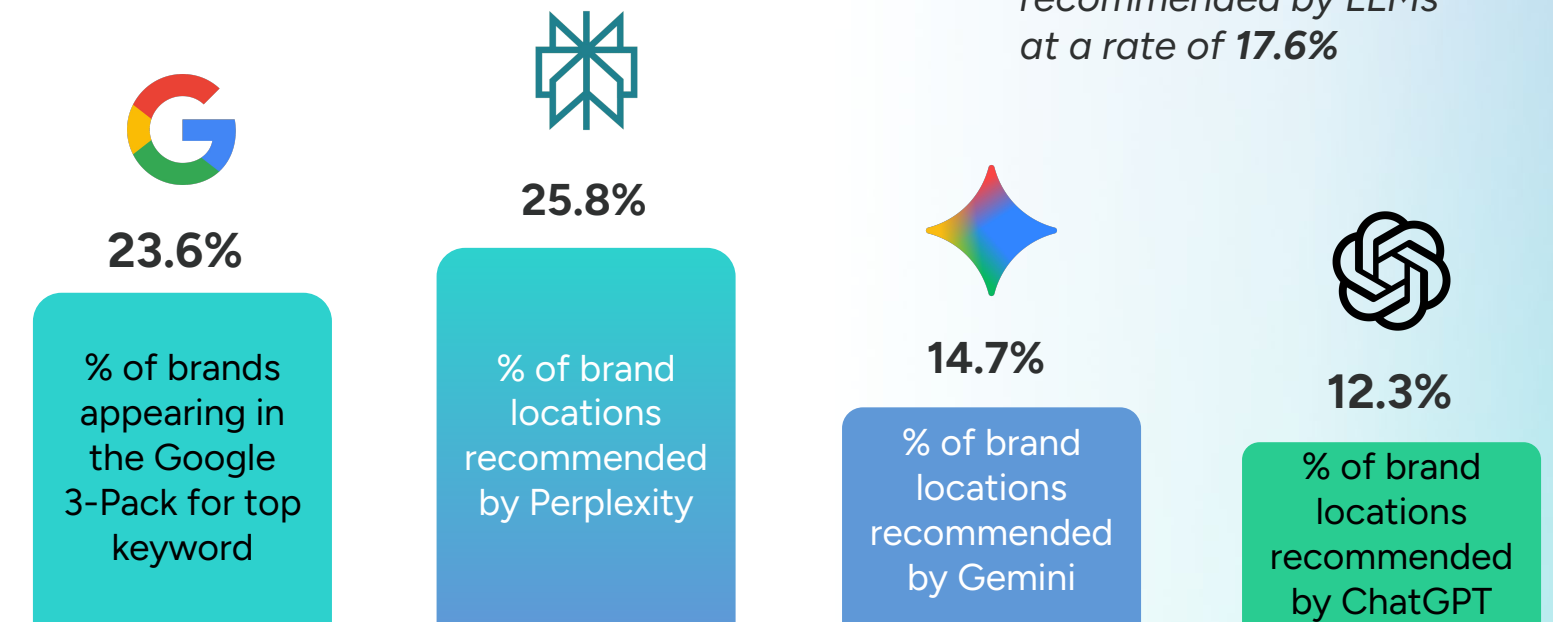
What We Found

Overlap Between Top 100 LVI and Top 100 AI Brands

However, the top 100 brands only overlap by 37%, suggesting traditional local marketing signals are being reconfigured by AI



On average, brand locations are recommended by LLMs at a rate of 17.6%



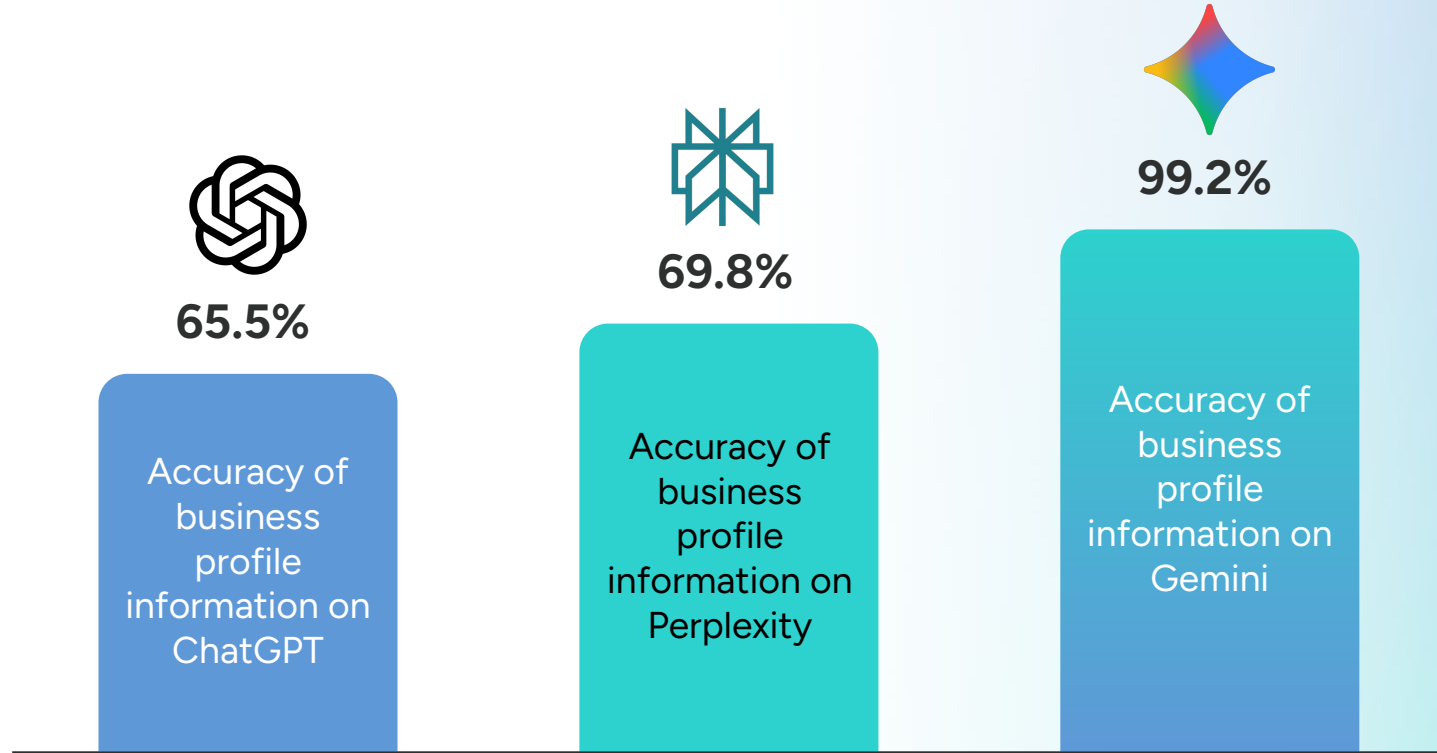
Complex, specific queries mean fewer chances to appear in LLM results

