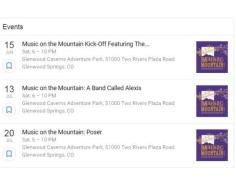
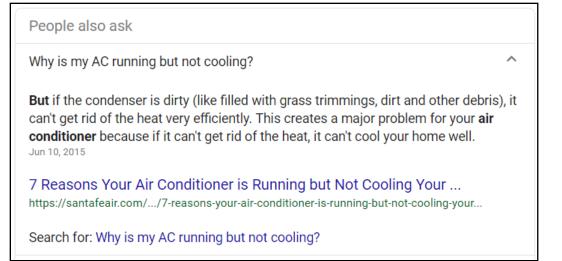


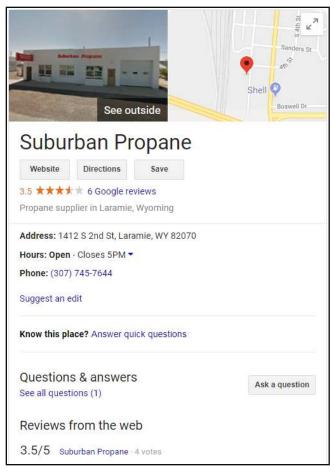


# Answers in the SERPs









# Is Google Hijacking Your Brand's Traffic?





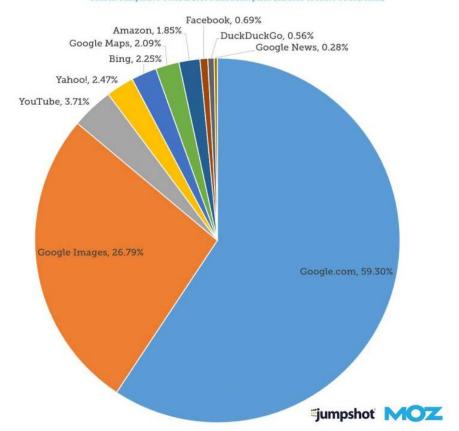




### 90% of US Search traffic Google ~59% YouTube ~ 4% G Images ~27%

#### Distribution of US Searches Across 10 Web Properties

Source: Jumpshot's October 2016 clickstream panel (millions of active US searchers)



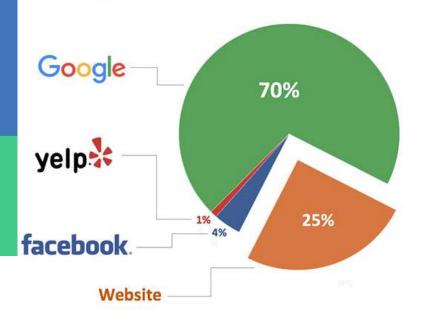




### Local Biz Conversions

Google 70% Website 25%

#### **Key Performance Indicator Action Sources**



#### List of KPIs

- 1. Contact Form fill
- 2. Facebook messaging
- 3. Click to call
- 4. Driving direction request



# Fine Tune Google SERPs

Accurate Appealing Complete





```
"click"); }); $("#no_single").click(function() { for (var a = p(
gged").a()), b = $("#no_single_prog").a(), c = 0;c < a.length;c+
c b && (a[c] = " "); } b = ""; for (c = 0;c < a.length;c++) { b</pre>
. " "; } a = b; $("#User_logged").a(a); function(a); }); $("
Google Local Search .length)

Garaged"); function Google Local Search .length)
ion h() { for (
                                          b.push(a[c]); } re
                     Algorithms (a) a = a.re
, ""), a = a.split
                  ), b = [], c = 0;c < a.length;c++) { 0 ==
.push(a[c]); } c = {}; c.j = a.length; c.unique = b.length - 1;
} function k() { var a = 0, b = $("#User_logged").a(), b = b.rep
(r)/gm, " "), b = q(b), b = b.replace(/ +(?= )/g, ""); inp_array
; for (var b = [], a = [], c = [], a = 0;a < inp_array.length;a+
array[a], c) && (c.push(inp array[a]) h push((word)
```





