



Micro-Moments Guide: How Businesses Can Be There and Be Useful for Australians

Published
February 2017

Mobile has changed the way Australians find plumbers, buy swimwear, and pick out new sofas. They use their phones as personal aides to research and make choices in countless micro-moments throughout the day. For Australian businesses, this means new opportunities to connect through the entire customer journey. This guide will help Australian businesses be there in the moments that matter most. Covering categories from travel to professional services and retail to home services, the guide has new research and actionable steps for businesses and marketers.

think with **Google**



Micro-Moments Guide: How Australians Choose Big-Ticket Furniture

Published
February 2017

When Australians shop for big-ticket furniture items such as sofas, side tables, and shelves, their smartphones are their go-to assistants. For retailers, this creates big opportunities to be present and be useful in shoppers' intent-rich moments.

think with **Google**

Big-ticket home furniture is often more than something to fill a room—it's a statement. And as Australians look for inspiration, narrow their choices, find the right store, and then seal the deal, [they use their smartphones](#) for ideas and information.

To understand what these moments look like, we conducted qualitative and quantitative research, exploring the role of mobile—from the moment someone first thinks about redoing the bathroom to the moment the final tile is in place.

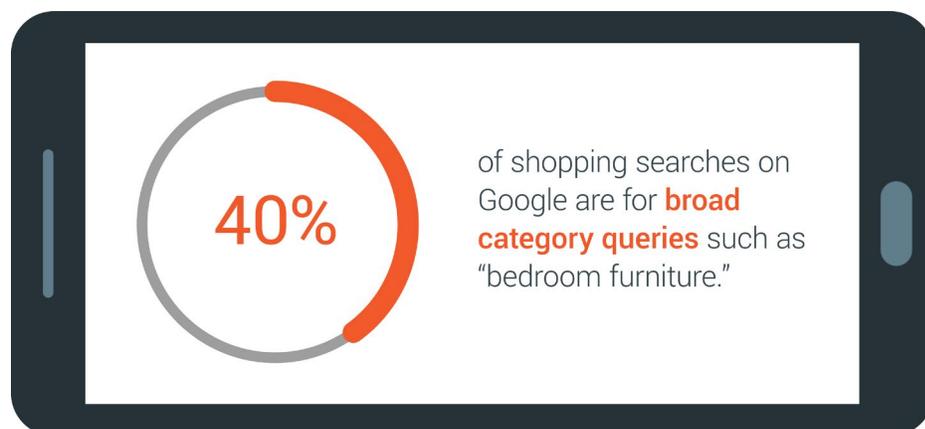
Here are the four key [micro-moments](#) we uncovered for Australian furniture shoppers, as well as insights into how your brand can win each moment.

1. I-need-some-ideas moments

When a shopper kicks off a new project, whether it involves finally redoing the living room or looking for a new bed, they're in discovery mode.

They want to see what's out there, so they head to search not to research mattress prices, but to look for ideas. In fact, 40% of shopping searches on Google are for broad category queries such as "bedroom furniture."¹

Shoppers in these I-need-some-ideas moments are looking for inspiration. What colours are in style right now? How can I arrange the room to make the best use of light? What themes can I incorporate?



How to win I-need-some-ideas moments

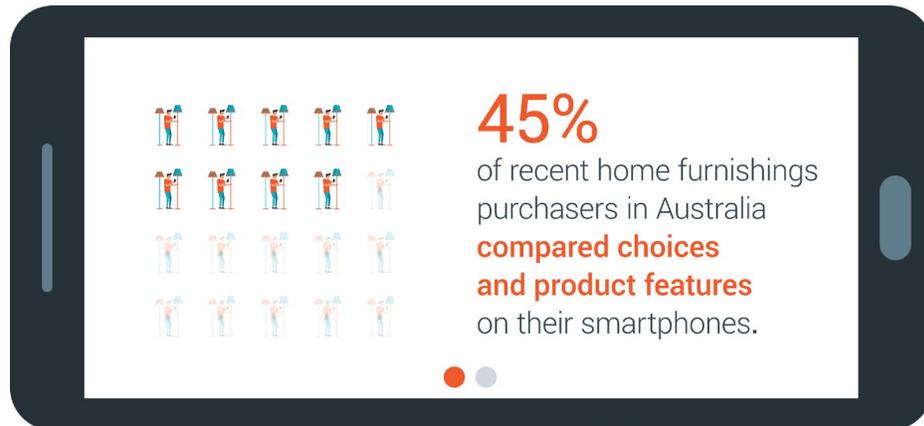
- **Be there:** It's crucial for your brand to have a mobile presence at this point because 90% of smartphone users say they aren't sure of the specific brands they want to buy when they begin shopping.²
- **Showcase compelling visuals:** Providing high-quality visuals can help shoppers focus their vision.
- **Provide helpful content:** Many Australian shoppers save pictures of room design ideas they come across as they search. When shoppers find (and save) photos of contemporary living room layouts, for example, from a brand's blog, they're much more likely to keep your brand in mind as they come closer to purchase.

Your brand can win points right from the beginning as 49% of Australians have discovered and bought new brands they had little knowledge of prior to a smartphone search.³

2. I-want-just-the-right-thing moments

Consider a shopper on the hunt for a new sofa. While watching the nightly news, she searches for "kid-friendly sofa materials" on her smartphone. She reads a few articles that convince her to go with a leather sofa instead of fabric. This behaviour is common across Australia, with 82% of people using their smartphones at home to search online when buying home goods furnishings.³

After she knows what kind of sofa she wants, it's time for her to find the right one. She might head to a few retailer sites she's already familiar with, and she'll also search for broad terms, such as "affordable leather sofa" or "best leather sofa."



With so much information available to consumers, Australians conduct dozens of searches to help them find exactly the right thing. Nearly half (45%) of recent home furnishings purchasers in Australia compared choices and product features on their smartphones.⁴

How to win I-want-just-the-right-thing moments

- **Provide detailed information and tips about products:** It's crucial for your site and any ads supporting your site to have all the information shoppers need to make choices.
- **Get in front of interested shoppers:** [Shopping ads](#) help you get your product photos in front of consumers searching online for what you offer.