Reviews Matter More than Ever



Being recommended in AI results requires very high sentiment signals

LLM Data Sources Are Fragmented

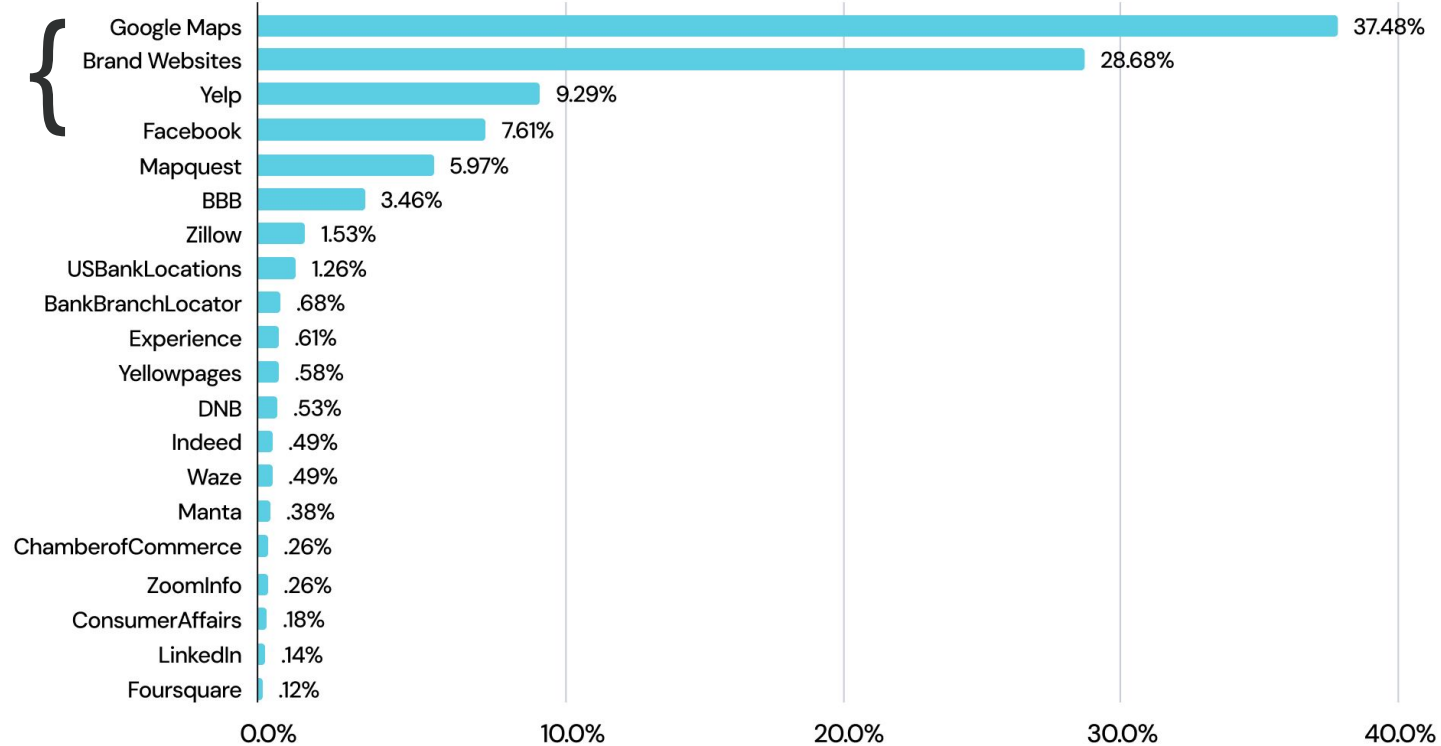


Brands must submit complete, accurate local data to underlying sources

**AI tools are using
a broad range of sources
but a few are clearly
more trusted ...**

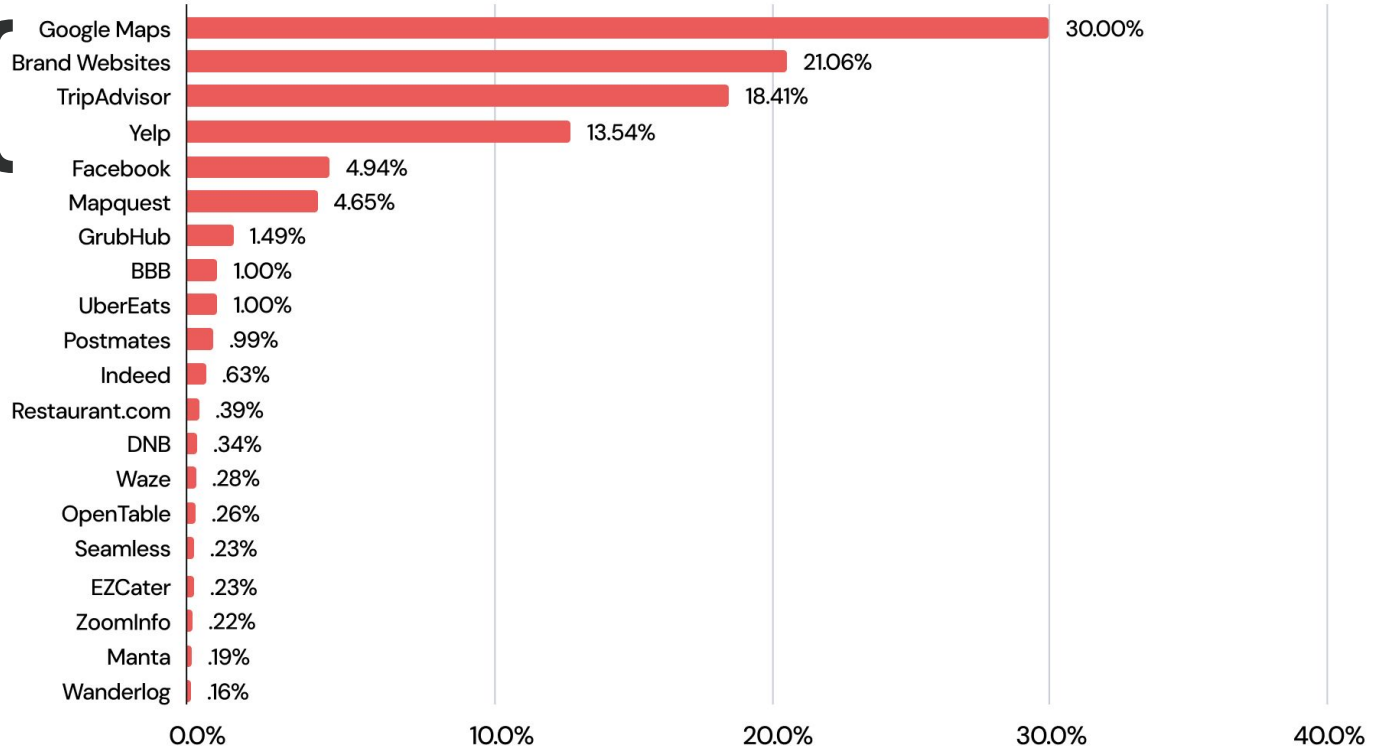
Top 20 LLM Sources: Financial Services

81%