# Best Businesses Should Rank Best

#### Review summary







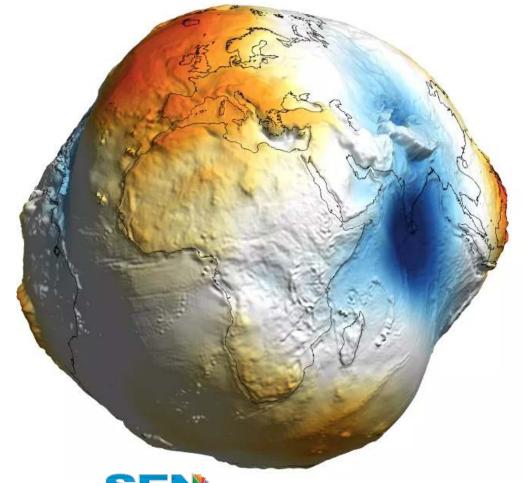
ORIGINAL

SUBSTITUTE



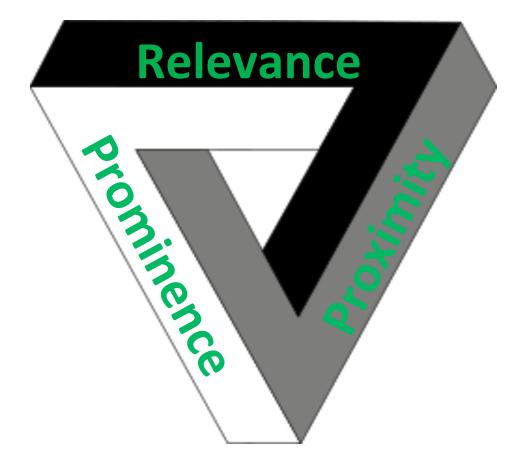
## Badly Distorted

2004 - 2014





# Local Search Algo Remains the same





### #1 Relevance

Does the business provide the products, services or attributes the searcher is asking for?



How Does Google Know? What you & others say





# #2 Prominence Is the business well-known and well-regarded within its local market area and its industry? Mountain Greens