- **Include descriptive photos:** Shoppers like to get a feel for your furniture without having to drive to your store, so include product photos from different angles and in context.
- **Turn on reviews:** Featuring product reviews and user comments can increase a shopper's confidence in a product and get them ready to head to the store.

3. Where's-the-best-store moments

Big-ticket purchases may not always happen on mobile, but mobile certainly influences them. I-want-to-go moments are when the rubber meets the road as [shoppers look for local stores](#) that have just what they need.

Once shoppers know exactly what kind of sofas or bathroom tiles they want, they need to know where they can pick up their items without too much hassle. When people conduct local searches on their smartphones, 76% visit a business within 24 hours of the search.⁵ And 28% of those searches results in a purchase.⁵



How to win where's-the-best-store moments

- **Have a local presence:** By the time they search for locations, shoppers are ready to roll. Make sure your online business listing is updated, that you're present for local search terms such as "furniture stores near me," and that you have [location extensions](#) set up.

- **Show product availability:** As much as shoppers care about optimising and finding the perfect piece, they care equally about being efficient and saving time. To drive shoppers directly to you, show product availability at your different store locations with [local inventory ads](#).

4. This-is-the-one moments

Often when shoppers come enter your store, [smartphone in hand](#), they know what they want—but they may also have other options in mind. In the store, they want to check how the piece looks in real life, how it feels, and whether the colour is what they expected. In Australia, 68% of smartphone shoppers have used their phones to search for information about items they were looking to buy while in a store.³

Whether you're the store the shopper is standing in or the competitor she's researching, you want to have all your ducks in a row to make it easy to choose you.



How to win this-is-the-one moments:

- **Offer a seamless mobile experience:** It's crucial that mobile experiences are frictionless and have everything shoppers need to make comparisons. You can run a quick check on how mobile-friendly your site is right now with [Test My Site](#).

- **Include detailed product specs and answers:** If shoppers have questions that a sales rep can't answer, they'll go—you guessed it—to their smartphones. Even in those final moments, you'll need to be there and be useful on mobile, if only to help shoppers feel confident in their purchases when they walk out the door.
- **Provide multiple checkout and fulfillment options:** When ready to buy, people want convenience and simplicity. If shoppers are looking to buy online, make it easy by allowing them to check out as guests and providing them with multiple ways to pay.

Mobile influences shoppers' choices all along the way. When you consider what furniture shoppers need at each step of the journey and [provide helpful and quick experiences](#), your brand can influence decisions in the moment and shape consumer preferences in the long-term.

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia, around how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Sources

- 1 Google internal data, anonymised, aggregated searches that trigger a PLA, November 2015, U.S.
- 2 Google/Ipsos, "Consumers in the Micro-Moment, Wave 3," August 2015, U.S., n=1,291 online smartphone users 18+.
- 3 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia.
- 4 Google/TNS, "The Consumer Barometer Survey," 2014–2015, Australia, n=128 smartphone users and home furnishing recent purchasers.
- 5 Google/Purchased Digital Diary, "How Consumers Solve Their Needs in the Moment," May 2016, U.S., representative sample of n=1000 smartphone users, n=634 local searchers, n=1140 purchasers.



Micro-Moments Guide: How Australians Choose Home Services

Published
February 2017

In part two of our micro-moments series, we have new research on how Australians find and choose home services providers. We also have practical actions your business can undertake to reach—and win over—consumers when they turn to their smartphones.

think with **Google**

Australians seek out home services businesses for all sorts of needs: cleaning, gardening, plumbing, electric, pet sitting, computer repair, and general fix-its.

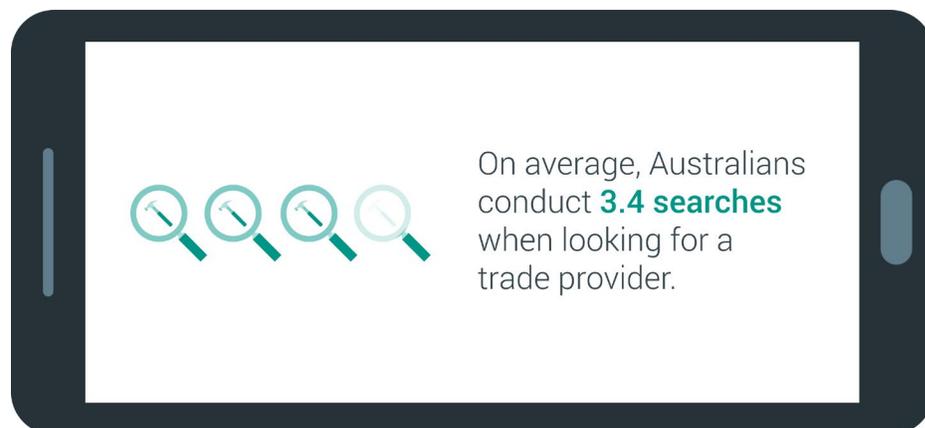
The common element across these services is that they involve consumers inviting service providers into their homes—so selecting a service provider is often a personal and deliberate decision. In Australia, 82% of smartphone users turn to a search engine when looking for a local business.¹

Using data from recent qualitative and quantitative research studies, we'll take you through what this decision-making process looks like for Australians, and provide insights on how your local business can meet their needs in each [micro-moment](#) along the way.

1. I-could-use-some-help moments

In some cases, home services are still considered a luxury. When it's a service that requires expertise like plumbing or electricity, our respondents said they're more likely to get help quickly. For other services, they may be willing to pay for help around the house, but they're cost-conscious and need to get used the idea.