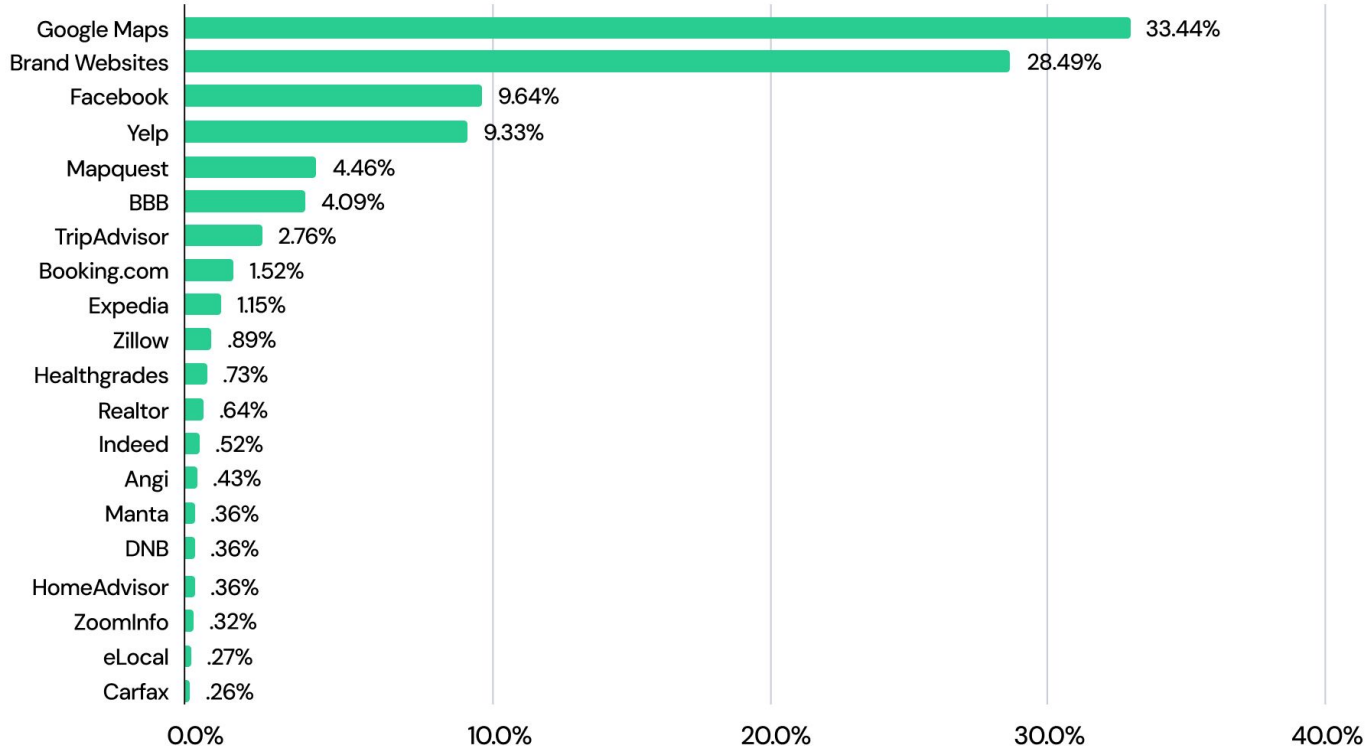
Top 20 LLM Sources: Food & Beverage

88%



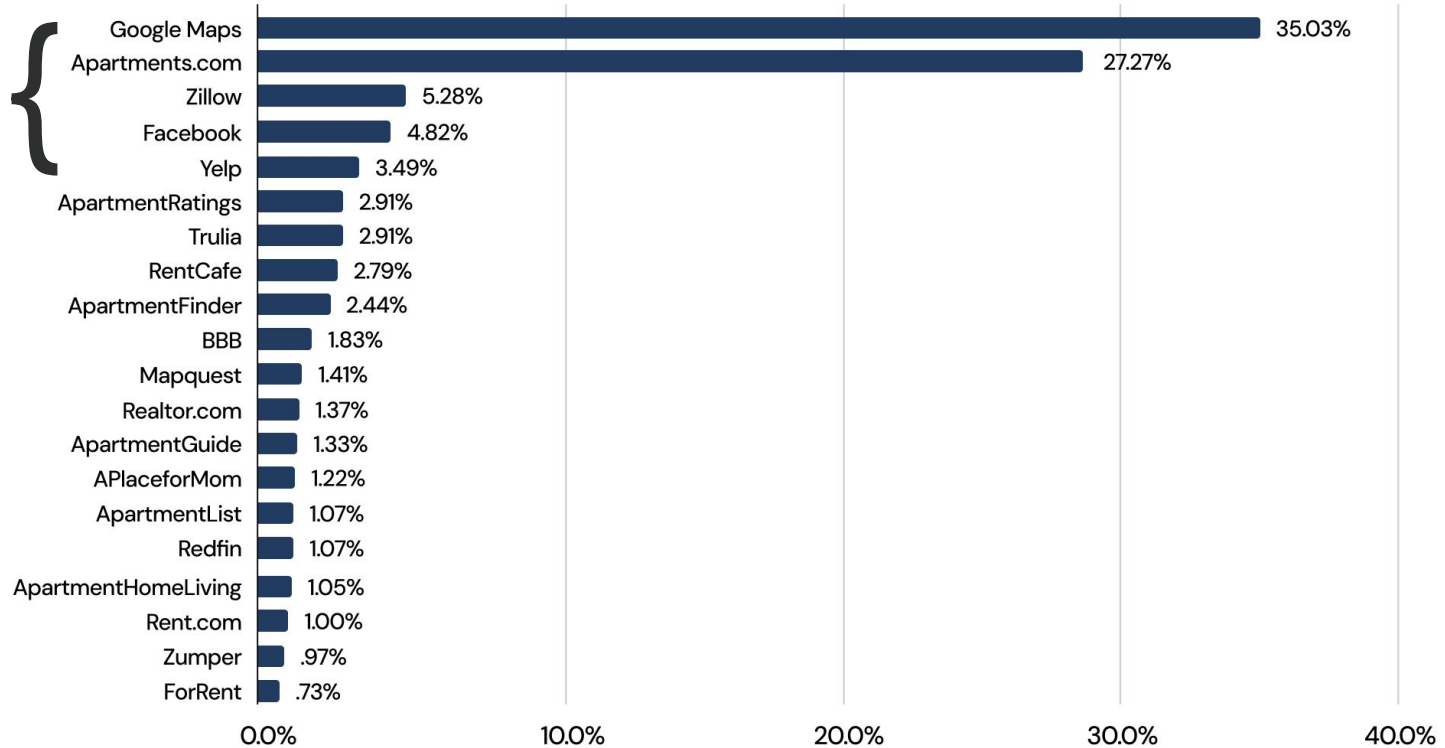
Top 20 LLM Sources: Local Services

81%



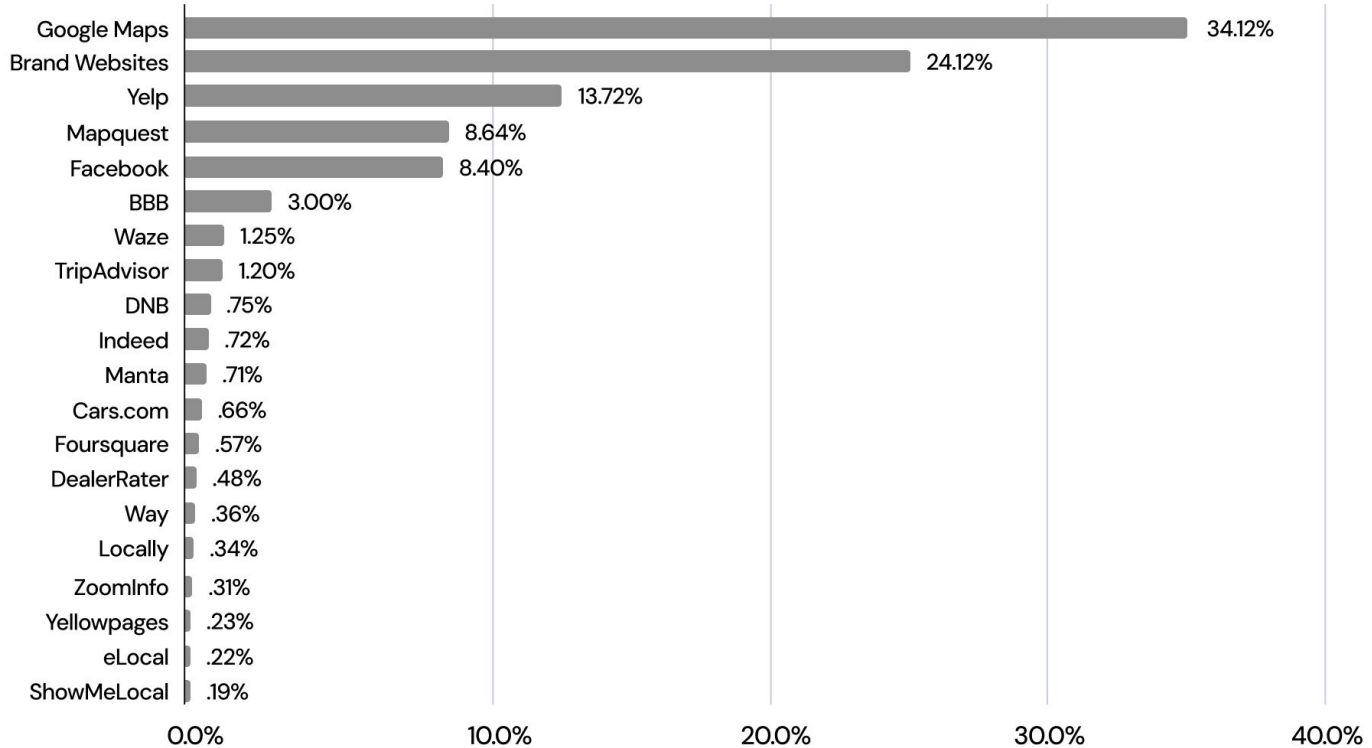
Top 20 LLM Sources: Property Management

76%

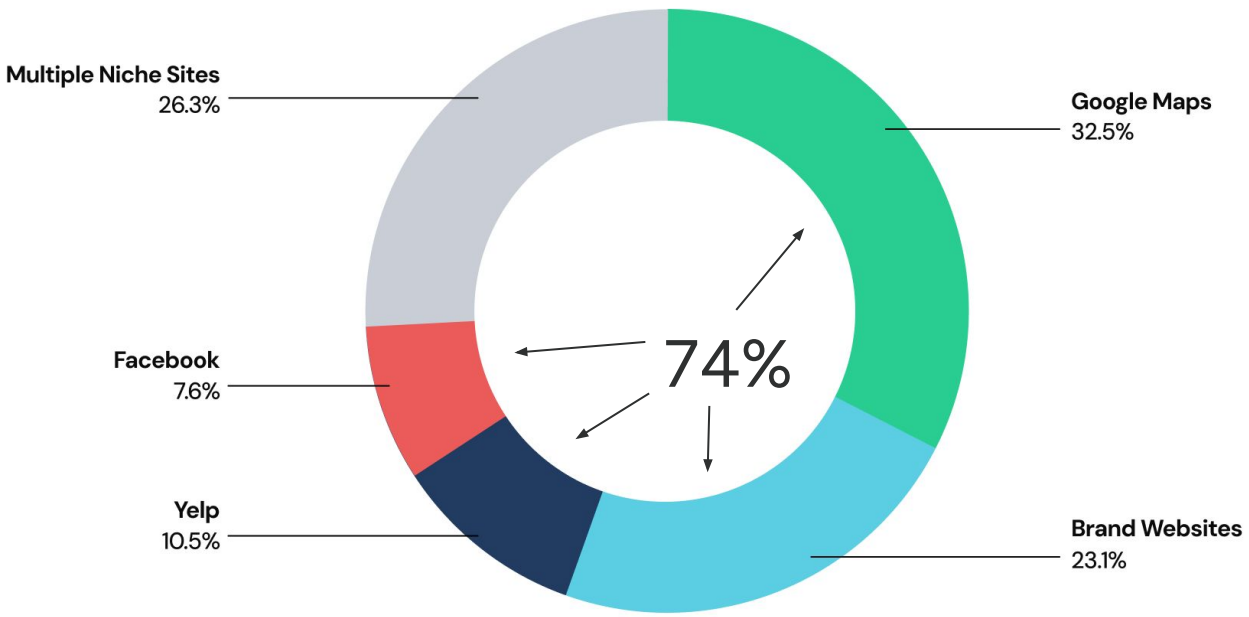


Top 20 LLM Sources: Retail

89%



Top LLM Sources Overall



Top Takeaways for Marketers

- **Fix underlying data** and ensure consistency across Google, Yelp, Facebook, and your website/local landing pages
- **Augment with detailed, consistent listings** on appropriate niche directories
- **Ask for reviews**, respond to reviews, and cultivate excellent CX
- **Monitor your AI results** and the sources AI platforms use in your industry
- **Create content** that answers the likely questions of your ideal customer
- **Benchmark your AI performance** and set improvement goals

SOCi100

Coming in January!

