Tackling the Google Monster

March 6th, 2019

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@AnvilMedia
@PDXAdman

Google My Business

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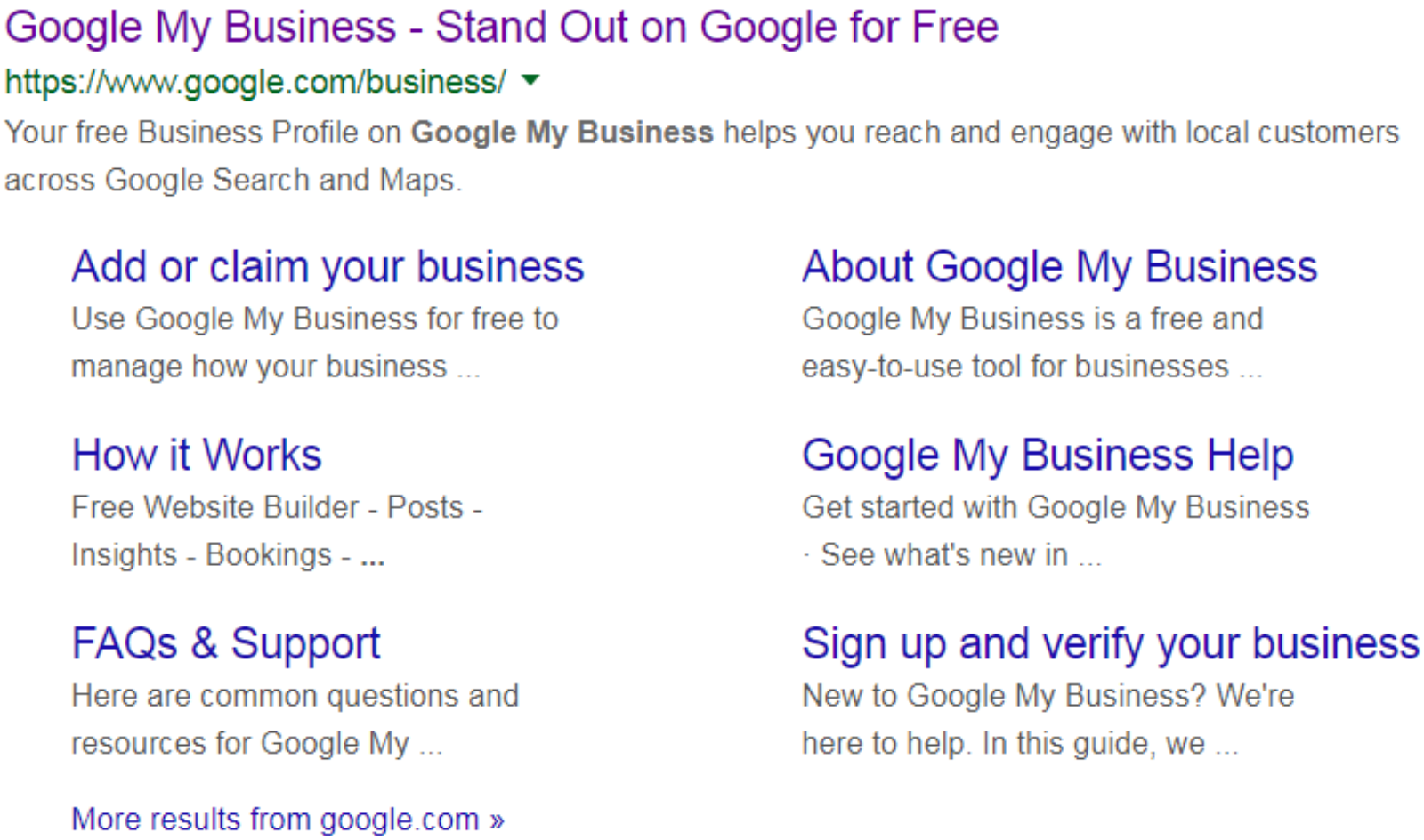
Google My Business



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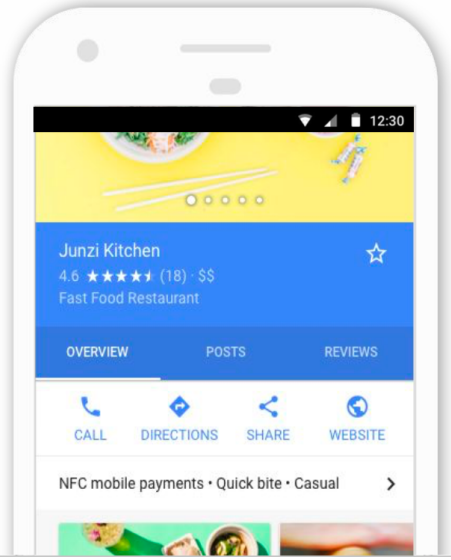
Google My Business

3 Reasons Advertisers Use Google My Business

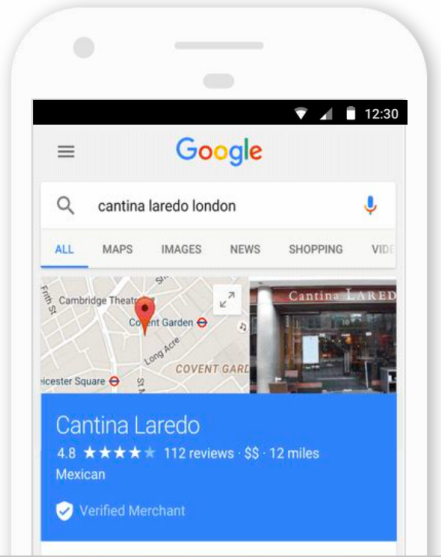
1

Attract new customers for free with useful, fresh info



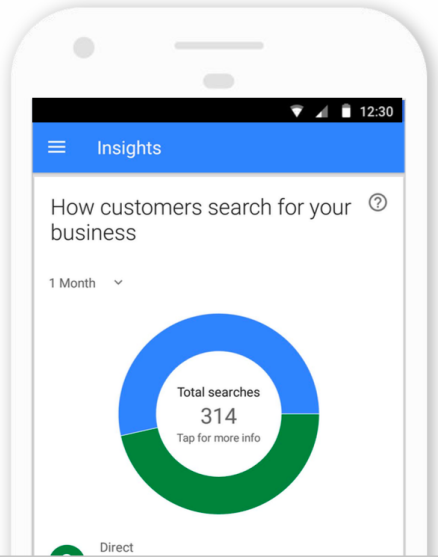
2

Engage with customers and build loyalty



3

Discover how people interact with your listing



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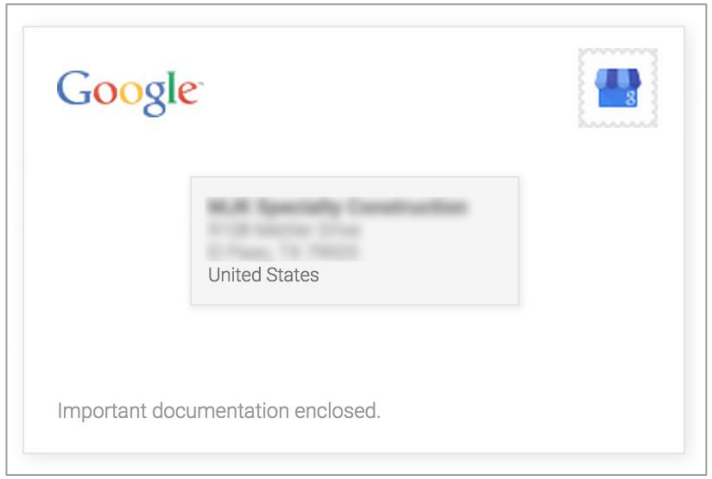
How to set it up

—Go to www.google.com/business

—Search for your business and make sure everything is spelled correctly

—Verify, Google will send you a postcard like this

—Check back often



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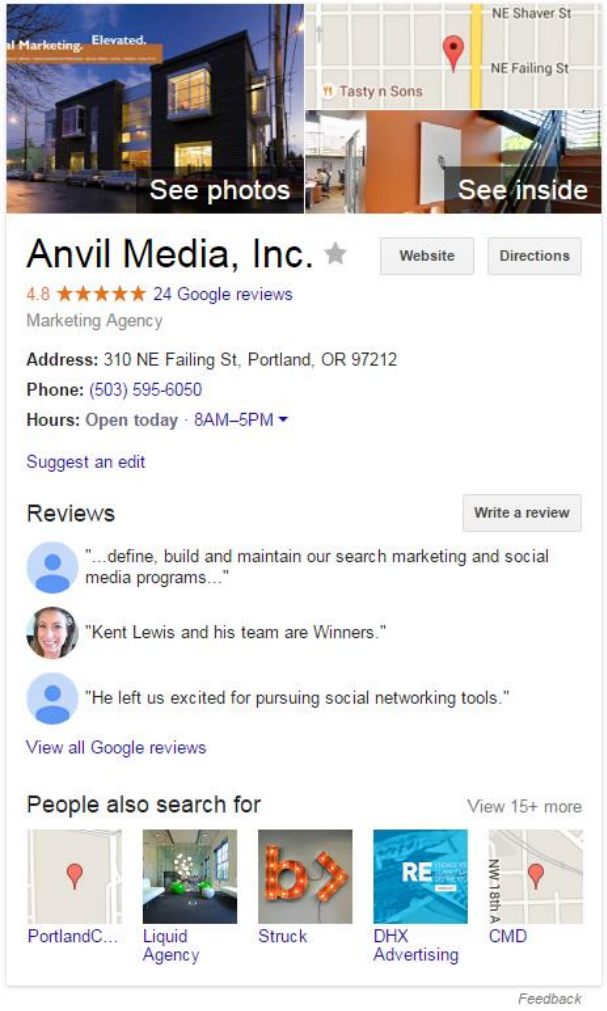
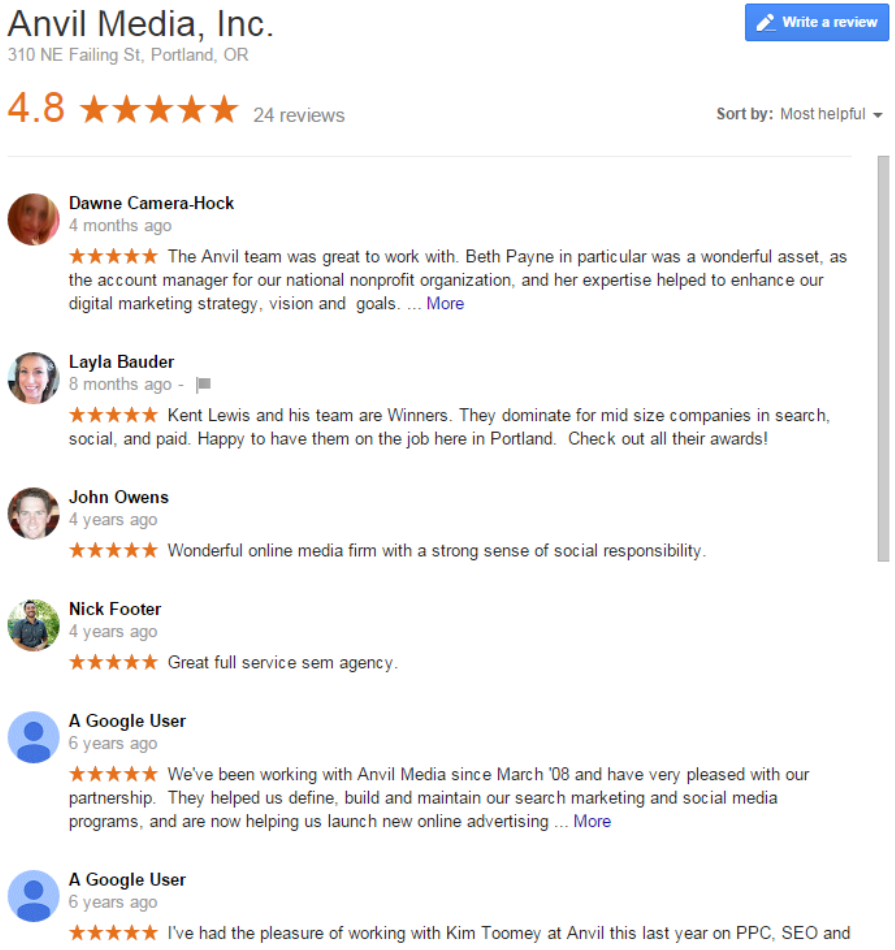
Google My Business Page