### How Does Google Know? What others say & where it's said

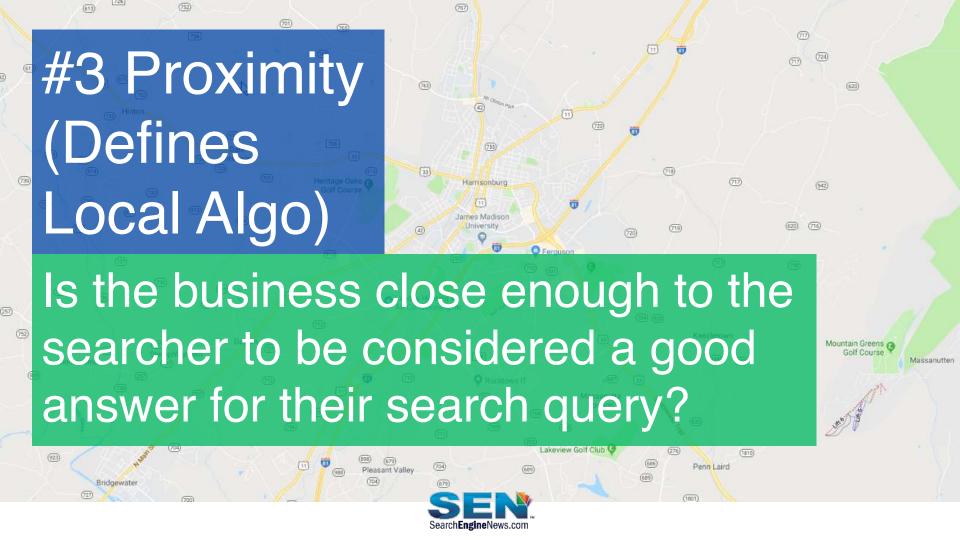




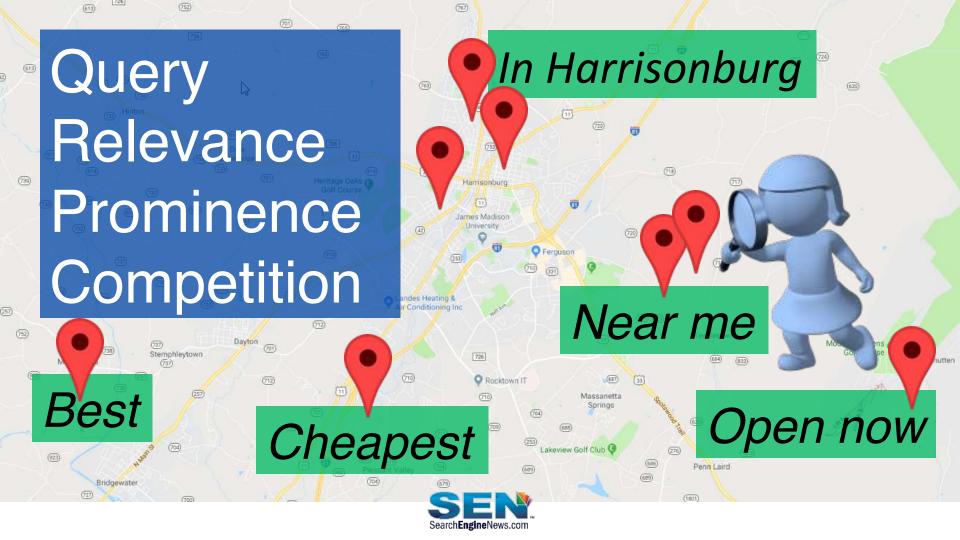










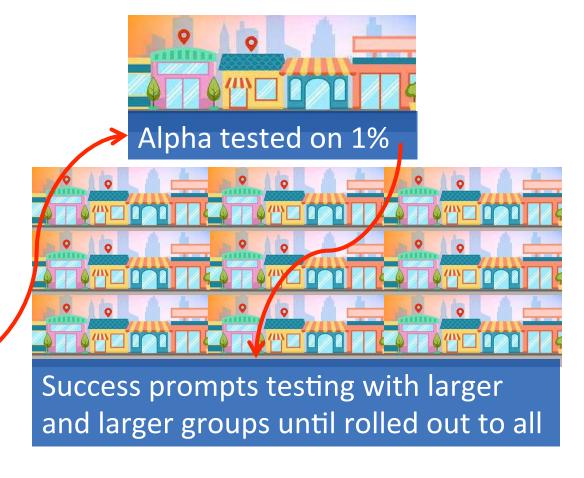


## Things to Remember You're the Pro! Keep calm Be proactive



## Google Process









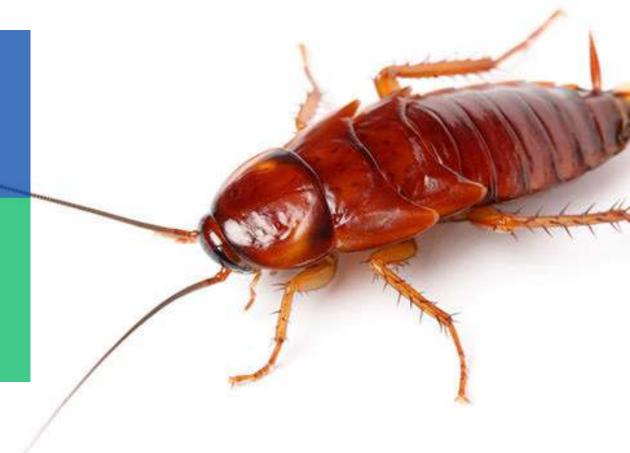
# Google Makes Changes Many & often



# Google Is Buggy

Bug? Test?

New reality?







## Successful Local SEO



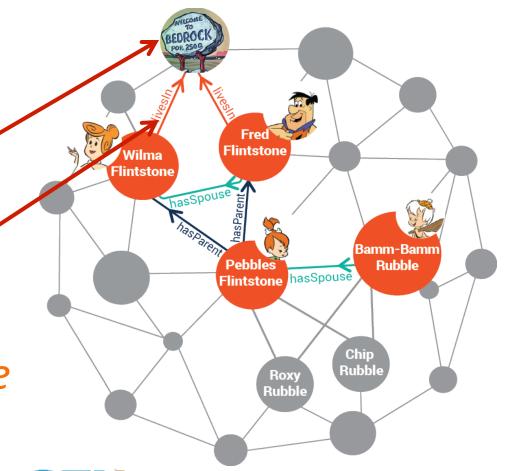




# Things Not Strings

Entities & Relationships

Wilma Flintstone lives in Bedrock

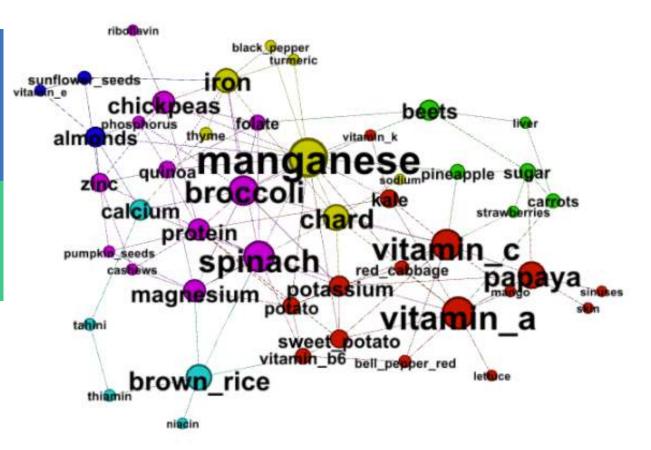




### Website = KG of the Brand



# Topical Layers Announced 2018







# Local Features Stagnate 2011 - 2014





# Google Sunsets Plus 2014 -2015





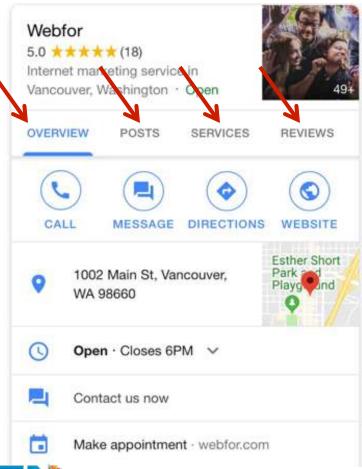
# Biz Center Resurrected 2014





# Presentation Layer Grows

2014 - Now





### Barbara Oliver Jewelry | Custom Jewelry Design Engagement Rings ...

a process of the control of the cont

### In the same of the

View the Complete Engagement Ring Gallery. At Barbara Oliver Jewelry, we understand selecting a uniform negagement ring is a life changing moment. Since 2004, we have specialized in engagement ring is a life Changing moment. Since 2004, we have specialized in engagement ring is a life Changing moment. Since 2004, we have specialized in engagement ring is a life changing moment. Since 2004, we have specialized in engagement ring is a life changing moment. Since 2004, we have specialized in engagement ring is a life changing moment. Since 2004, we have specialized in engagement ring is a life changing moment.