Sign up for the
2026 Local Visibility Report
to see how you rank >



2026 Local Search Ranking Factors Report

What this SMB Focused Survey
Means for your Multi-Location Brand



2026 Local Search Ranking Factors Report

WHAT YOU NEED TO KNOW



2026 LOCAL PACK/MAPS RANKING FACTORS		
Rank	Factor	Score
1	Primary GBP Category	227
2	Proximity of Address to the Point of Search (Searcher-Business Distance)	225
3	Keywords in GBP Business Title	223
4	Physical Address in City of Search	213
5	Business is Open at Time of Search (Business Hours)	189
6	High Numerical Google Ratings (e.g. 4-5)	181
7	Address Is Showing on GBP (Not SAB)	176
8	Additional GBP Categories	173
9	Quantity of Native Google Reviews (w/text)	170
10	Proper Placement of the Map Pin	165

Local Search Ranking Factors

Your ultimate guide to local search success in 2026!

By Darren Shaw | Published November 6, 2025

Source: [Whitespark](#)

2026 Local Search Ranking Factors Report

WHAT YOU NEED TO KNOW



- **This is a survey.** Findings are not a result of deep data analysis (though individual opinions may be), and may not align with the reality of Google's search algorithm, or the opinion of other local search experts.

* 16. For each **GBP Business Info Factor**, please score it between 0 and 5, across the different areas of impact.
Please score ALL factors.

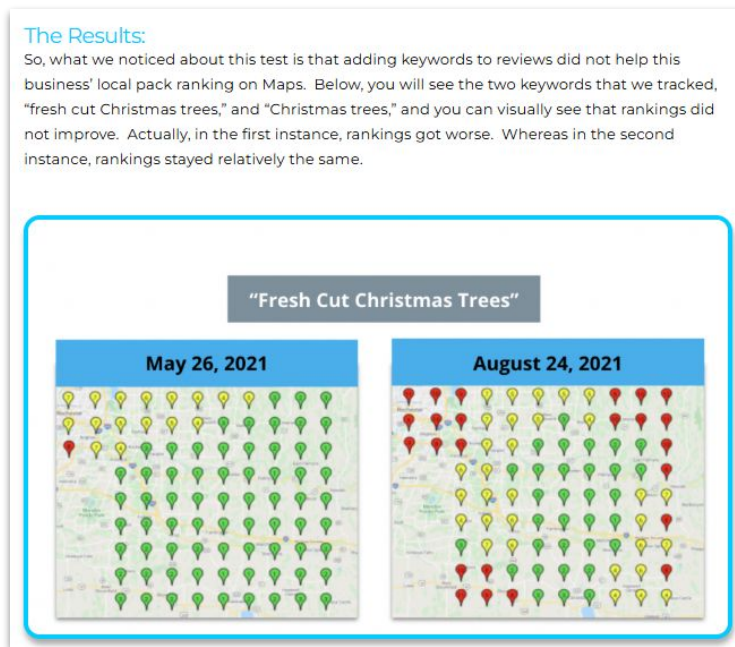
	Local PACK/FINDER ranking impact	Local ORGANIC ranking impact	CONVERSION impact	AI SEARCH visibility impact
Additional GBP Categories	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Age of Business (GBP Opening Date)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Business is Open at Time of Search (Business Hours)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
GBP Popular Times Section Shows Business as Busy	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Keywords in GBP Business Title	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Keywords in GBP Description	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

2026 Local Search Ranking Factors Report

WHAT YOU NEED TO KNOW



- **This is a survey.** Findings are not a result of deep data analysis (though individual opinions may be), and may not align with the reality of Google's search algorithm, or the opinion of other local search experts.
- **SMB focused.** Many of the opinions based on single location case studies.



2026 Local Search Ranking Factors Report

WHAT YOU NEED TO KNOW



- **This is a survey.** Findings are not a result of deep data analysis (though individual opinions may be), and may not align with the reality of Google's search algorithm, or the opinion of other local search experts.
- **SMB focused.** Many of the opinions based on single location case studies.
- Does not take **Relevance** and **Prominence** into consideration.

2026 LOCAL PACK/MAPS RANKING FACTORS			
Search			
Rank	Factor	Score	
1	Primary GBP Category	227	
2	Proximity of Address to the Point of Search (Searcher-Business Distance)	225	
3	Keywords in GBP Business Title	223	
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8	Additional GBP Categories	173	
9	Quantity of Native Google Reviews (w/text)	170	
10	Proper Placement of the Map Pin	165	
11	Recency of Reviews	164	
12	Proximity of Address to Centroid	157	

🔍 how does google rank local businesses?



🔄 AI Mode



In simple terms:

Relevance gets you on the list,
Prominence puts and order to that list.





Places



Del Taco

4.1 ★★★★★ (679) · \$10–20 · Fast Food
2201 Palo Verde Ave

👤 "Good variety & Good value, quick service."



Taco Bell

4.0 ★★★★★ (653) · \$1–10 · Fast Food
6407 Stearns St

👤 "Very tasty and delicious **food fast** service
clean atmosphere 🍷."

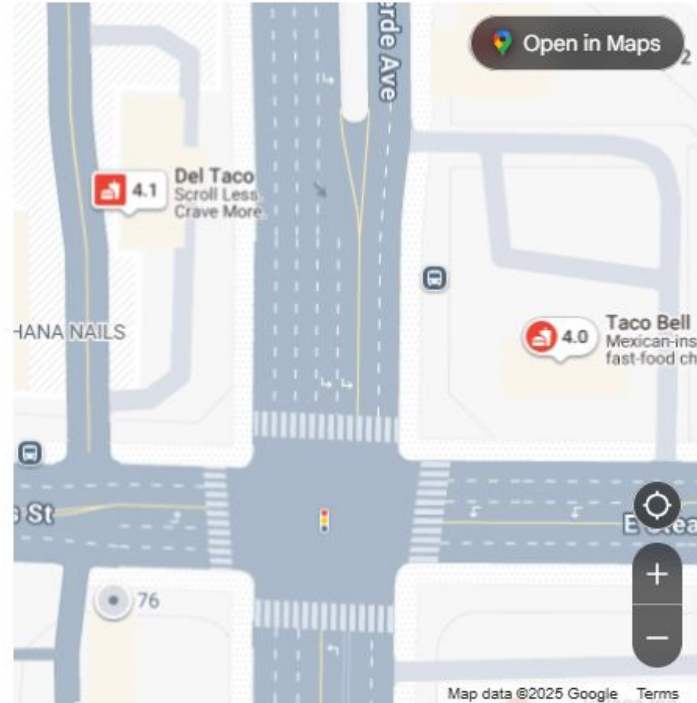


Dave's Hot Chicken

4.8 ★★★★★ (770) · \$10–20 · Chicken
4680 E Los Coyotes Diagonal Suite 106

👤 "Our order came out in about 12 minutes —
quick and fresh!"