—Claim & verify your listing





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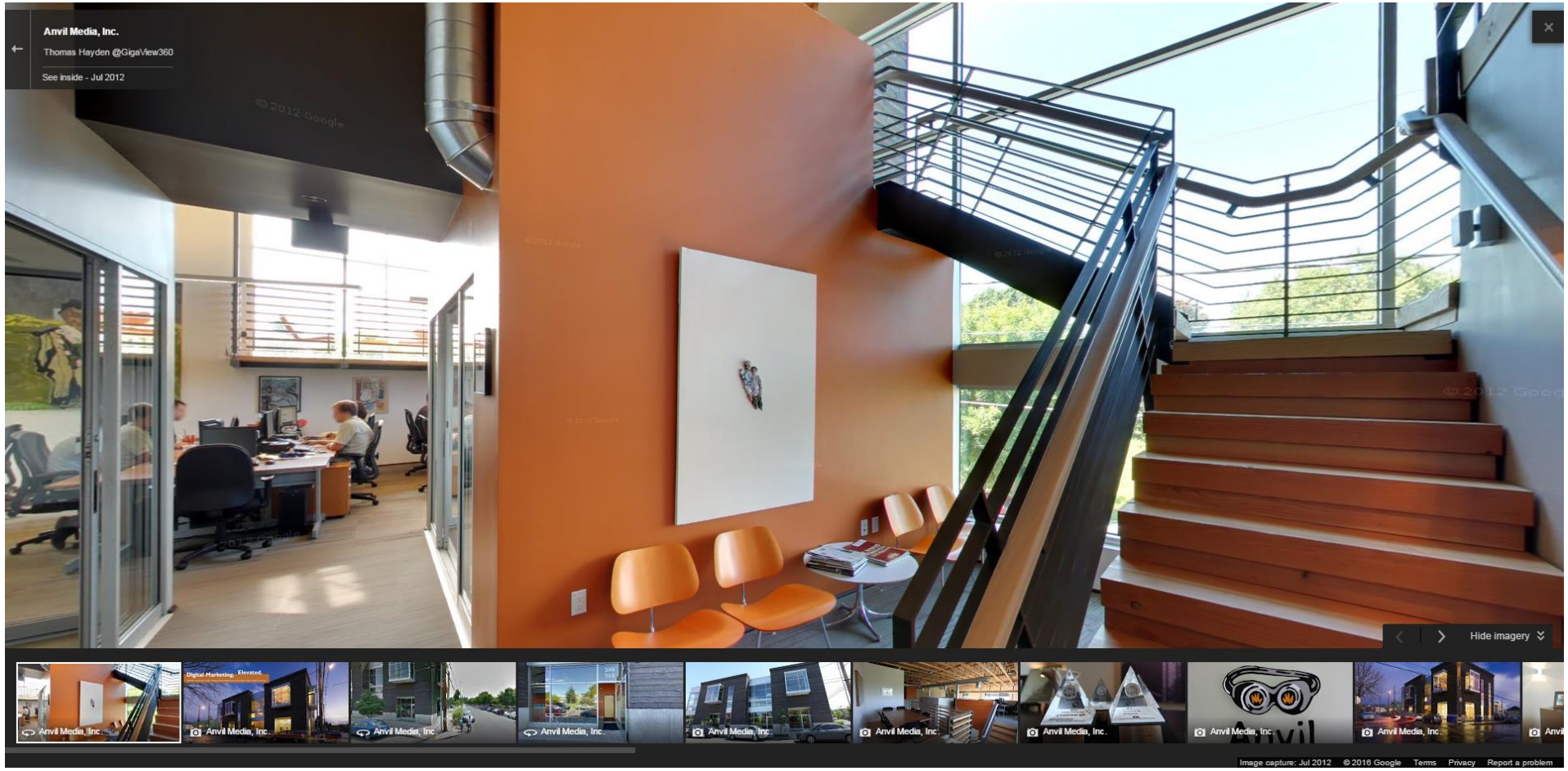
Google My Business: See Photos/Inside



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Google Local Page

I deliver goods and services to my customers at their location — Important information