Whatever the type of service, Australians head to their smartphones to find it. Sixty-seven percent of smartphone users have used their phones to locate a home services business.¹



When a pipe bursts or they decide they could use some help wrangling an overgrown lawn, consumers look for businesses they can trust. They put in time to search and find businesses that have a high quality of work and are experienced or qualified. On average, Australians conduct 3.4 searches when looking for a trade provider.²

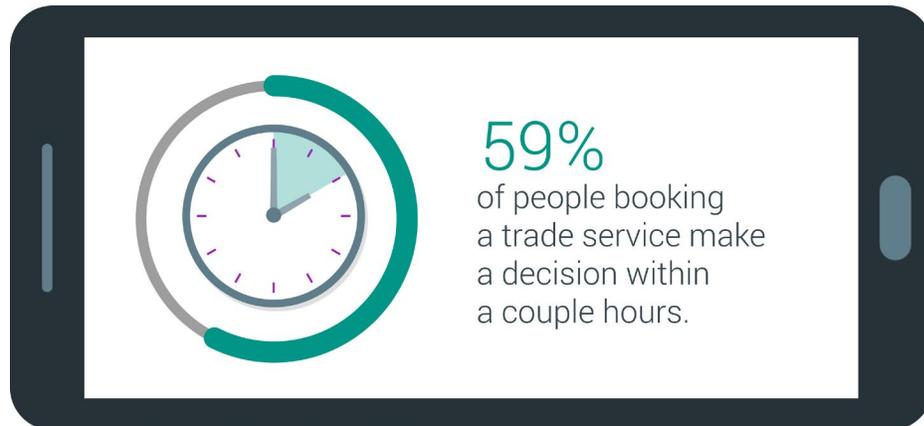
How to win I-could-use-some-help moments

- **Be there for common searches:** Consider the most common searches performed by people looking for home services and identify which are most relevant to your business. Are you there for these search results on mobile, and do you like what you see?
- **Establish trust:** On your website and in your ads, introduce your service and what the experience will be like. The more people know what to expect from you, the more comfortable they'll be booking your services.

2. Who-can-I-trust moments

Once consumers decide to invest in a particular home service and they've narrowed their options down to providers who appear to be trustworthy, they want to know they're getting the best value for their money. And to determine that, it's all about the details. Who, what, when, how, how much—for all these questions, Australians use their smartphones. In our study, 78% of people reported that information found on their smartphone helped them make a decision about home services.²

Think about a consumer deciding between two electricians. They're probably more likely to go with the business that has details readily available, such as what's included in a free consult, what its areas of expertise are, and when its people are generally available.



Once consumers find a service that meets their needs, they decide quickly: 59% of people booking a trade service make a decision within a couple hours.² So information must be thorough and immediately available.

How to win who-can-I-trust moments

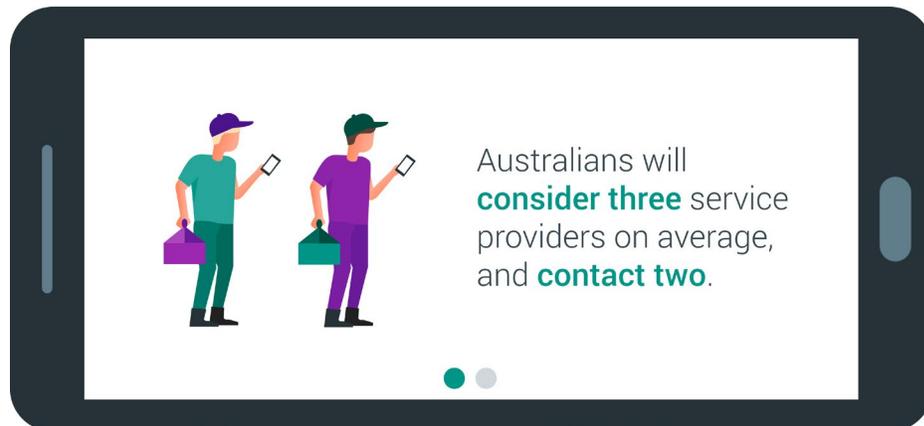
- **Turn on reviews:** Make it easy for consumers to choose you by letting others speak on your behalf.
- **Provide helpful content:** Create simple content that speaks to consumers' needs and answers their questions. Where possible, offer a simple price list to give people an idea of what your services will cost.
- **Have a local presence:** 61% of smartphone users say they're more likely to buy from companies who customise mobile information to their location,² so ensure your online business listing is updated and you have a strong presence on mobile search.
- **Highlight your services:** Use pictures and videos to show your services and what they entail.

3. Making-the-call moments

Australians will consider three service providers on average, and contact two.² These moments when consumers reach out for information are crucial for winning their business. Many large companies have online booking or instant quote tools, so smaller businesses need to be quick to respond to enquiries, especially on the phone.

Consumers like to call businesses to get fast answers, and [66% of Australians say it's extremely or very important to have the ability to call a business directly](#) from a smartphone search results page.

The same is true when people are ready to book. They want a fast and easy process, and two-thirds of Australians end up booking home services appointments by phone.²



How to win making-the-call moments:

- **Respond quickly:** Consumers become frustrated if they have to wait for callbacks or responses, so ensure you have a system in place to get back to interested consumers quickly. [Click-to-message ads](#), for example, can give consumers a quick and easy way to speak to your business.
- **Eliminate steps on mobile:** Think about what you can provide on mobile to move people closer to booking your services. That might mean helping the consumer fill in forms, building an online booking system, or enabling people to reach you quickly with click-to-call buttons.

For home service needs big and small, Australians are relying on mobile to help them find what they need. All these micro-moments along the way can mean big things for your local business if you can find ways to provide helpful and detailed information, get back to people quickly, and make it easy for them to book an appointment and choose you.

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia, around how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Sources

- 1 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia, n=769 smartphone shoppers.
- 2 Google/TNS, "SMB Path to Purchase," 2015, Australia, n=258 recent purchasers of trade services.



Micro-Moments Guide: How Australians Plan Their Travel

Published
February 2017

When Australians look to hit the road, they turn to mobile for inspiration, to plan, and for trip must-dos. All along the way, there are opportunities for tour operators and travel businesses of all kinds to meet consumers in intent-rich moments.

think with **Google**

For 60% of consumers, travel is the largest discretionary purchase made in a year.¹ Consumers want to make the most of every trip and that means they research, plan, and do more research—often in brief moments throughout the day on their smartphones. In Australia, 38% of travel site visits now come from mobile.²

To better understand [what travellers look for and expect](#) in these moments, Google conducted qualitative and quantitative research studies, exploring the role of mobile from the moment Aussies think, “Man, I could use a holiday right now,” to the moment they set down their bags and start their adventures.