More places >





In simple terms:

Relevance gets you on the list,
Prominence puts and order to that list.

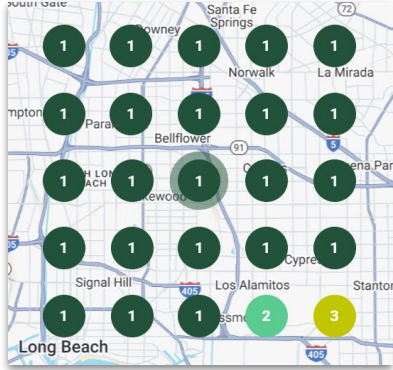
Rank	Factor
1	Primary GBP Category
3	Keywords in GBP Business Title
5	Business is Open at Time of Search (Business Hours)
7	Address Is Showing on GBP (Not SAB)
8	Additional GBP Categories
10	Proper Placement of the Map Pin
15	HTML NAP Matching GBP NAP
16	Completeness of GBP
17	Keywords in GBP Landing Page Title Tag
20	Keywords in GBP Landing Page Headings (H1, H2, etc)



Rank	Factor
6	High Numerical Google Ratings (e.g. 4-5)
9	Quantity of Native Google Reviews (w/text)
11	Recency of Reviews
13	Click-Through Rate from Local Pack/Maps Search Results
14	Sustained Influx of Reviews Over Time (rather than bursts)
19	Removal of spam listings through spam fighting

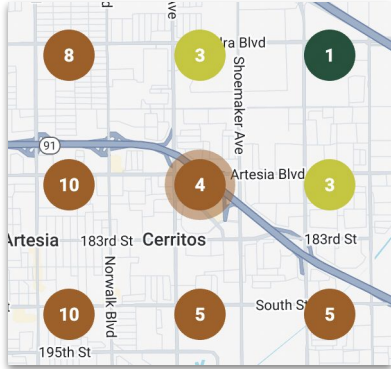
Determine IF you Rank

Determine WHERE you Rank



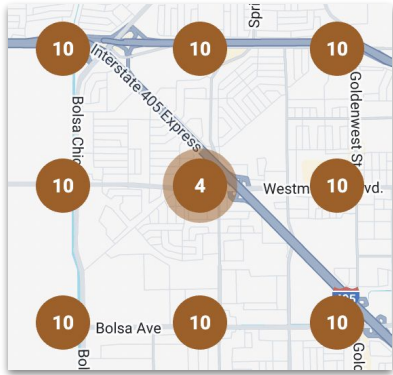
High Review Volumes get you Discovered in a Wider Radius

Ranking  ▲	Business 	Total Reviews 	Average Review Score 
1		3151	4.7
2	Public Art "Ten Soaring"	2	4.5
3	Get Air Trampoline Park	502	4.3
4	JUMPER'S JUNGLE NORWALK	104	4



Tools like **GeoRank** Provide Actionable Competitive Insights

Ranking i ▲	Business i	Total Reviews i	Average Review Score i
1	Eye Care West Optometry Inc	589	5
2	Eleven Optical	34	4.9
3	Precision Vision Optometry - Artesia	142	4.8
4		76	4.3
5	Eyesite Optometry	130	4.7
6	Modern Eyes Optometry	76	5



...and explain why that **5.0** might not be good enough

Ranking i ▲	Business i	Total Reviews i	Average Review Score i
1	Starwest Insurance Services, LLC DBA: Huntington Insurance Agency	330	5
2	Good Day Insurance	58	4.9
3	Mark Minh Nguyen - State Farm Insurance Agent	300	4.9
4		3	5
5	Fiesta Auto Insurance & Tax Service	270	4.9

Case Study: The Power of Social

SOCI¹

“The online-to-offline connection is critical for us. With insights from this test, we’re integrating social linking into our broader local SEO strategy to drive more traffic into studios.”



Skyla Souza
Director of Marketing,
Painting with a Twist



9%

Increase in GBP
Search impressions

10%

Increase in web
clicks & phone calls

2026 Local Search Ranking Factors Report

WHAT YOU NEED TO KNOW



- Social signals are now included, but the industry is WAY behind in understanding their impact on search visibility (i.e. ranking).



Social signals

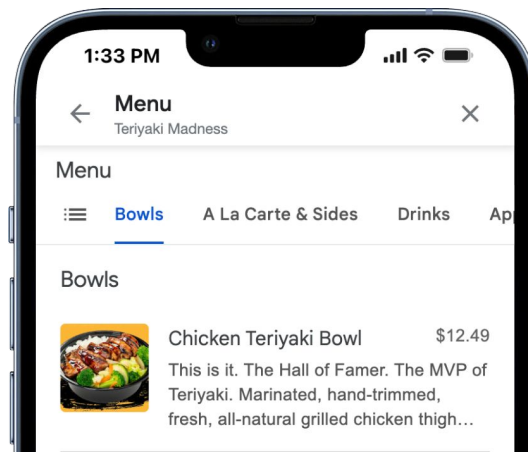
Follower count, engagement, quality of posts, etc.

Rank	factor
131	Social Profiles Are Linked to GBP
147	Presence of Social Media Updates on GBP
157	Quantity of Social Media Users Mentioning The Business
167	Recency of Posts on Social Profiles
172	Engagement on Social Profiles
173	Quality of Posts on Social Profiles
178	Frequency of Posts on Social Profiles
180	Quantity of Posts on Social Profiles
186	Follower Count on Social Profiles

2026 Local Search Ranking Factors Report

WHAT YOU NEED TO KNOW

- No mention of Menus as a ranking factor. Besides several great case studies, Google has explicitly stated structured menus enhance customer discovery.



1

Update and Manage Your Menu

Ensuring your structured menus, menu photos, and menu links are all up-to-date is key to enhancing customer discovery, consideration, and ultimately, action.

our signature teriyaki sauce. Choice of white rice, brown rice, fried rice or noodles and steamed or stir-...

Orange Chicken Bowl \$13.74

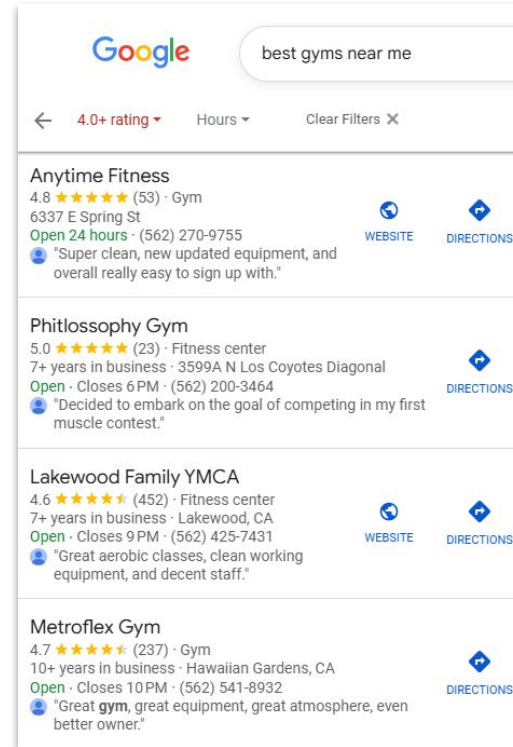
Orange doesn't rhyme with anything, but it's delicious! Big pieces of chicken in sweet orange sauce for a

2026 Local Search Ranking Factors Report



WHAT YOU NEED TO KNOW

- No mention of Menus as a ranking factor. Besides several great case studies, Google has explicitly stated structured menus enhance customer discovery.
- No mention of having a Google rating of 4.0 and above as a ranking factor (or lack-of as a negative ranking factor).