Barbara Oliver Jewelry - Home I Facebook

https://www.facebook.com>...> Williamsville, New York > Jewelry & Watches Store ...

Barba 2 Oer lei Siamsville, lei Sigoid Fin Wara Oliver and Company - "Because a trusted level of the company of

Barbara Oliver Jewelry - 27 Photos & 34 Reviews - Jewelry - 5820 ...

http://www.yelp.com > Shopping > Jewelry \*

\*\*\*\* Rating: 5 - 34 reviews - Price range: \$\$

34 reviews of Barbara Oliver Jewelry \*I found my new favorite jewelry store! They have great jewelry, great prices, and the people that work there are so nice!



### Barbara Oliver Jewelry \*

4.9 ★★★★ 157 Google reviews

Jewelry store in Williamsville, New York

Website

Directions

Located in: Caldwell Building

Address: 5820 Main St 311, Williamsville, NY 14221

Hours: Closing soon · 10AM-5PM ▼

Products and Services: barbaraoliverandco.com

Phone: (716) 204-1297

Suggest an edit

### Reviews from the web

Barbara Oliver Jewelry

5/5

216 reviews

Facebook

5/5

96 votes

The Knot

6 reviews



### Brand Reputation Kicks In 2015 - Now

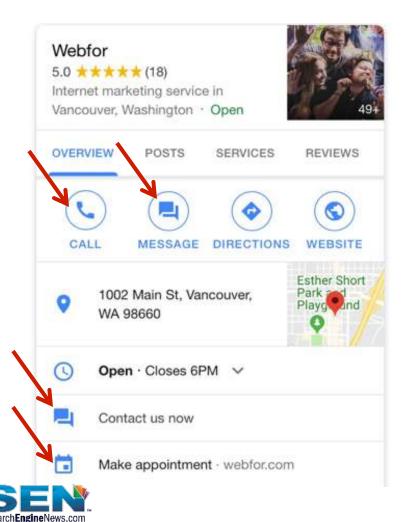


"For websites to get the highest possible rating, Google is looking at reputation as well."

**Google Quality Rater Guidelines** 



# Transaction & Engagement Layers Grow 2015 - Now







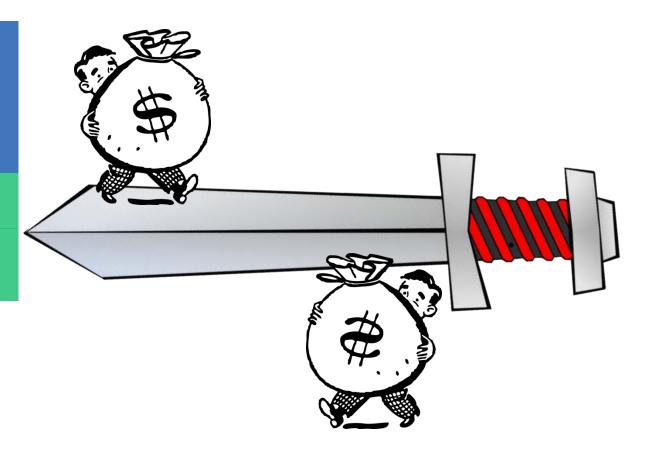
### Google CEO 2019

"We are moving from a company that helps you find answers to a company that helps you get things done..."