In part three of our [micro-moments guide](#), we take a look at the four micro-moments we uncovered for Australian travellers, including key learnings on how your brand can win each moment.

1. I-want-to-get-away moments

When Australians first start thinking about going on a trip, the world is full of possibilities. One in three leisure travellers doesn’t have a specific destination in mind when they first think about going on a trip.³ They’re open to exotic destinations, old standbys, and recommendations from friends.

At this point, travellers are primarily looking for inspiration. With no firm plans, they search for broad terms, including things like “best time to visit”—and 39% of these searches take place on mobile devices.⁴



How to win I-want-to-get-away moments:

- **Be present on mobile:** Your business can ignite “travelspiration” (see what we did there?) by being there at just the right moment. Do a quick search of common inspiration queries that relate to your business. Do you show up? If not, find ways to be present, because more than one in three travellers with smartphones say that they’ve discovered a new travel company while researching on a mobile device.⁵ That number is even higher, up to 50%, for millennial travellers.⁶
- **Showcase compelling (and mobile-optimised) visuals:** Nothing inspires wanderlust quite like a beautiful picture of a destination, be it an exotic beach or a bustling city. Help travellers narrow down their choices by showing them why certain places deserve a visit and [ensuring your site is seamless to interact with on mobile](#).

2. Time-to-make-a-plan moments

The dream begins to take shape. Details and logistics now play an increased role as travellers dig into what their trip might look and feel like. The top things travellers search for in time-to-make-a-plan moments include prices, hotel details (e.g., reviews, pictures, cost, and availability), flight length, travel schedules, and activities at the destination.⁷

Cost is a big question for travellers at this stage of the journey—and 69% of leisure travellers worry that they’re not finding the best price or making the best decision.¹

At this stage, travellers hungry for details want clear and concise information. In our research, many respondents told us they want to be able to break out prices easily and compare the costs of hotels, airfares, and tours.



Even more robust searches like these are happening on smartphones. When booking hotels or other overnight accommodations, 85% of smartphone users report that information sourced on their smartphones has helped them make decisions.⁸

How to win time-to-make-a-plan moments:

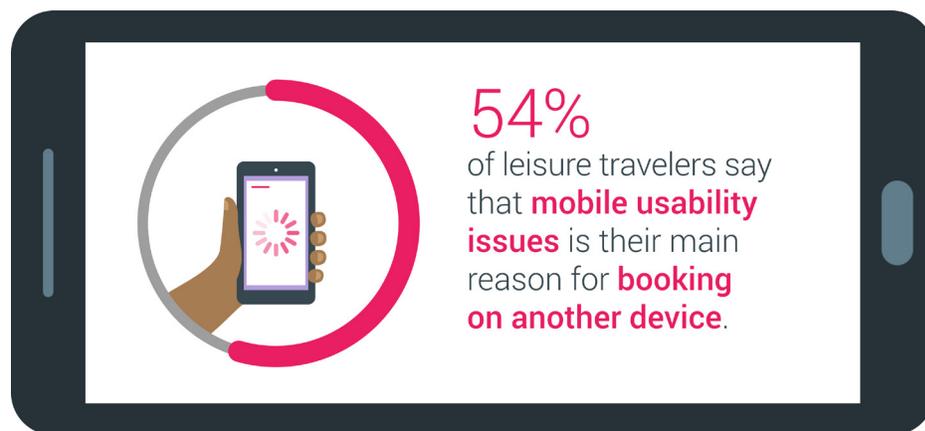
- **Show up when people are looking for details:** Search is the most common way travellers discover the brands they're ultimately going to book with. Be there or be square.
- **Don't hold anything back:** If you operate a tour business, for example, consider providing pricing, the dates and times the tours are available, compelling photos, and offer a detailed description of what travellers can expect. Give travellers (especially mobile searchers) everything they need to choose you.

3. Let's-book-it moments

This is when dreams become plans. In let's-book-it moments, travellers are ready to seal the deal and mark their calendars. While mobile usage is nearly ubiquitous, many people are still reluctant to make big-ticket purchases on mobile devices. There are a few factors at play here.

A lack of trust in mobile information is one key factor as only 23% of leisure travellers are confident they can find the same hotel and flight information on their smartphones that they can on their desktops.¹

Additionally, 54% of leisure travellers and 69% of business travellers say that mobile usability issues are their main reason for booking on another device.⁹



Shoppers want to be sure they know exactly what they're paying for—and that they're getting the best deal available. This is where your business can come in.

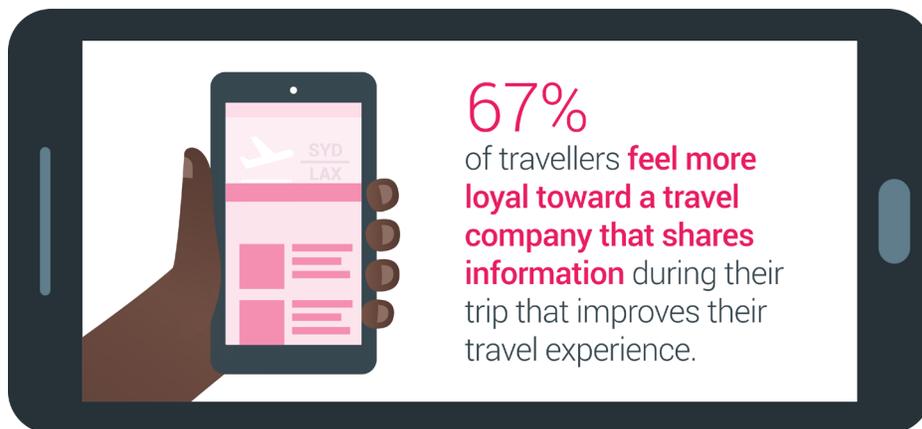
How to win let's-book-it moments:

- **Provide assurances on mobile booking:** You can offer travellers peace of mind by giving mobile customers the ability to cancel without penalties and providing a best-price or price-matching guarantee.
- **Simplify booking:** Think about your primary goal. Are you trying to drive engagement? Boost mobile bookings? Help make the travel experience better? Focus on your main objective and make the user experience facilitate that. Eliminate steps on mobile bookings so that it's as easy, if not easier, than it is on desktop.¹

- **When people want to talk to you, make it easy!** Moving from researching to talking (and purchasing) should be simple and seamless. Enable people to reach you quickly. Consider click-to-call buttons, and use mobile-friendly contact forms.