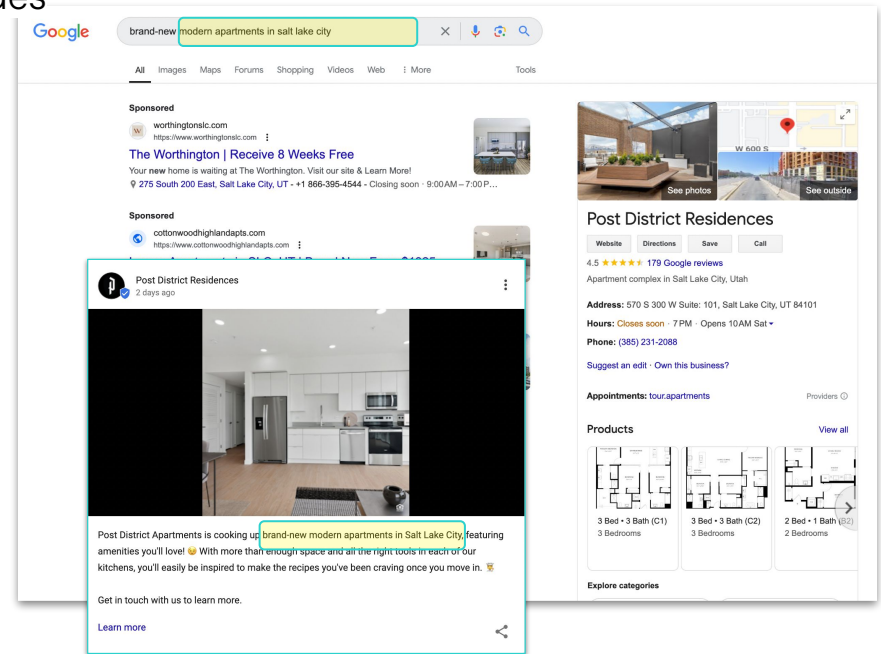


2026 Local Search Ranking Factors Report



WHAT YOU NEED TO KNOW

- No mention of Menus as a ranking factor. Besides several great case studies, Google has explicitly stated structured menus enhance customer discovery.
- No mention of having a Google rating of 4.0 and above as a ranking factor (or lack-of as a negative ranking factor).
- No mention of Google Post copy as a factor.

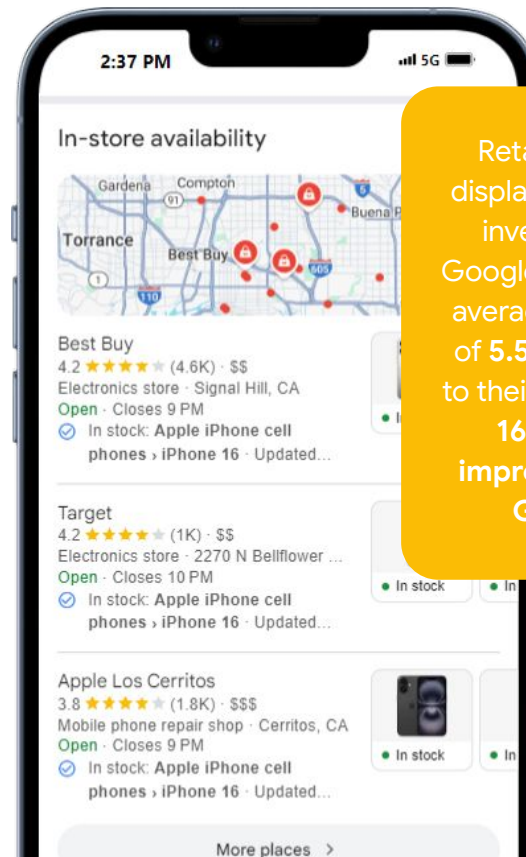


2026 Local Search Ranking Factors Report



WHAT YOU NEED TO KNOW

- No mention of Menus as a ranking factor. Besides several great case studies, Google has explicitly stated structured menus enhance customer discovery.
- No mention of having a Google rating of 4.0 and above as a ranking factor (or lack-of as a negative ranking factor).
- No mention of Google Post copy as a factor.
- Only a single mention of Merchant center at #70 when we know Google heavily favors businesses with with inventory validation in product based searches.



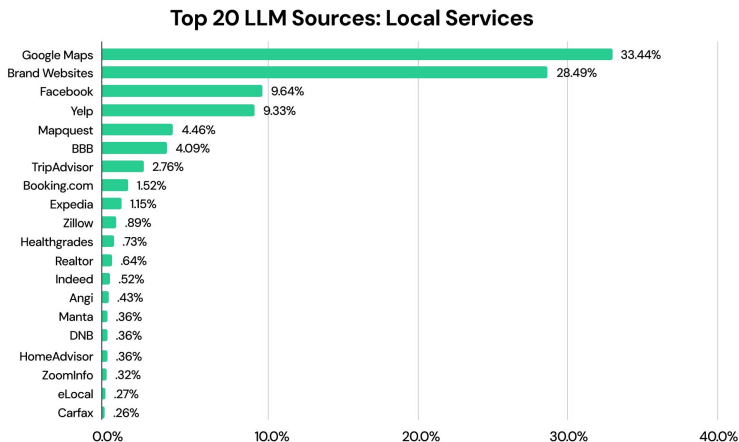
Retailers that display their local inventory on Google can see an average increase of **5.5% in clicks** to their websites & **16% more impressions on Google**

2026 Local Search Ranking Factors Report



WHAT YOU NEED TO KNOW

- It doesn't tell the full story on LLMs.