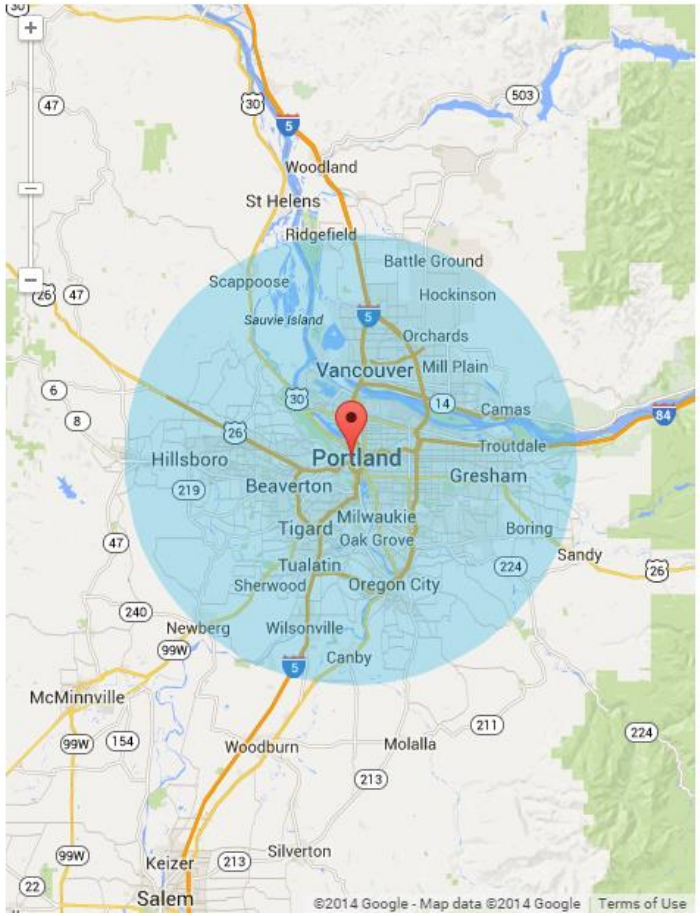
I deliver my goods and services to

City or ZIP code **Add**

Within 0 mi of my business

I also serve customers at my business address

Save **Cancel**



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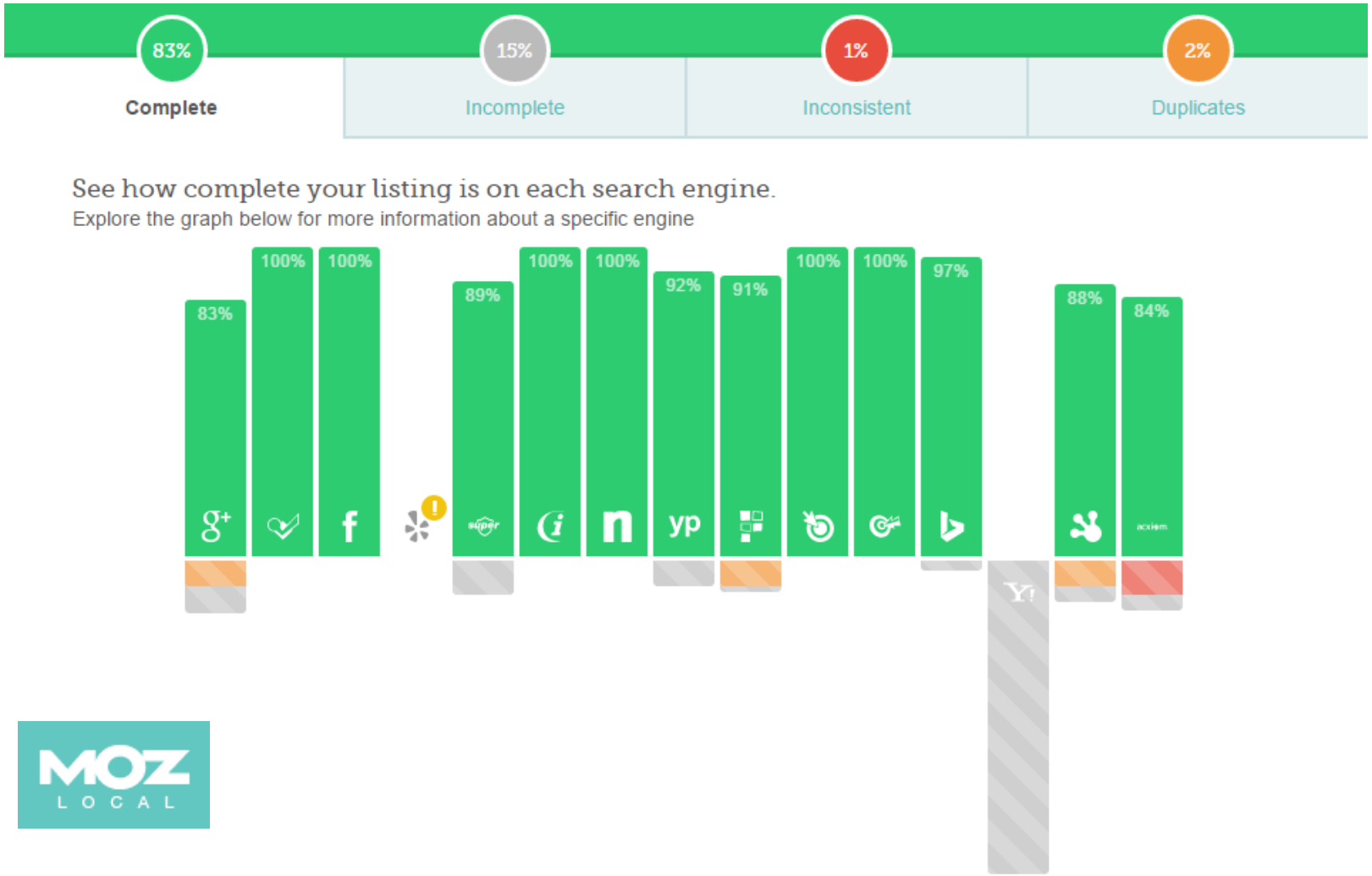
Local SEO



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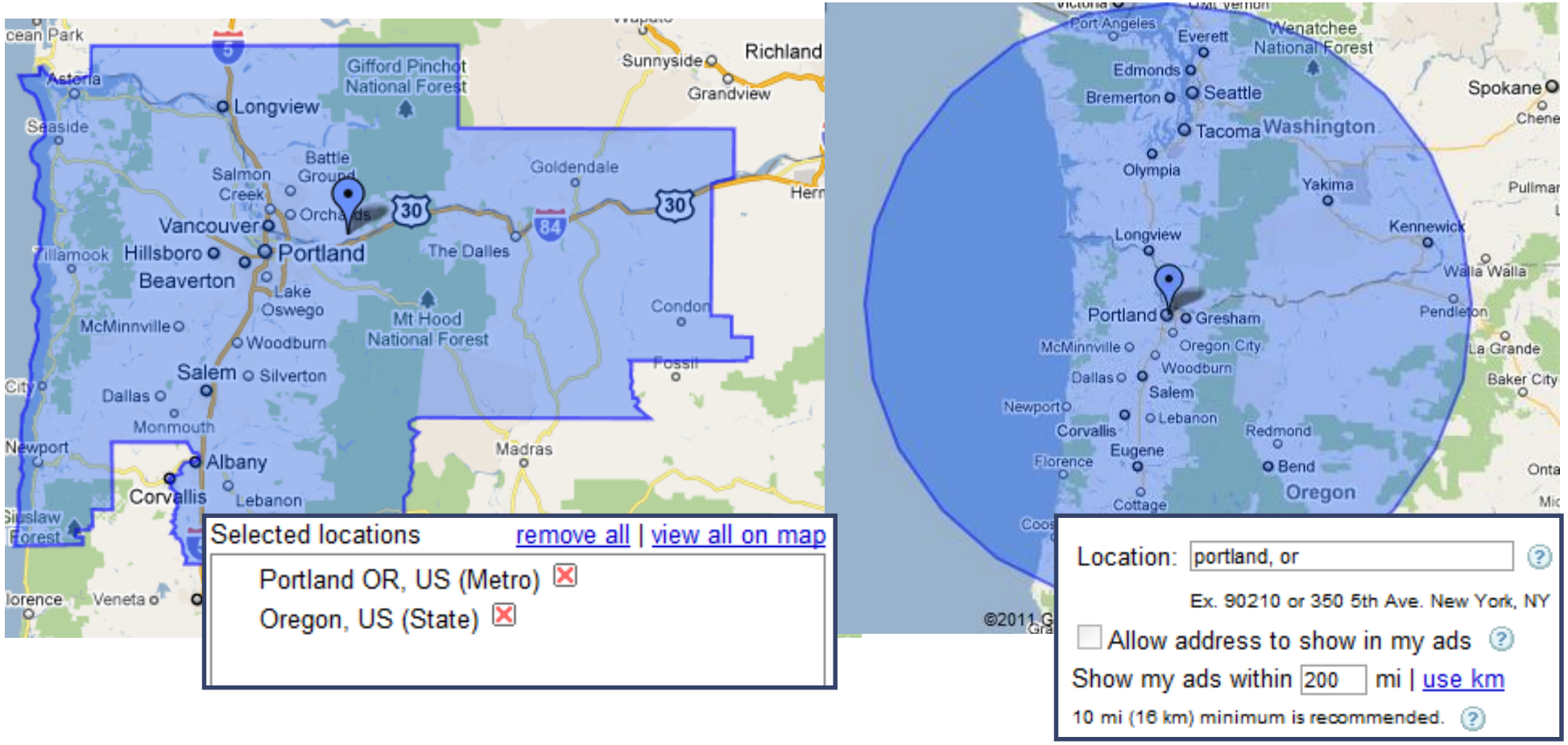
Specify Geography



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Information Consumers are Seeking by Device

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Where are Local Searches Happening?

30%

of mobile searches are related to location[1]—
growing 50% faster than all mobile searches.[2]

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Local Search Optimization

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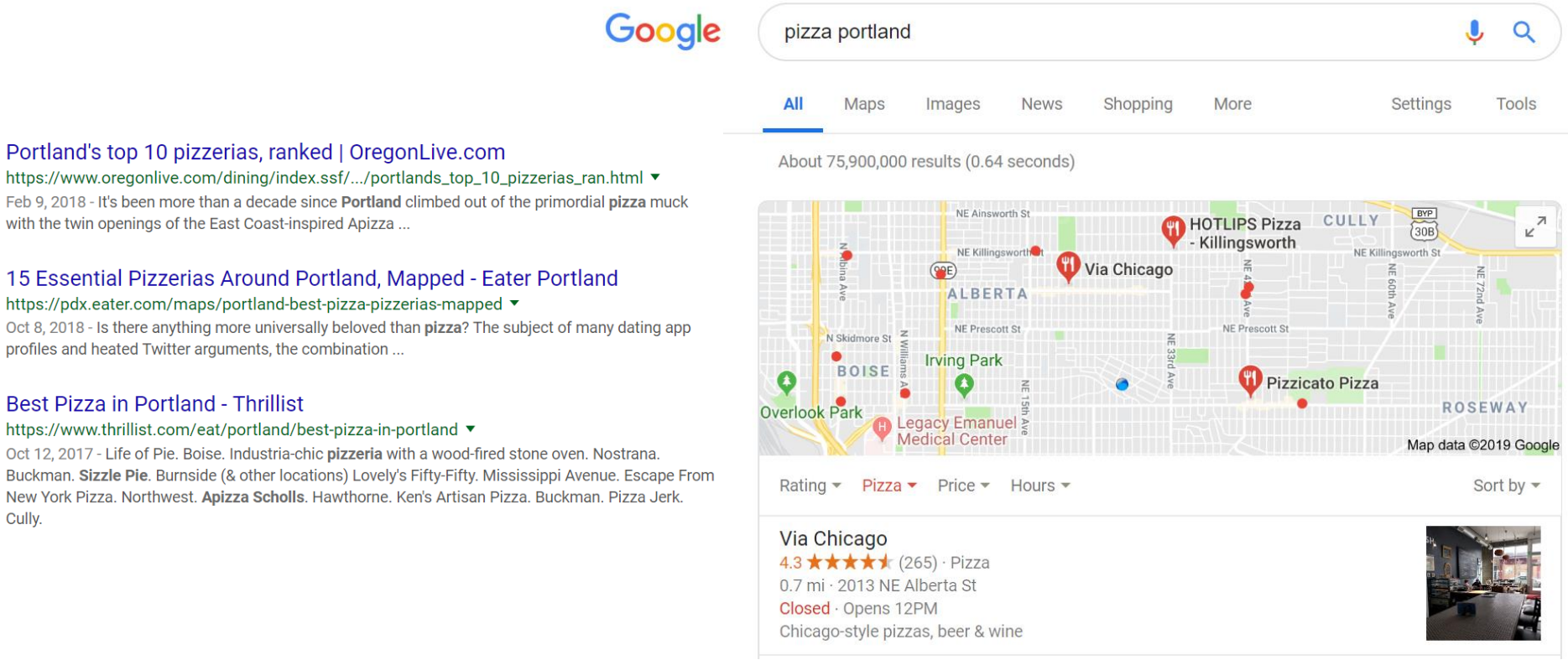
Difference Between Local & Organic



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Difference Between Local & Organic

- Location, location, location

- Organic/Paid search = “the what”
  - Nike running shoes, Sony DSLR camera

- Local Search = “the what” & “the where”
  - Nike shoe store Portland, Camera World Portland

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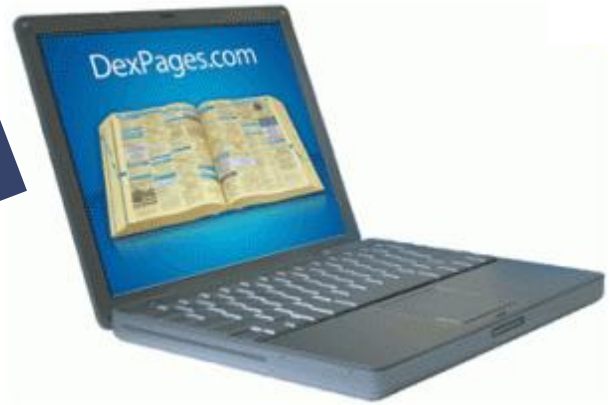
The Evolution of Local Search