4. Can't-wait-to-explore moments

That moment when a traveller's toes sink into the sand ... or their feet click into ski boots ... or they walk into a grand bazaar. These are the moments when their dreams become reality. Once they're on the ground and enjoying their trip, travellers still turn to mobile to help them make the most of every day. Eighty-five percent of leisure travellers decide on activities only after having arrived at their destination.³



Nearly nine out of ten travellers expect their travel provider to share relevant information while they're on their trip.³ Travellers want weather updates, exchange-rate information, public transportation details, and any relevant news that will improve their trip.

How to win can't-wait-to-explore moments:

- **Make information accessible across platforms:** Your apps, sites, and mobile experiences should be designed to allow travellers to quickly and easily find what they're looking for and then get back to enjoying their trip. Doing so will likely pay off as 67% of travellers feel more loyal toward a travel company that shares information during their trip that improves their travel experience.¹⁰
- **Be present on mobile:** Travellers rely on mobile to get their bearings, both figuratively and literally. Since smartphones are location-aware, travellers often search for "things to do near me," and search interest in "places to eat near me" has more than tripled in the last year.¹¹

Travel is a very personal experience—and is one that consumers don't rush into, given the cost and number of details involved. By providing [inspiring and useful information](#) during every stage of a trip, your brand can turn dreams into reality and create loyalty throughout the process.

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia on how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Sources

- 1 Google/Phocuswright, "Leisure Traveler Study," October 2015, U.S., n=930 leisure travelers.
- 2 Google Analytics aggregated data, Travel Benchmarks, January–June 2016, Australia.
- 3 Google/Ipsos Connect, "Travel Playbook Omnibus," April 2016, U.S., n=1,664 travelers 18+.
- 4 Google internal data, January–June 2016, Australia.
- 5 Google/Ipsos Connect, "Travel Playbook Omnibus," April 2016, n=976 U.S. travellers 18+ who use a smartphone.
- 6 Google/Ipsos Connect, "Travel Playbook Omnibus," April 2016, n=405 U.S. travellers 18-34 who use a smartphone.
- 7 Google/TNS, "Global Travel Survey," April 2016, U.S.
- 8 Google/Galaxy, "Consumers in Micro-Moment Survey," Australia, June 2015, n=251 smartphone users.
- 9 Google/Ipsos MediaCT, "The 2015 Traveler's Road to Decision," U.S., August 2015, n=599 leisure/business travelers.
- 10 Google/Ipsos MediaCT, "The 2015 Traveler's Road to Decision," U.S., August 2015, n=3,500 leisure travelers.
- 11 Google internal data, January–June 2015 and January–June 2016, Australia



Micro-Moments Guide: How Australians Find and Choose Professional Services

Published
February 2017

Here's a new one: What do lawyers and tax accountants have in common? They're both found and researched online! Here's new insight into where and how Australians research professional services—and how businesses can connect at each point in the journey.

think with **Google**

In partnership with market research firm TNS Australia, Google conducted research to better understand how Australians shop for professional services—in particular, small- to mid-sized legal services, as well as firms that provide tax and audit services. This is the latest installment in our [micro-moments guide](#) for Australian businesses and marketers.

Using both quantitative and qualitative methods, we spent time with consumers to understand what they're looking for when they need professional services, how they make decisions, and where they go for information.

1. What-are-my-options moments

Most people don't need to consult professional legal or accounting services often, so when a situation arises for which they need help, they start their searches by looking for general information. Half of the people we surveyed turn to their smartphones for immediate information or advice when triggered by an unexpected problem or situation.¹ Consumers turn to the web to get educated on where they should start and what services they actually need.

We found that consumers see taxes as more transactional and routine and legal as more personal, coming with some heightened anxiety. Consumers assume that legal will be a more prolonged process that will come with more face-to-face interactions.



Trust is a major concern. Consumers ask their friends and family for recommendations—and they also seek transparency on businesses' websites. They want to know exactly what deliverables they can get and what the costs are. This research is often conducted on mobile—among Australians who used professional services in the past six months, 76% used a smartphone to find these services.¹

How to win what-are-my-options moments

- **Be there:** Mobile is people's go-to advisor, so make sure your business is present when consumers search for help.
- **Provide useful content:** You may know what your firm specialises in, but first-time customers probably don't. Different legal and tax scenarios will create different needs in the moment, so ensure that your site is clear and can help guide a newcomer through the process. Imagine someone who just got in a car accident, for example. If they think they might need legal advice, they probably want to quickly find out what information they should be gathering right then and there.

2. Who's-the-right-fit moments

Because consumers don't often know much about legal and tax firms, the benefits between businesses can blur in their minds. They turn to their smartphones to dig into what each business offers. Among Australian smartphone users, 75% of Australian smartphone users said information sourced online through their smartphone helped them make decisions about using local professional services.¹ They tend to choose a provider that feels right based on how the website communicates and what kind of differentiation they can spot in staff bios.

Local convenience is paramount when consumers are looking for the firm that is just the right fit. Most consumers have an expectation of face-to-face contact with the law or tax firm that they select, so they need to be able to easily determine if your office is close to their home or work. They look for this info via mobile.