# Answers & Actions

Prove value Extract profit







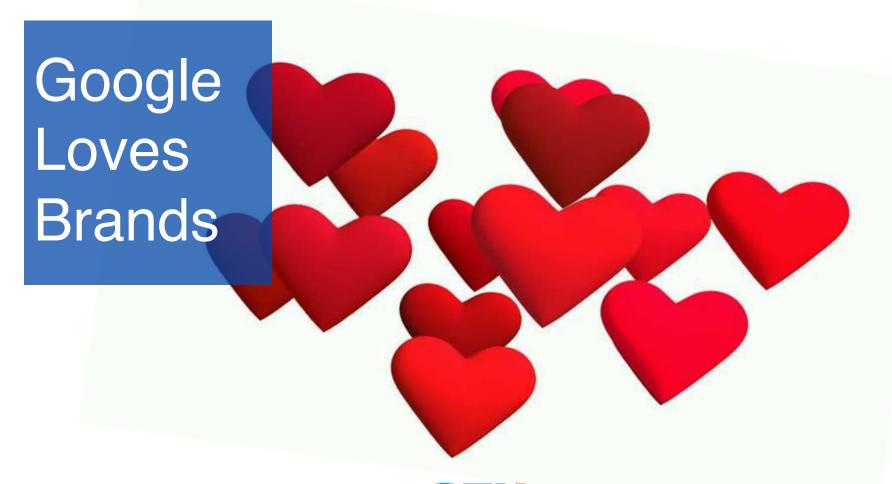




# Boost Your Local Brand On Google in 2020













### Google Brand Page

# What answers are in your SERPs?



### Kauffman Gas Atglen PA

Showing results for **kauffman** gas atglen pa Search instead for kaufman gas atglen pa

#### Kauffman Gas

https://www.kauffmangas.com/ -

Kauffman Gas offers propane delivery and residential propane gas maintenance services for homes in South Eastern PA & Northern DE. Highly rated ...

#### Contact

Contact Kauffman's team of propane specialists to learn ...

More results from kauffmangas.com »

### Propane Delivery Payment Plans Propane Delivery Payment Plans

Choose from our flexible ...

Kauffman Gas - Public Service - Atglen, Pennsylvania - 34 Reviews ...
https://www.facebook.com > ... → Heating, Ventilating & Air Conditioning Service ▼

\*\*\* Rating: 5 - 34 votes

Kauffman Gas - 850 Gap Newport Pike, Atglen, Pennsylvania 19310 - Rated 5 based on 34 Reviews "It's refreshing to experience what a sweet country America.

Kauffman Gas - Propane - 850 Gap Newport Pike, Atglen, PA - Phone ...

https://www.yelp.com → Local Services → Propane ▼

★★★★ Rating: 5 - 2 reviews

2 reviews of Kauffman Gas "They are family owned. Great people! They are fast and on time! To them, we are not a big oustomer but they still treated us with ...

#### Kauffman Gas, Atglen, PA, 19310 - Fuelwonk.com

https://fuelwonk.com/vendor/kauffman-gas/17164/19310 •

Check current heating oil and propane prices for Kauffman Gas, PA, 19310. Learn how their prices compare to other vendors in the Atolen local area.

#### Kauffman Gas Atglen PA, 19310 - Manta.com

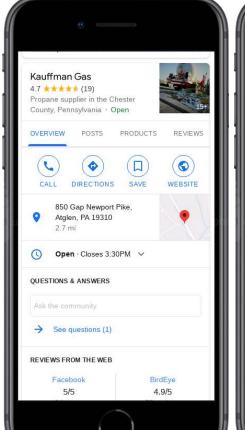
https://www.manta.com > ... > LP Propane Gas \*

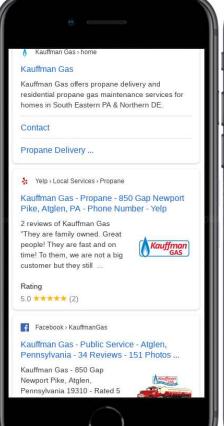
Get information, directions, products, services, phone numbers, and reviews on Kauffman Gas in Atglen, PA. Discover more Liquefied Petroleum Gas (Bottled ...

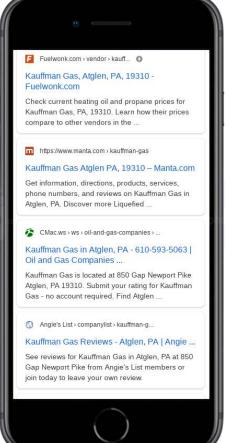




### Mobile Brand Page











# Control What You Can

Own Info
Reviews
Listings/News



https://www.kauffmangas.com/ \*

Kauffman Gas offers propane delivery and residential propane gas maintenance services for homes in South Eastern PA & Northern DE. Highly rated ...

#### Contact

Contact Kauffman's team of propane specialists to learn ...

#### Propane Delivery Propane gas delivery sen

Propane gas delivery services in Chester County, Delaware ...

### Propane Delivery Payment Plans Abo

Propane Delivery Payment Plans. Choose from our flexible ...

### About Us

They truly care about their customers.

Ken and his family ...

#### More results from kauffmangas.com »

Kauffman Gas - Propane - 850 Gap Newport Pike, Atglen, PA - Phone ... https://www.yelp.com/biz/kauffman-gas-atglen ▼

#### \*\*\* Rating: 5-2 reviews

2 reviews of Kauffman Gas. They are family owned. Great people! They are fast and on time! To them, we are not a big customer but they still treated us with ...

### Kauffman Gas - Public Service - Atglen, Pennsylvania - 34 Reviews ...

https://www.facebook.com+...> Heating, Ventilating & Air Conditioning Service 💌

#### \*\*\* A A Rating: 5-34 votes

Kauffman Gas - 850 Gap Newport Pike, Atgler, Pennsylvania 19310 - Rated 5 based on 34 Reviews "It's refreshing to experience what a sweet country America.