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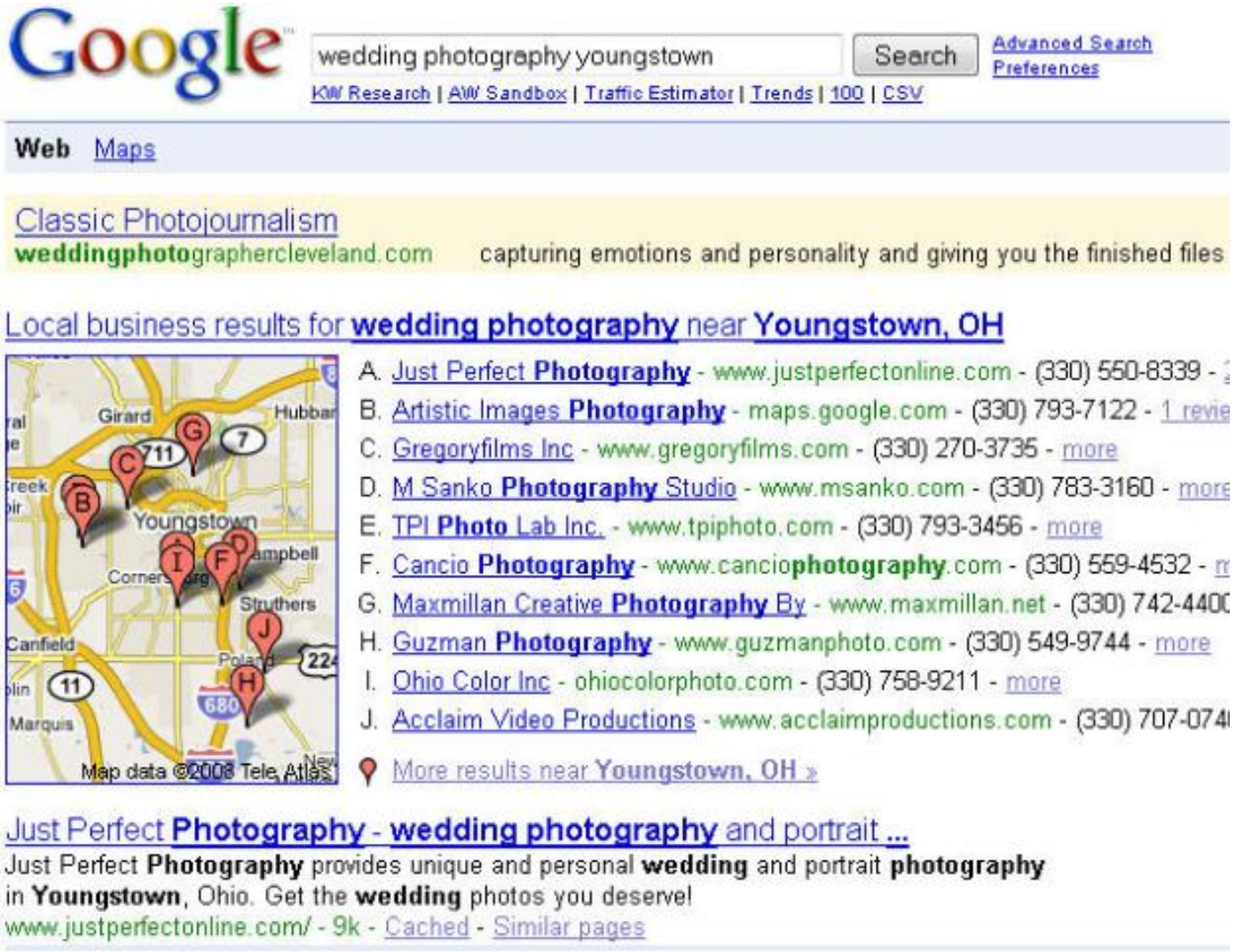
The 10 Pack



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The 7 Pack

Local business results for **restaurants** near **Chicago, IL**

A Italian Village **Restaurants**
www.italianvillage-**chicago**.com - (312) 332-7005 - 178 review

B Japonais **Restaurant**
www.blackbirdrestaurant.com - (312) 822-9600 - 288 reviews

C Aria **Restaurant**
www.ariachicago.com - (312) 444-9494 - 74 reviews

D Gage **Restaurant** & Tavern
www.thegagechicago.com - (312) 372-4243 - 115 reviews

E Lou Malnati's Pizzeria: **Chicago**-River North
www.loumalnatis.com - (312) 828-9800 - 251 reviews

F Bandera **Restaurant**
www.hillstone.com - (312) 644-3524 - 78 reviews

G Lou Mitchell's **Restaurant**
www.loumitchellsrestaurant.com - (312) 939-3111 - 88 reviews

More results near **Chicago, IL** »

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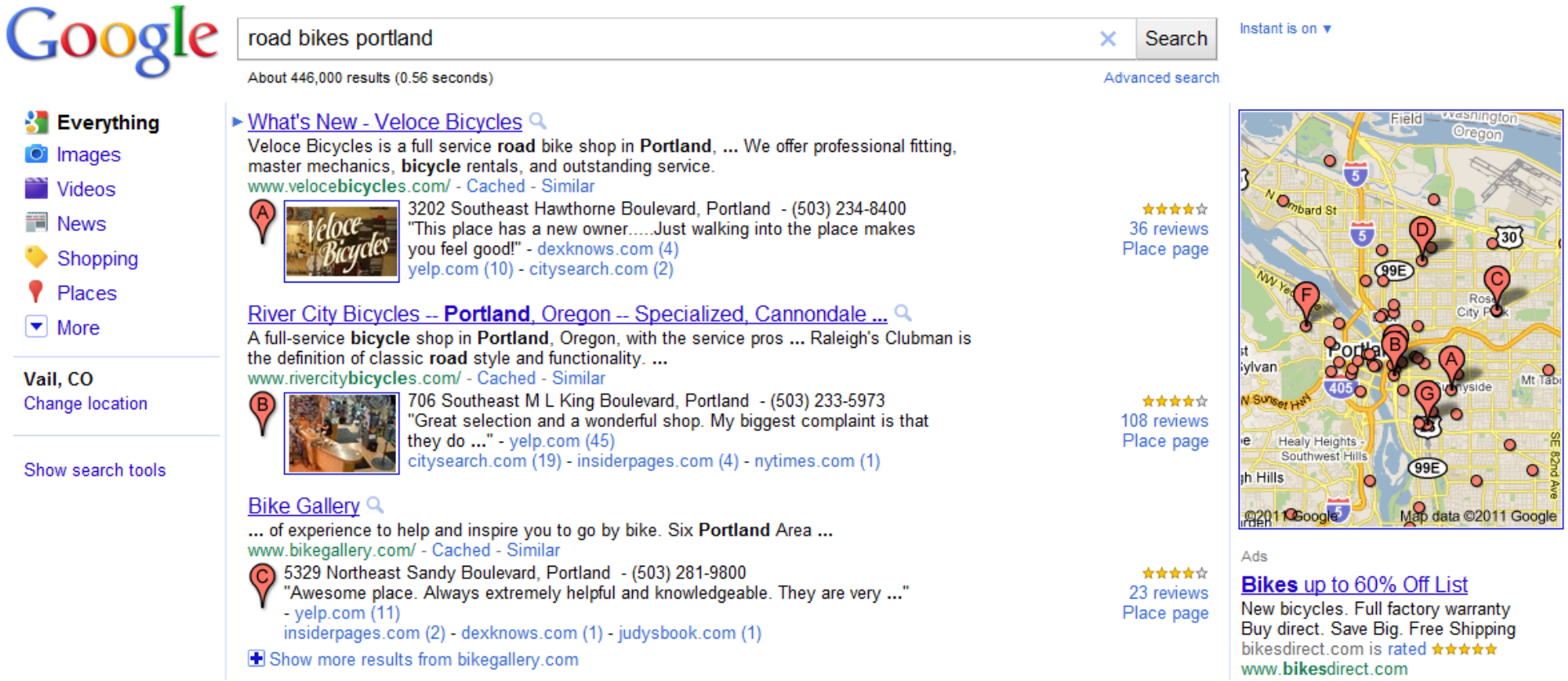
The “O” Pack