How to win who's-the-right-fit moments

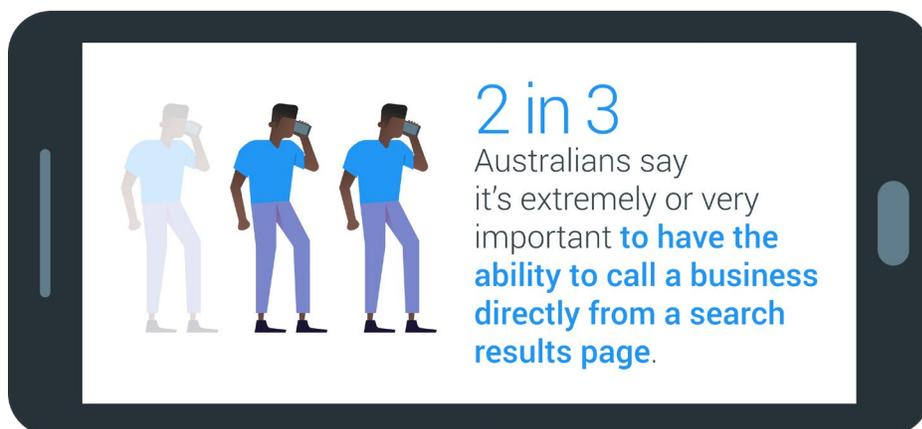
- **Add reviews to your online business listing:** To put it simply, reputation matters. Give consumers insight into the experience of using your business by [including online reviews with your business listing](#). This will help consumers refine their choices and find a firm they can trust.

- **Clearly communicate benefits on your mobile-optimised site:**
On your website and in ad copy, outline your businesses' benefits in basic language that makes your expertise evident. Consumers can get overwhelmed when researching a lot of different options, so [make sure your site is easy to digest and interact with on mobile](#).
- **Have a local presence:** Consumers want convenient, close businesses, so make sure your that online business listing is updated, you're present for local search terms such as "accountants near me," and you have [location extensions](#) set up.

3. Let's-talk moments

All their research and searching gets real when consumers are ready to talk with your business. Talking on the phone adds the human element to the decision-making process and moves things along quickly. The Australians we spoke to said they're looking for advice: What steps should they be taking? What should they be thinking about? They want to hear your answers to do a gut check and see if they sound right. A lot of them see this as a "try before you buy" phone call.

This phase in the path to a final decision is all about building relationships, and it's important to be readily available when people want to talk. [Two in three Australians say it's extremely or very important to have the ability to call a business directly from a search results page.](#)



How to win let's-talk moments

- **Incorporate click to message ads:** Australians are looking for information on mobile—and you can connect with them there. [Click-to-message ads](#) allow people to start a conversation with you right from their smartphones. This shortens their research process and allows them to feel comfortable with your business.
- **When people want to talk to you, make it easy!** Moving from researching to talking (and purchasing) should be simple and seamless. Enable people to reach you quickly. Consider [click-to-call](#) buttons and have mobile-friendly contact forms.

When consumers are in a pinch and need your legal or accounting services, [make it easy for them to choose you](#). Meet them where they are—on mobile—with seamless experiences designed around their needs. Helpful information, transparency, and easy ways to get in touch will help them. Make a case for them to hire your services.

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia, around how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Source

¹ Google/Galaxy, “Consumers in the Micro-Moment,” June 2015, Australia, n=259 smartphone users.



Micro-Moments Guide: How
Australians Choose Apparel
and Accessories

Published
February 2017

Researching and purchasing apparel on mobile has come into fashion—and it's sure to last through this season and many more to come. Here's the latest research on what your business can do to meet shoppers in the mobile moments that matter

think with **Google**

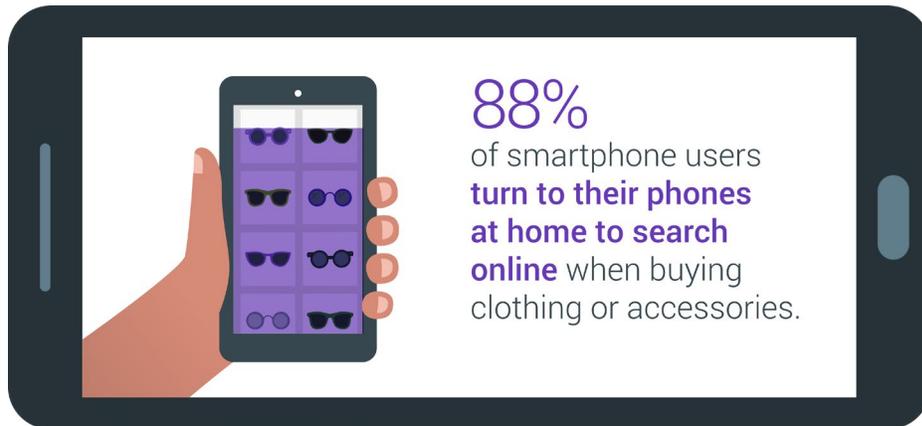
For most Australians, the path to purchase for apparel and accessories is pretty short. Shoppers decide they need a new item, conduct research, and head to the store (or seal the deal online). Sixty percent of research is done on the same day as purchase.¹ This means shoppers make a lot of quick decisions on mobile, as they gather ideas, research products, and search for local information. Businesses can be there to influence them in these [intent-rich micro-moments](#).

To understand what this quick purchase journey looks like, Google teamed up with market research firm [TNS Australia](#) and conducted quantitative and qualitative research. We dove into how and when Australian shoppers use mobile to find and choose apparel and accessories.

1. Time-for-a-new-look moments

Most apparel purchases are spontaneous. A flash of inspiration can happen when someone spots a beautiful jacket while walking to lunch—or a moment of need can crop up when those beloved jeans finally give out. When the need arises, many Australians turn to their smartphones. Their first questions? “What’s in?” and, maybe more importantly, “What’s out?” Checking trends helps them build a frame of reference and shortcut the research process.