2026 AI SEARCH VISIBILITY FACTORS

Search

Rank	Factor	Score
1	Presence of Business on Expert Curated Best of and Similar Lists	179
2	Dedicated Page for Each Service	170
3	Prominence on Key Industry-Relevant Domains	167
4	Quality/Authority of Unstructured Citations (Newspaper Articles, Blog Posts, Gov Sites, Industry Associations)	160
5	Authority of Third-Party Sites on Which Reviews are Present	156
6	Geographic (City/Neighborhood) Keyword Relevance of Content	153
7	Quantity of Unstructured Citations (Newspaper Articles, Blog Posts)	147
8	High Numerical Google Ratings (e.g. 4-5)	146
9	Website's Degree of Focus on a Specific Niche	138

[Expand data](#)

2026 Local Search Ranking Factors Report

TAKEAWAY FOR MULTI-LOCATION BRANDS



While these studies provide a great snapshot of individual factors that appear to have an affect Relevance and Prominence in Google search, they does not provide an accurate representation of Google's complex search algorithm and what is most important for multi-location and enterprise brands.

Pay attention to those things that build prominence for queries within your industry.

- Get reviews
- Be engaging (photos, posts, strong CTAs)
- Be social

2026 LOCAL PACK/MAPS RANKING FACTORS			
Search			
Rank	Factor	Score	
1	Primary GBP Category	227	
2	Proximity of Address to the Point of Search (Searcher-Business Distance)	225	
3	Keywords in GBP Business Title	223	
4	Physical Address in City of Search	213	
5	Business is Open at Time of Search (Business Hours)	189	
6	High Numerical Google Ratings (e.g. 4-5)	181	
7	Address is Showing on GBP (Not SAB)	176	
8	Additional GBP Categories	173	
9	Quantity of Native Google Reviews (w/text)	170	
10	Proper Placement of the Map Pin	165	
11	Recency of Reviews	164	
12	Proximity of Address to Centroid	157	
13	Click-Through Rate from Local Pack/Maps Search Results	156	
14	Sustained Influx of Reviews Over Time (rather than bursts)	154	
15	HTML NAP Matching GBP NAP	153	
16	Completeness of GBP	147	



Checkbox Optimization

New GBP Categories, Attributes & More...



New GBP Category



Healthcare

Nursing practice



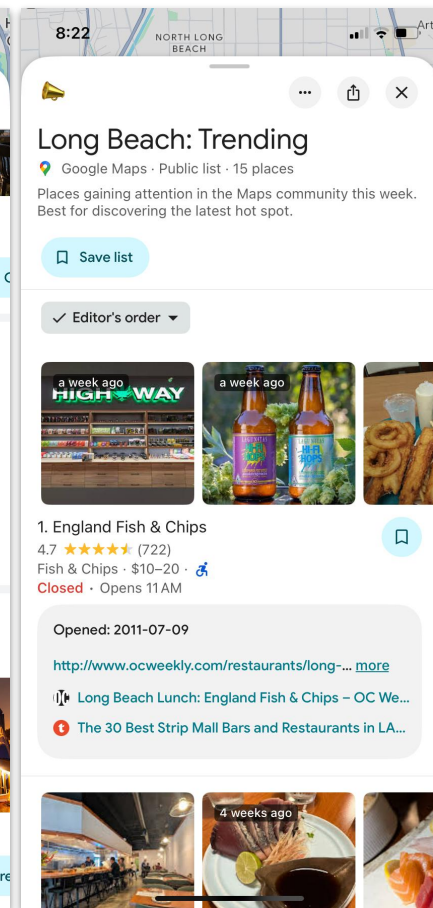
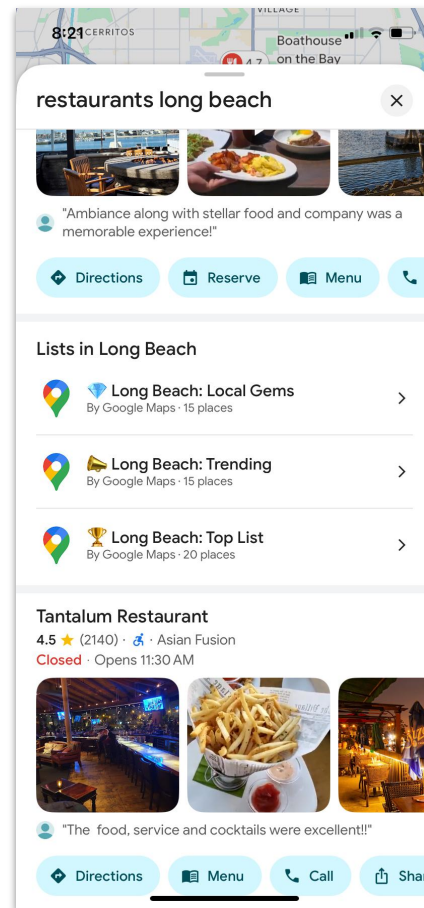
Caught in the Wild

New features we've spied
in Local Search results



Curated restaurant lists in Google Maps App results.

Feature appears after the 3rd organic result.





Thanks for Joining!

See you next month!

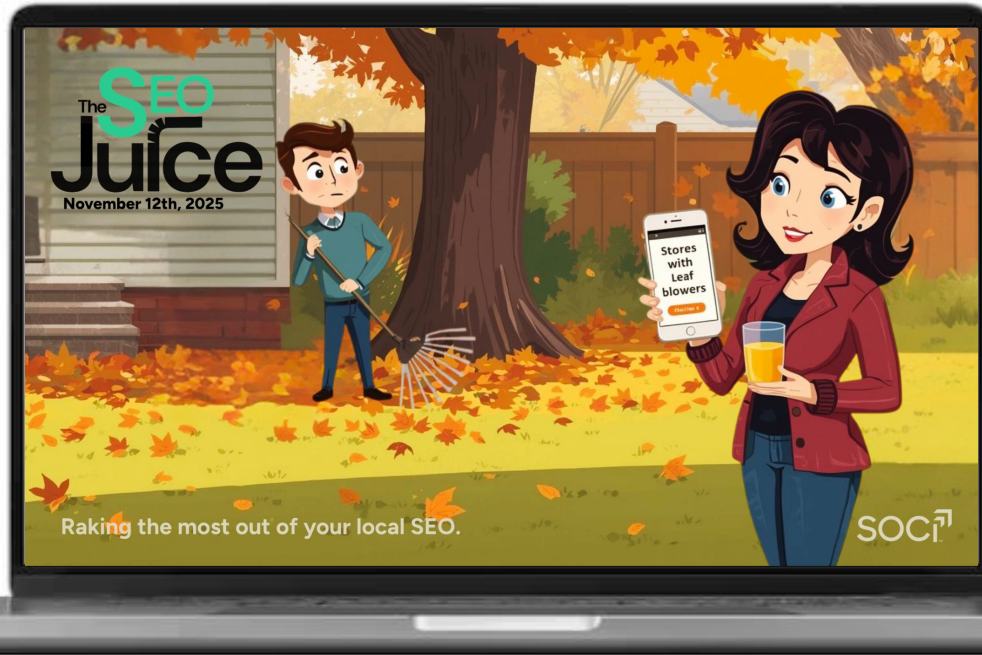
The SEO Juice

Watch On-Demand



Scan or Click

SOCi Customers



Scan or Click

Non-Customers