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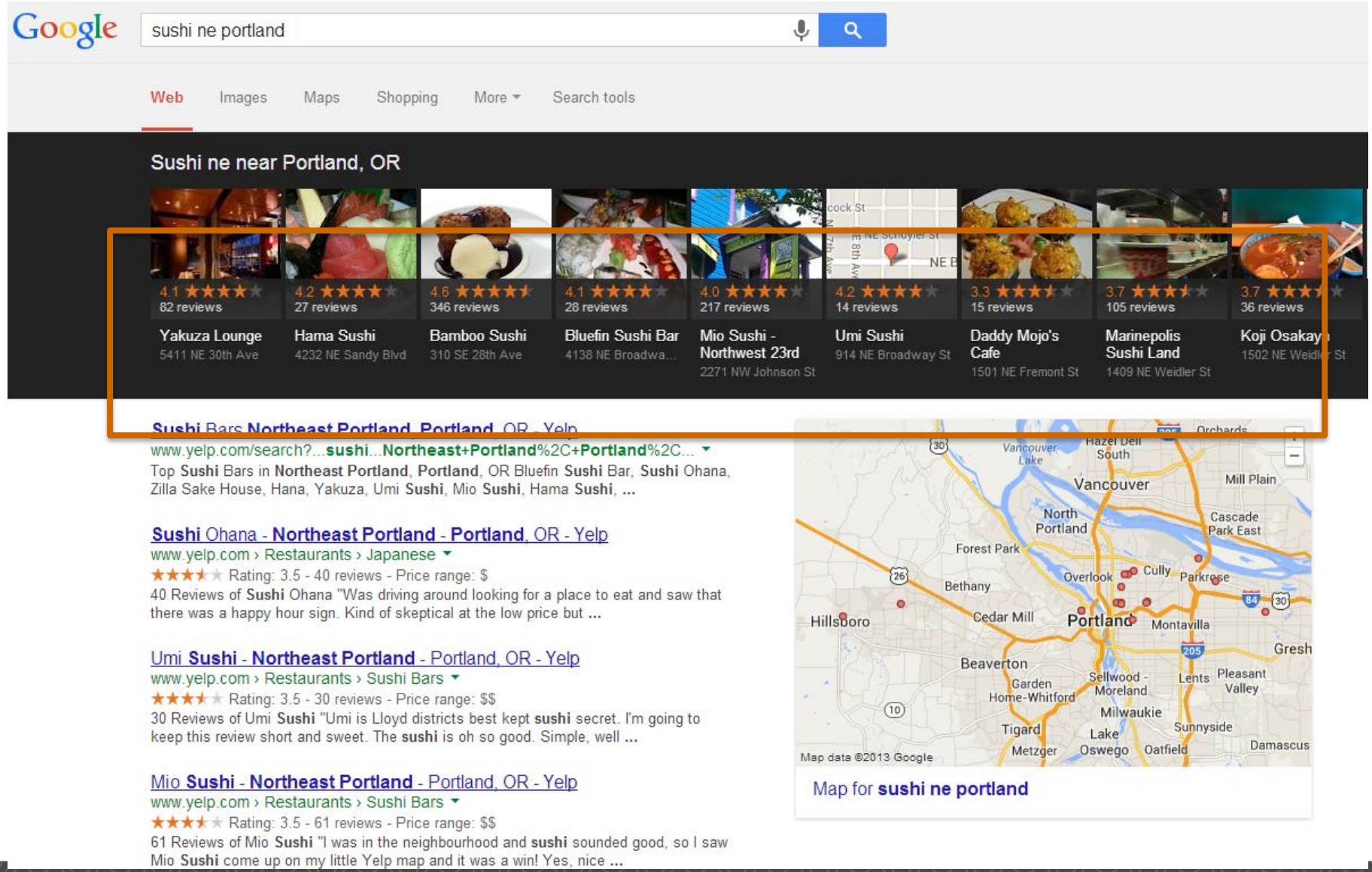
The Carousel



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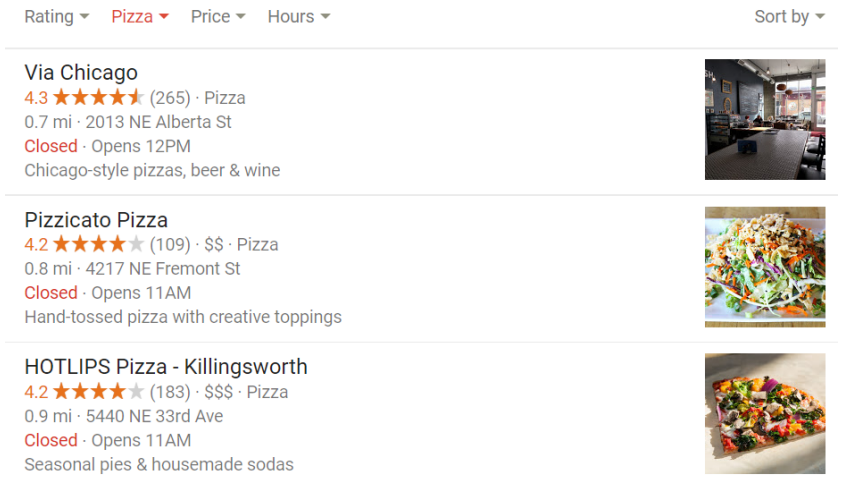
The 3-Pack (is back!)

- —Rolled out August 2015
- —The top 3 results are selected based on searcher physical location, relevance and organic ranking
- —Shows up at the top of search results, above organic results, new “position 0”
- —Ads still appear above the 3-Pack for competitive terms



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The 2-Pack (is coming!)

—3 pack will be reduced to 2 pack

—Top position will be replaced by an ad

—Less information means less visibility

—Optimization for top 2 positions key

—Ad budget will be more important