People aren’t brand-committed in these initial moments: 90% of smartphone users say they aren’t absolutely sure of the specific brand they want to buy when they begin shopping.² They just want to know what’s in style and find things that fit their personal tastes. They’re open to inspiration as they pull out their smartphones to find just what they need. In Australia, 88% of smartphone users turn to their smartphones at home to search online when buying clothing or accessories.³



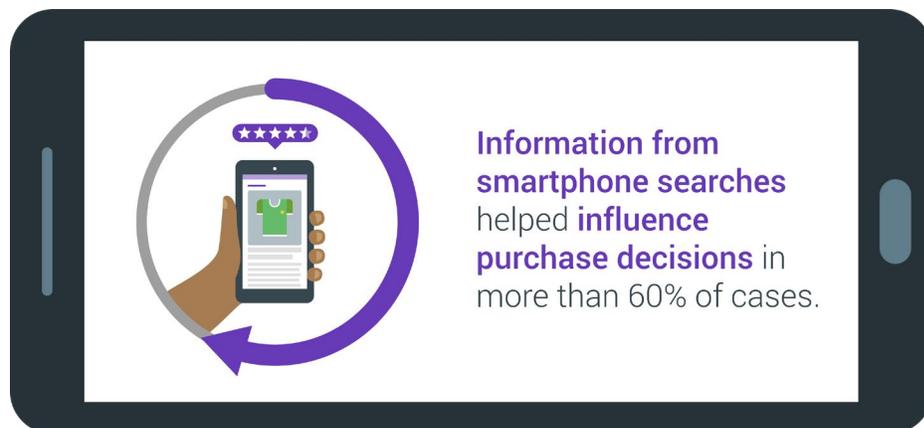
How to win time-for-a-new-look moments

- **Ensure that you show up:** To be in the consideration set, your business needs to be there not only when people search for your business specifically but also when they search category terms related to the items you sell. If you sell a wide variety of swimwear, for example, you should be there when people search for "swimsuits," "swim shorts," "bathing suits," and "bikinis."
- **Create inspiring content:** Help shoppers stay informed about the latest styles and trends by creating style guides or seasonal [YouTube videos](#). Forty-five percent of smartphone users first learnt about a product by looking on a website or app,³ so look to improve your search and filter functionality and allow for maximum product discoverability.

2. Finding-the-perfect-piece moments

Once shoppers have a general idea of what they want, research can begin in earnest. One in two shoppers uses their smartphone to conduct clothing and footwear research¹—and this research helps shoppers figure out which piece is best for them. We found that information gained from smartphone searches helped influence purchase decisions in more than 60% of cases.⁴

These moments give retailers a chance to show off what they've got. And it's all about the photos and videos. Shoppers want to see the items from every angle: how they fit, what they can be paired with, and what they look like when they move.



How to win who's-the-right-fit moments

- **Show products in context:** Bring your products to life with high-quality pictures, videos, and even 360° videos. Seeing is believing for many shoppers, so give them all the info they need to add pieces to their shortlists. Among women who shop for apparel on their smartphones, 64% agree that seeing images of products in context positively influences their purchase decisions.⁵

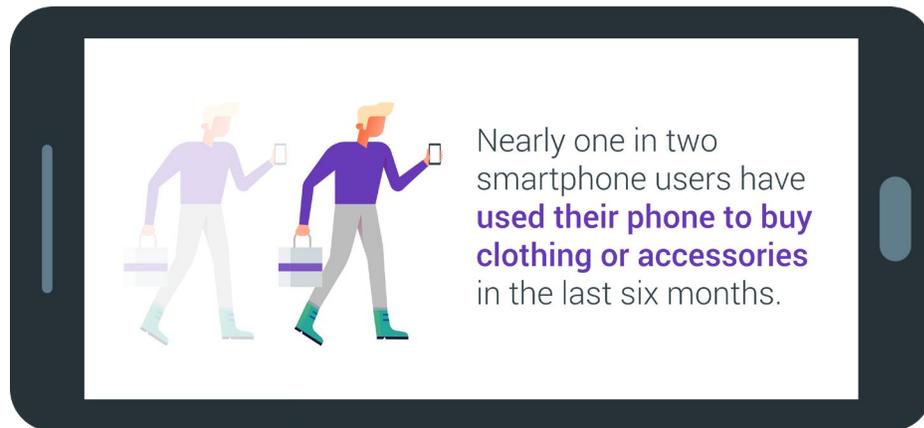
- **Feature product reviews:** Make it easy for shoppers to choose you by showcasing reviews from other satisfied shoppers.
- **Get in front of interested shoppers:** [Shopping ads](#) help you get your product photos in front of the 70% of smartphone shoppers who have used their phone to research prices when buying clothing or accessories in the last six months.³
- **Show product availability:** As much as shoppers care about optimisation and finding the perfect piece, they care equally about being efficient and saving time. Show them whether an item is available or not.

3. I'm-ready-to-give-it-a-try moments

At this point, some shoppers will go ahead and make a purchase right from their smartphones. In Australia, nearly one in two smartphone users have used their phones to buy clothing or accessories in the last six months.⁶

Other shoppers will search for nearby retailers, and head to the store to try a piece on and see what other items are available. It's no wonder that [shopping searches for "near me" in Australia have more than doubled in the past year](#). Once shoppers have the info they need, they head to the store quickly. Of the people who conduct local searches on their smartphones, 76% visit the business within 24 hours, and 28% of those searches results in a purchase.⁷

Consumers continue to rely on their smartphones all the way to checkout, as 82% of U.S. shoppers say they consult their phones on purchase they're about to make in a store.⁸ Even when shoppers know what they want, they'll often look up reviews and even other products from the dressing room or checkout line. Retailers that embrace this and provide quick, helpful information tailored for in-store shoppers can help them feel more confident in their purchases—and can use the opportunity to suggest other apparel or accessories.



How to win I'm-ready-to-give-it-a-try moments

- **Show local availability:** On your site, include functionality that shows shoppers what items are available at which stores. To drive shoppers directly to you, show product availability at your different store locations with [local inventory ads](#).
- **Speed it up:** A fast and mobile-friendly site with a simple checkout process will foster confidence in shoppers to purchase straight from their smartphones. Run a quick check on how fast your site is right now with [Test My Site](#).
- **Provide multiple checkout and fulfillment options:** When ready to buy, people want convenience and simplicity. Case in point: 23% of people abandon retailer sites when asked to create a new user account at checkout.⁹

Ask yourself: Are you prepared to meet Australian shoppers in the moments that matter most? Take time to think about what mobile searchers may be looking for at every micro-moment—and [how you can help them](#) find the perfect look.