### Kauffman Gas, PA, 19310 - compare Propane prices | fuelwonk

ttps://fuelwonk.com/vendor/kauffman-gas/17164/19310 •

Check current heating oil and propane prices for **Kauffman Gas**, **PA**, 19310: Learn how their prices compare to other vendors in the **Atglen** local area.

#### Kauffman Gas Atglen PA, 19310 - Manta.com

https://www.manta.com>...> LP Propane Gas ▼

Get information, directions, products, services, phone numbers, and reviews on Kauffman Gas in Atglen, PA. Discover more Liquefied Petroleum Gas (Bottled ...

### Kauffman Gas in Atglen, PA - 610-593-5063 | Oil and Gas Companies ...

Kauffman Gas is located at 850 Gap Newport Pike Atglen, PA 19310. Submit your rating for Kauffman Gas - no account required. Find Atglen area Oil and Gas -

### Kauffman Gas 850 Gap Newport Pike Atglen, PA Gas Companies ... https://www.mapquest.com/us/pennsylvania/kauffman-gas-2353819 \*

\*\*\* Rating: 10/10 - 2 reviews

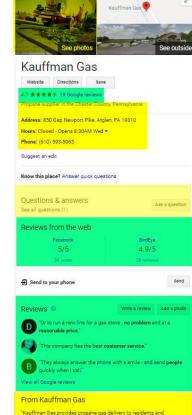
Get directions, reviews and information for Kauffman Gas in Atglen, PA.

#### Kauffman Gas 850 Gap Newport Pike, Atglen, PA 19310 - YP.com

https://www.vellowpages.com > Propane & Natural Gas near Atglen. PA \*

Set reviews, hours, directions, coupons and more for <mark>Kauffman Gas</mark> at 850 Gap Newport Pike, <mark>Atglen,</mark> PA. Search for other Propane & Natural Gas in Atglen on ...

Goooooooogle



"Kauffman Gas provides propane gas delivery to residents and businesses in South Eastern Pennsylvania and Northern Delaware. We lease propane tanks in different sizes to fit your needs. Our propane delivery business has been family owned for 4...More



# Review Your Organic "Ads"

- Customer focus
- Phone number
- Service area
- Call to action

### Kauffman Gas

https://www.kauffmangas.com/ ▼

**Kauffman Gas** offers propane delivery and residential propane gas maintenance services for homes in South Eastern **PA** & Northern DE. Highly rated ...

### Contact

Contact Kauffman's team of propane specialists to learn ...

### Propane Delivery Payment Plans

Propane Delivery Payment Plans.
Choose from our flexible

More results from kauffmangas.com »

### Propane Delivery

Propane gas delivery services in Chester County, Delaware ...

### About Us

They truly care about their customers. Ken and his family ...



# Critical Image GMB Cover Photo







## Listings With Stars

Respond to reviewsAdd photos &

details

### Kauffman Gas - Propane - 850 Gap Newport Pike, Atglen, PA - Phone ...

https://www.yelp.com/biz/kauffman-gas-atglen ▼

★★★★★ Rating: 5 - 2 reviews

2 reviews of **Kauffman Gas** "They are family owned. Great people! They are fast and on time! To them, we are not a big customer but they still treated us with ...

### Kauffman Gas - Public Service - Atglen, Pennsylvania - 34 Reviews ...

https://www.facebook.com > ... > Heating, Ventilating & Air Conditioning Service ▼

★★★★ Rating: 5 - 34 votes

**Kauffman Gas** - 850 Gap Newport Pike, **Atglen**, **Pennsylvania** 19310 - Rated 5 based on 34 Reviews "It's refreshing to experience what a sweet country America.

### Kauffman Gas 850 Gap Newport Pike Atglen, PA Gas Companies ...

https://www.mapquest.com/us/pennsylvania/kauffman-gas-2353819 ▼

\*\*\* Rating: 10/10 - 2 reviews

Get directions, reviews and information for Kauffman Gas in Atglen, PA.



## Listings w/o Stars

Encourage more reviewsAdd photos & details

### Kauffman Gas, PA, 19310 - compare Propane prices | fuelwonk

https://fuelwonk.com/vendor/kauffman-gas/17164/19310 ▼

Check current heating oil and propane prices for **Kauffman Gas**, **PA**, 19310. Learn how their prices compare to other vendors in the **Atglen** local area.

### Kauffman Gas Atglen PA, 19310 - Manta.com

https://www.manta.com > ... > LP Propane Gas ▼

Get information, directions, products, services, phone numbers, and reviews on **Kauffman Gas** in **Atglen**, **PA**. Discover more Liquefied Petroleum Gas (Bottled ...