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Why Local Search is so Important

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Local Search User Stats

- 88% of consumer local business searches on a mobile device either call or visit the business within 24 hours. (Nectafy)
- 46% of all searches on Google are seeking local information.
- 97% searched online to find a local business (Source: Hubspot)
- As of June 2018, Google accounted for over 72.47% of all global desktop search traffic, followed by Baidu at 13.47%, Bing at 7.64%, and Yahoo at 4.74%. (NetMarketShare)

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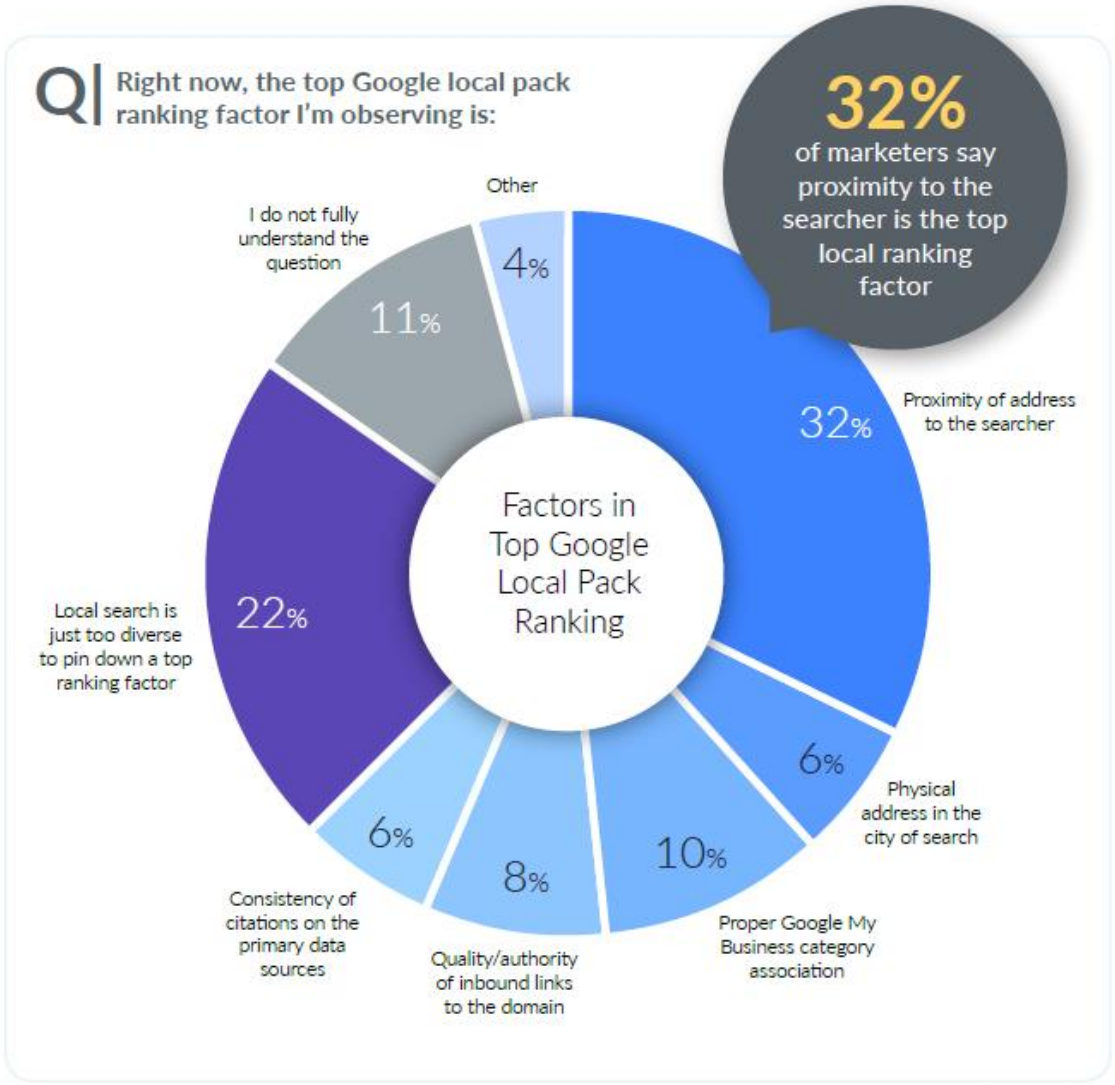
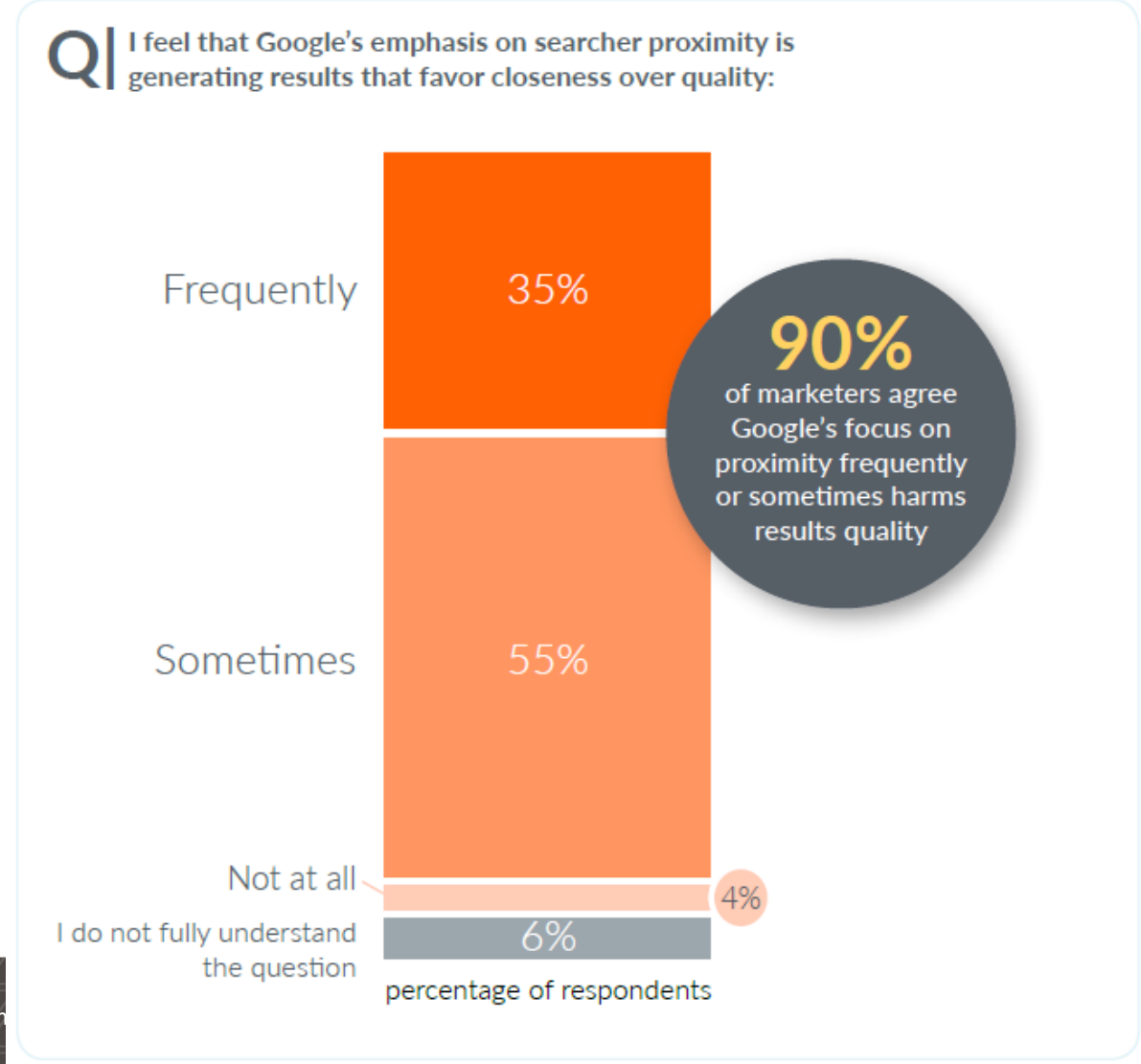
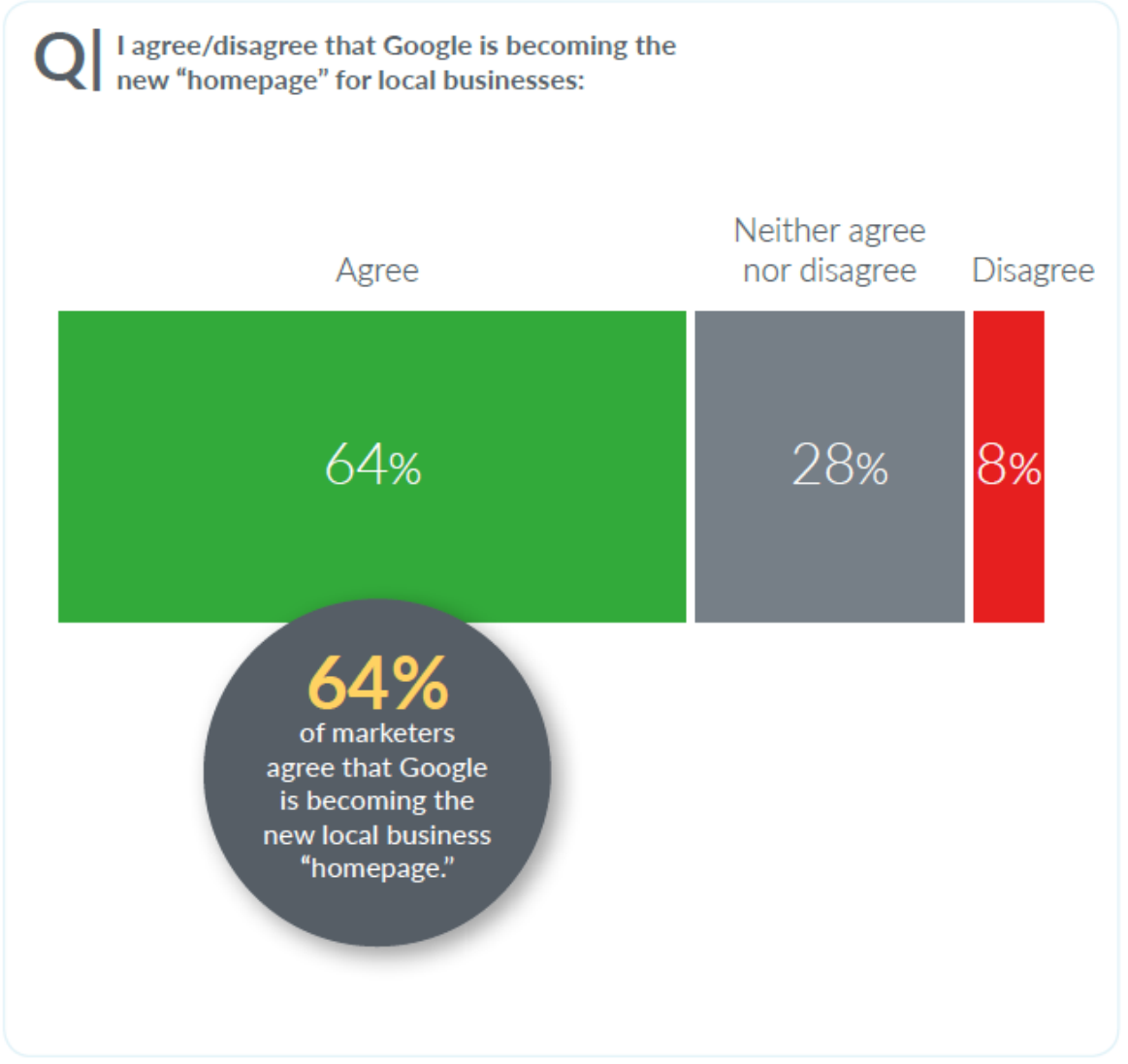
Local Search Ranking Algorithm: New



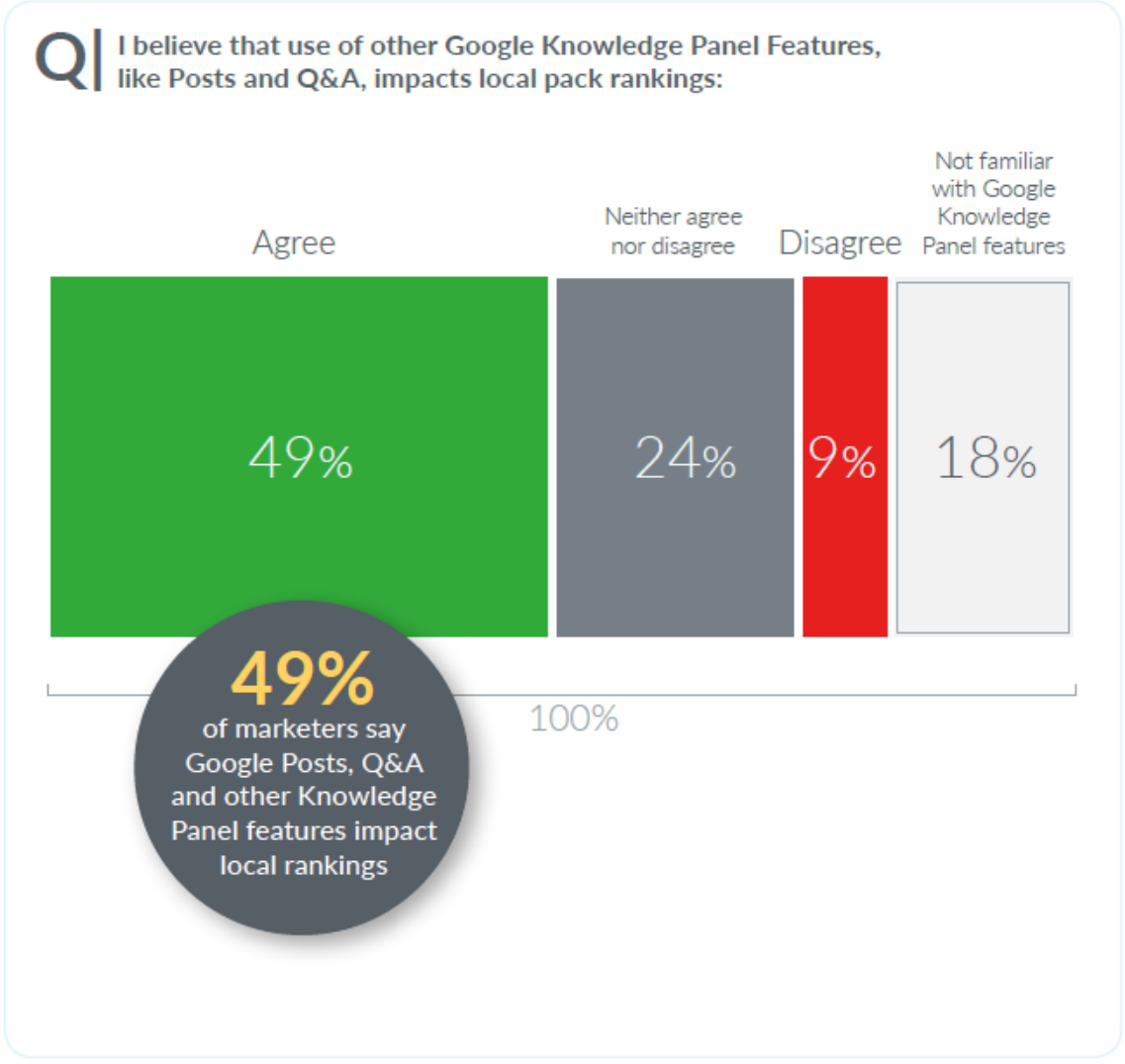
MOZ 2019 Survey: Proximity Matters



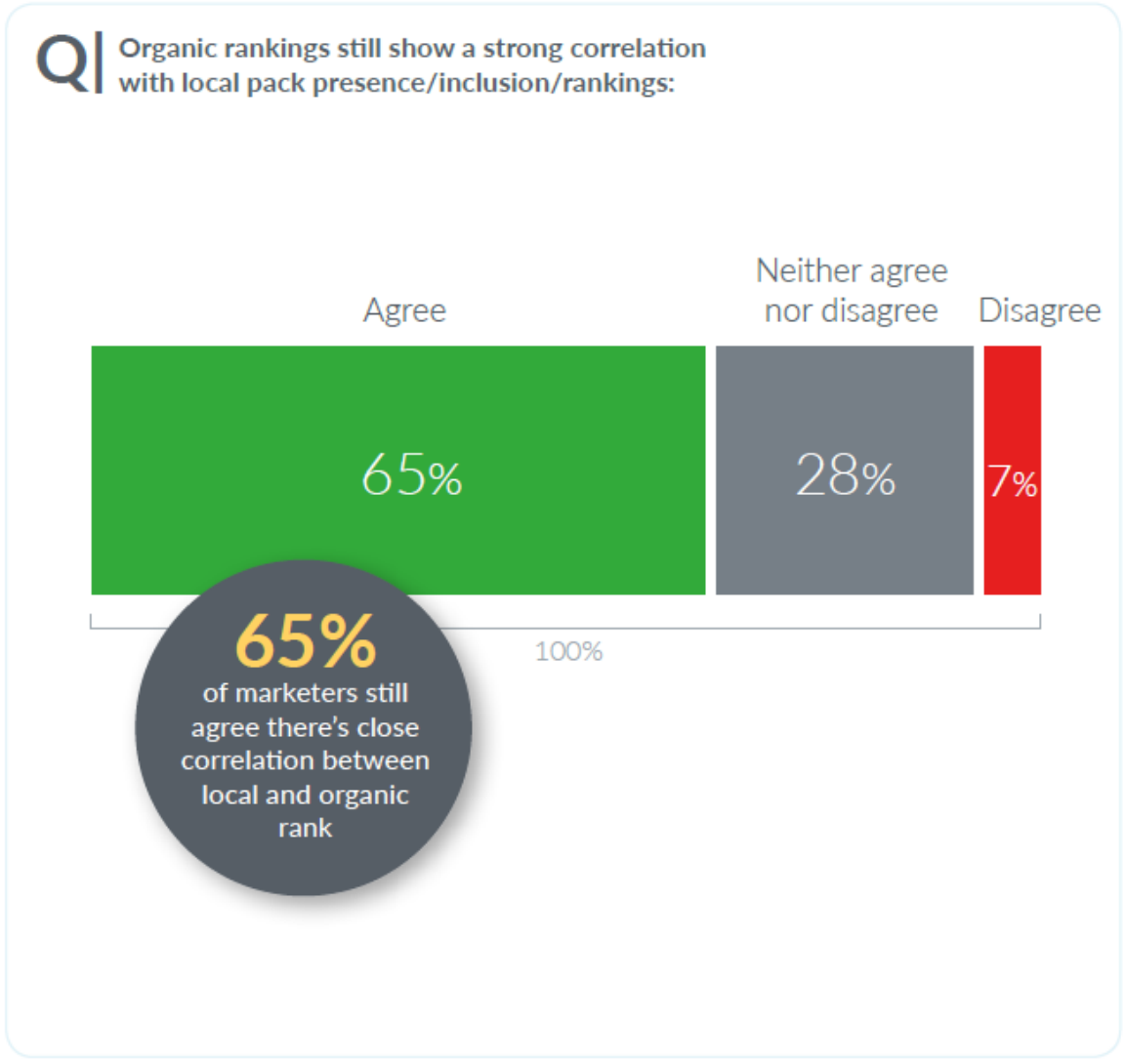
MOZ 2019 Survey: Google is Home



MOZ 2019 Survey: Knowledge Panel

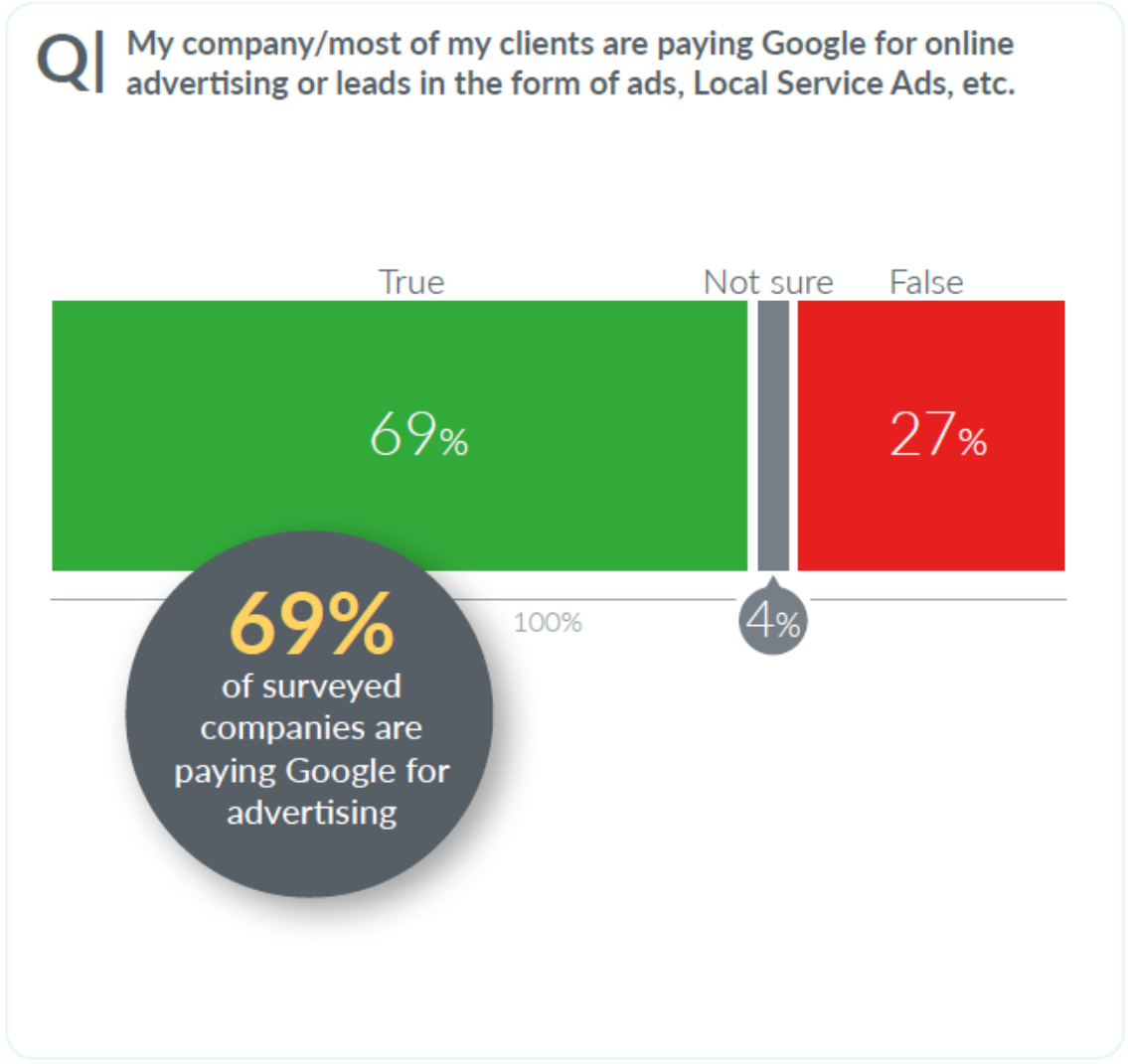


MOZ 2019 Survey: SEO Matters

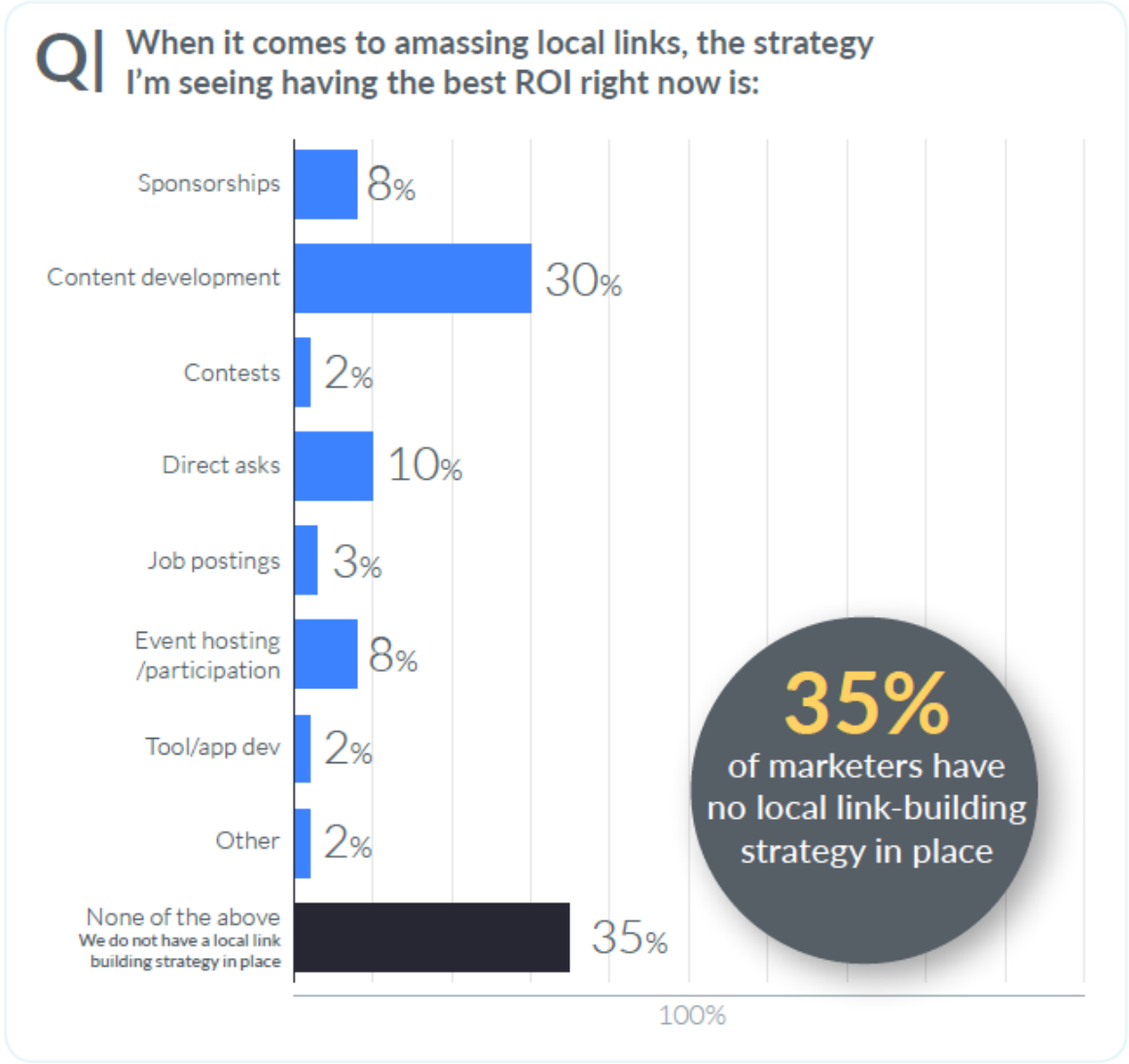


MOZ 2019 Survey: Reviews Matter!