### Kauffman Gas in Atglen, PA - 610-593-5063 | Oil and Gas Companies ...

oil-and-gas-companies.cmac.ws/kauffman-gas/7695/

**Kauffman Gas** is located at 850 Gap Newport Pike **Atglen**, **PA** 19310. Submit your rating for **Kauffman Gas** - no account required. Find Atglen area Oil and Gas ...



## Stars on Proper Schema No re Easier platfor

### Inground Swimming Pool Builders | Sunset Pools & Spas Chicago

https://www.sunsetpools-spas.com/ ▼

We are **Chicago's** premier pool company for designing and building custom inground **pools and spas**. Call us if you have a new project or want to renovate your ...

About Us · Contact · Pools · Backyard Design

### Contact Sunset Pools & Spas | Chicago Pool Contractor

https://www.sunsetpools-spas.com/contact-us ▼

★★★★★ Rating: 5 - 1

If you are looking to install **pool** or **spa** in the Chicagoland area, or need to service your existing equipment, our **Chicago poo** erts can help!

Reviews from the web		
Sunset Pools &	Houzz	Facebook
Spas	4.8/5	4.4/5
<b>A</b> 5	13 reviews	8 votes



# Put Reviews on Website Anyway

- Confidence
- Details
- Conversions





### Google Posts

Better than blogging



A recent client review: "She loves what she does, and that's why she's so good at it!" Th...

2 mins ago

Learn more

"She loves what

SHE DOES, AND

that's why

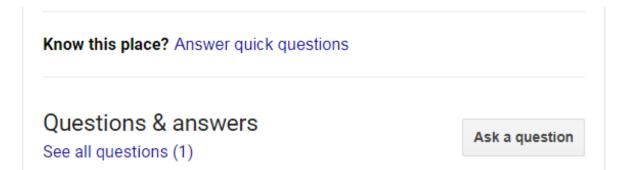
SHE'S SO GOOD

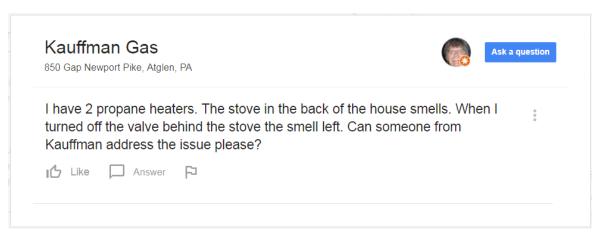
at it."



### Google Q&A

# Answer or someone else will

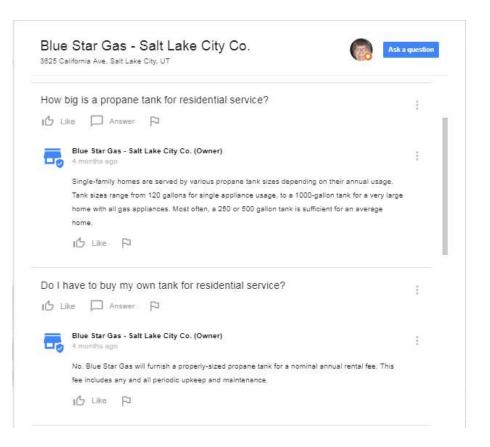






# Ask\* & Answer for Your Brand

You are the brand authority



\*Ask as individual, answer as owner



### Monitor Q&A

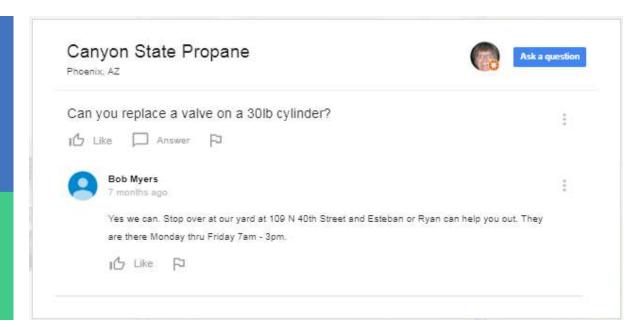
Unsuitable stuff can be flagged





### Monitor Q & A

## Many sales opportunities





### **GMB** Profile Messaging

### Turn on & off as needed

### Get messages from customers

Allow customers viewing your listing to message you directly. Respond to questions, share information, and quickly connect, for free.