MOZ 2019 Survey: Advertising Counts



MOZ 2019 Survey: Local Link Strategies



Q & A

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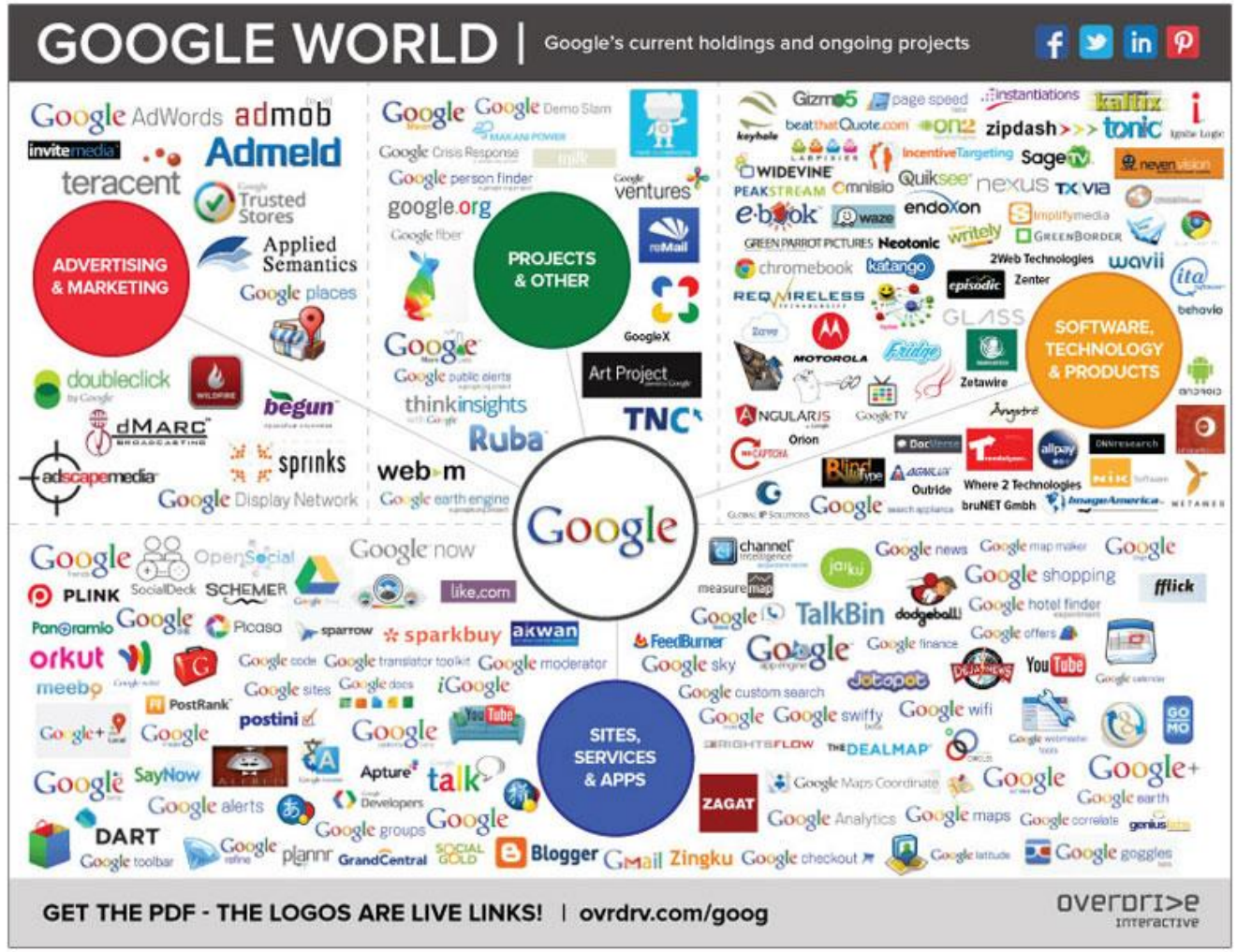
anvilmedia.com

Social Media Metrics
for 2019 and beyond
OREGON'S
MT. HOOD
TERRITORY
explorers welcome

The importance of

In your

strategy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Pat's Acres

patsacres.com/

Parc Video. **Pat's Acres** Racing Complex ... August 2017 · KartClothing. Copyright © 2019 PARC. 6255 Arndt Rd Canby, OR 97013. (503) 266-PATS.
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Go Kart Rentals
Go Kart Rentals. rentals Pat's Acres continues to offer the ...

Drift Events
Drift Events. NO GLYCOL BASED ANTI FREEZE PERMITTED IN ...

2019 Schedule
2019 Schedule. 2019 P.A.R.C. SPRINT SERIES-Dates Subject ...

Super Moto
Super Moto Pat's Acres. WINTER HOURS. 6255 S. Arndt Rd ...

Pricing
Required: Basic Membership, Annual: Renew every January ...

Pro Shop
Pro Shop. img_7117-large. PARC has a kart shop trackside. The ...

More results from patsacres.com »

Videos

PATS ACRES RACING COMPLEX /// JANUARY 2018

Go kart racing at Pat's Acres in Canby OR

Oregon's Mt Hood Territory - Pat's Acres racing

Pat's Acres Racing Complex

Website Directions Save

4.7 ★★★★½ 230 Google reviews

Sports complex in the Clackamas County, Oregon

Venerable kart racetrack established in 1965 on 43 acres of woods with a pro shop & kart rentals.

Address: 6255 S Arndt Rd, Canby, OR 97013

Phone: (503) 266-7287

Suggest an edit

Add missing information

Add business hours

Events

Sun, Mar 31 10:00 AM	PARC Drift
Sun, May 5 9:00 AM	PARC Drift

Coin Toss Brewing - Oregon City, OR | Untappd
https://untappd.com/CoinTossBrewing
Rating: 3.5 - 4,555 votes
Apr 4, 2015 - Explore **Coin Toss Brewing** from Oregon City, OR on Untappd. Find ratings, reviews, as where to find beers from this brewery!

Coin Toss Brewing Company, Oregon City, Oregon, United States ...
https://www.ratebeer.com/brewers/coin-toss-brewing-company/23493/
Coin Toss Brewing Company on RateBeer.com. Beers, ratings, reviews, location, distribution and more.

Videos

Rod Hill in Oregon City: Coin Toss Brewing Company

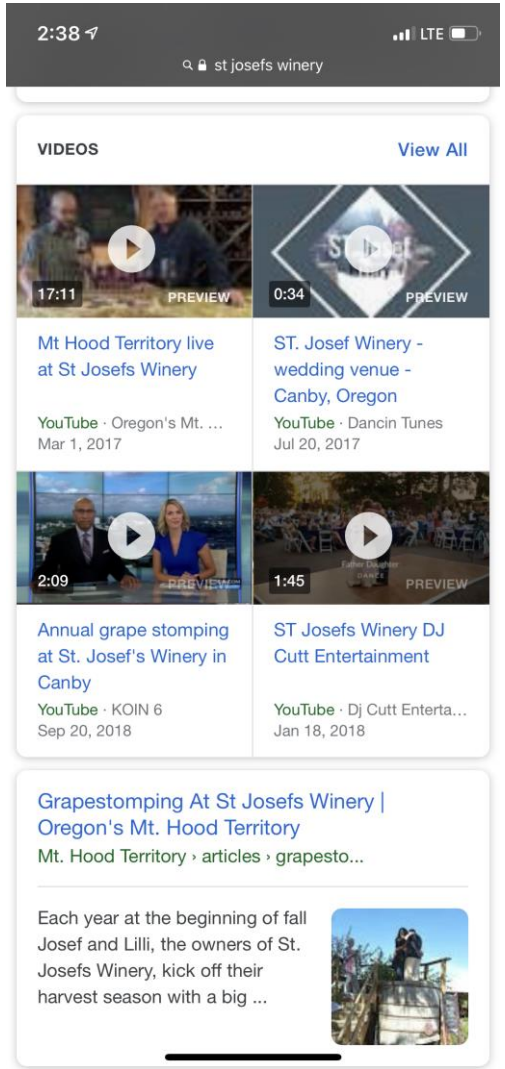
KGW News
YouTube - Nov 2, 2018

Rod Hill in Oregon City: Coin Toss Brewing Company

KGW-TV - Nov 2, 2018

Territory Tales - Coin Toss Brewing

Oregon's Mt. Hood...
YouTube - Feb 7, 2019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LTE
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VIDEOS
View All
17:11
PREVIEW
Mt Hood Territory live at St Josefs Winery
YouTube · Oregon's Mt. …
Mar 1, 2017
0:34
PREVIEW
ST. Josef Winery - wedding venue - Canby, Oregon
YouTube · Dancin Tunes
Jul 20, 2017
2:09
Annual grape stomping at St. Josef's Winery in Canby
YouTube · KOIN 6
Sep 20, 2018
1:45
PREVIEW
ST Josefs Winery DJ Cutt Entertainment
YouTube · Dj Cutt Enterta…
Jan 18, 2018
Grapestomping At St Josefs Winery | Oregon's Mt. Hood Territory
Mt. Hood Territory › articles › grapesto...
Each year at the beginning of fall Josef and Lilli, the owners of St. Josefs Winery, kick off their harvest season with a big ...

Simple Steps:

Host videos on a branded YouTube channel

Include links to your website

Relevant key words in video descriptions

Questions?
OREGON'S
MT. HOOD
TERRITORY
explorers welcome