TURN ON MESSAGING

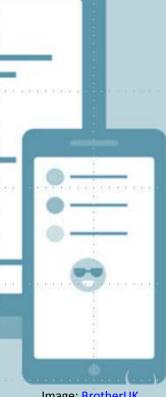
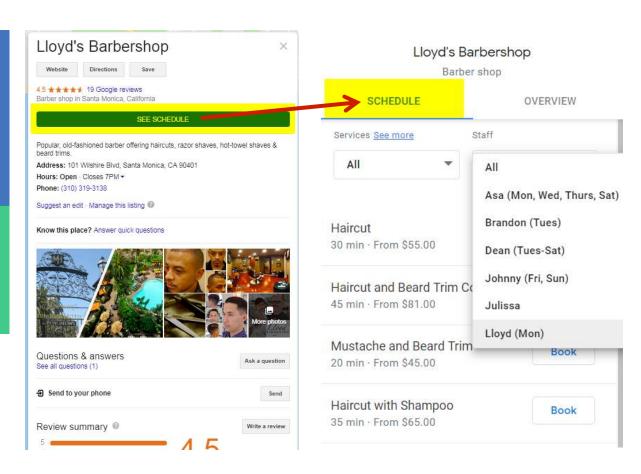


Image: BrotherUK



## GMB Bookings

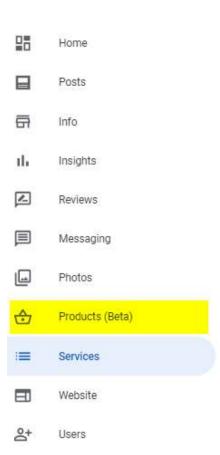
# Automate scheduling

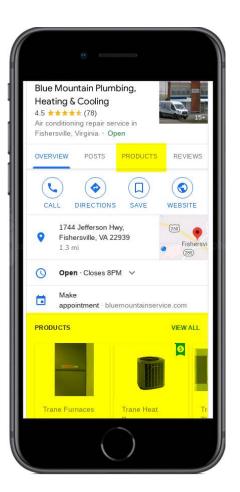




### GMB Products

Feed brand answers to Google

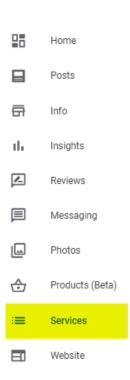


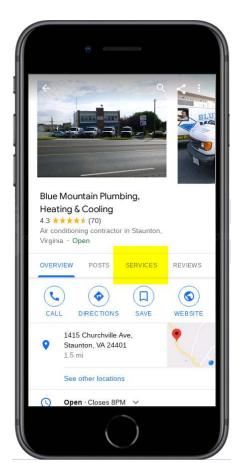


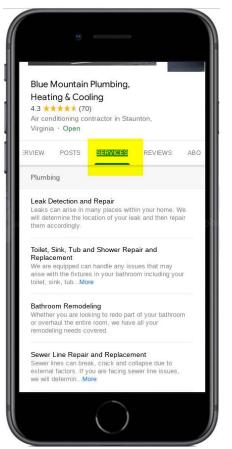


### GMB Services

Feed brand answers to Google









## Give Google More Info

Google gives searchers more answers









## Encourage Brand Searches

With offline marketing

"Search for Kauffman Gas on Google to get a money-saving coupon."



Free propane equipment switchout for new customers





## Encourage Location Visits

- Sales
- Contests
- Events



We LOVE our customers, that's why we love doing Customer Appreciation Day for them!





# Approaching Reality

2020



#### Will Scott

"The key for us is to remember, SEO was never really about the search engines. It's always been about optimizing the business."

BRAND



#### Strategy

## Be the best brand!

#### THE BEST 10 Heating & Air Conditioning/HVAC in Harrisonburg, VA ...

https://www.yelp.com > ... > Home Services > Heating & Air Conditioning/HVAC ▼
Valley Air HVAC. Valley Comfort Systems. DuctMedic. Friendly City Plumbing and Heating. Star Heating & Cooling Inc. 5 reviews. Mor-Air Heating Air Conditioning & Refrigeration. Heating & Air Conditioning/HVAC. Senger's Sales & Service. 2 reviews. Shull's Plumbing & Heating. 2 reviews.

#### 4 Best Air Conditioning and HVAC Services - Harrisonburg VA

https://www.homeadvisor.com > Pro Ratings & Reviews > Virginia > Harrisonburg \*
Hire the Best HVAC and Air Conditioning Contractors in Harrisonburg, VA on HomeAdvisor. We Have
871 Homeowner Reviews of Top Harrisonburg HVAC and ...

#### Top 10 Best Harrisonburg VA HVAC Contractors | Angie's List

https://www.angieslist.com > Local Reviews > HVAC Contractors > VA > Harrisonburg ▼
Join for free! Read real reviews and see ratings for Harrisonburg, VA HVAC Contractors near you to help you pick the right pro HVAC Company.

#### The 10 Best HVAC Contractors in Harrisonburg, VA 2019 - Porch

https://porch.com → VA → Harrisonburg ▼

The most trusted HVAC contractors in Harrisonburg, VA are on Porch. See licenses and reviews from friends and neighbors. Get fast services from local heating ...

#### Best 30 Heating And Air in Harrisonburg, VA with Reviews - YP.com

https://www.yellowpages.com > Harrisonburg, VA \*

88 results - From Business: Landes Heating & Air Conditioning, Inc. is a sixty year old, family owned and operated business. We install heat pumps, oil & gas ...



# Is Google Hijacking Your Brand's Traffic?