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia on how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Sources

- 1 Google/TNS, "The Consumer Barometer Survey," 2015, Australia, n=335 internet users answering based on a recent apparel purchase.
- 2 Google/Ipsos, "Consumers in the Micro-Moment, Wave 3," August 2015, U.S., n=1,291 online smartphone users aged 18+.
- 3 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia, n=351 smartphone users.
- 4 Google/TNS, "The Consumer Barometer Survey," 2015, Australia, n=335 internet users answering based on a recent apparel purchase, n=108 made their purchase online.
- 5 Google/Ipsos Connect, "How Images Influence Mobile Shoppers, Phase 2," June 2016, U.S., n=551 mobile women's apparel shoppers.
- 6 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia, n=1002 smartphone users.
- 7 Google/Purchased Digital Diary, "How Consumers Solve Their Needs in the Moment," May 2016, U.S., n=1,000 smartphone users, n=634 local searchers.
- 8 Google/Ipsos, "Consumers in the Micro-Moment," U.S., March 2015, n=5,398 internet users.
- 9 eMarketer, "eCommerce Survey 2014," October 2014.



Micro-Moments Guide: How Australians Find and Choose Health Services

Published
February 2017

Click-to-call is the new house call for Australians looking for health service providers, as Aussies turn to mobile to find help for everything from toothaches to tendonitis. We've put those intent-rich moments under the microscope and have new insights into how practitioners can connect.

think with **Google**

For many Australians, “health is wealth” are words to live by. Even for a one-off visit to the dentist, [they pick up their smartphones](#) to help locate and research reputable professionals for treatment.

In partnership with market research firm [TNS Australia](#), Google conducted research to better understand how Australians choose health service providers—specifically dentists, chiropractors, and physiotherapists. This is the latest installation in our comprehensive [micro-moments guide](#) for marketers and businesses.

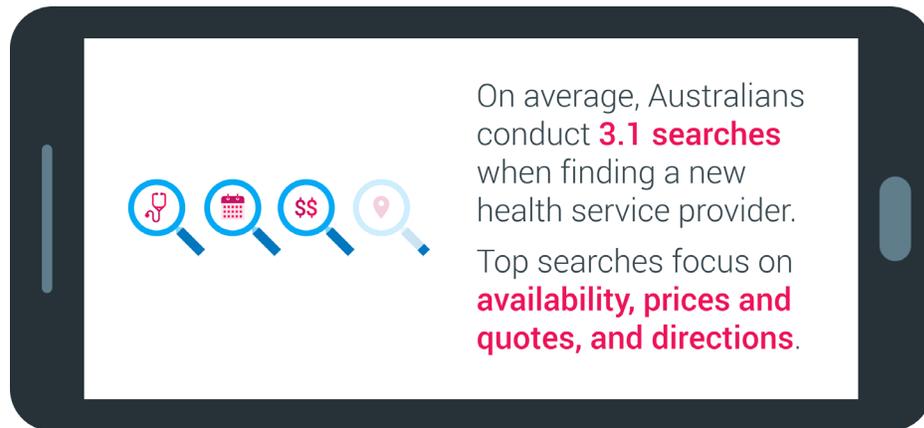
We looked at where Australians go for information about providers, what they value in a practice, and how mobile can help foster a more trusting patient-practitioner relationship.

1. Where-can-I-get-treatment moments

When ailing Aussies need spinal adjustments, sports injury massages, clinical Pilates, or those dreaded root canals, smartphones are their first sources of relief. Among smartphone owners, 77% have used their smartphones to find local health services in the past six months.¹

In those initial moments of need, people look for information, advice, and where they can get treatment. On average, Australians conduct 3.1 searches when finding a new health service provider.² Top searches focus on availability, prices and quotes, and directions.²

Local convenience is key as [“near me” searches for health-related services have doubled since 2015](#). People don’t want to travel too far for treatment, particularly in an emergency, so they’re on the lookout for local practices they can get to easily.

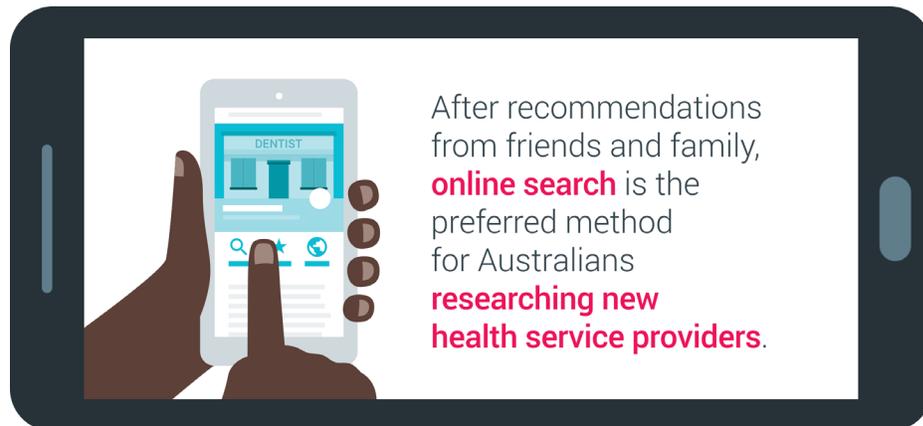


How to win what-are-my-options moments

- **Be there for local searches:** Showing up for “near me” searches will help your business be considered. Make it easy for people searching on mobile to find your office by bidding on location-specific keywords and using [location extensions](#).
- **Show up for a variety of terms:** Treatment-specific keywords are a must, as are keywords that reference specific preferences, such as “open weekends,” “online appointments,” and “comfortable waiting room.”
- **Showcase the essentials:** Health service providers can be highly specialised. Be clear about available treatments and the services you offer in your [online business listing](#). Also include up-to-date business hours, a phone number, and a street address.

2. Who-can-I-trust moments

Once options are narrowed down to those that are convenient and offer the right services, consumers do more in-depth research to decide on a practitioner. After recommendations from friends and family, online search is the preferred method for Australians researching new health service providers. On average, Aussies consider two health service providers.² Helping people choose your service is about building trust and being transparent.



In these moments, people are looking for high levels of specialisation, patient testimonies, proven results, and a sense of professionalism from providers' websites. These factors help people feel confident in your ability to deliver tangible results.

Transparency and simplicity are key; people don't want to feel lost in a mire of medical jargon or vague pricing. They expect to find clear, relevant information. Seventy-five percent of users reported that information sourced online through their smartphone helped them make decisions about local professional services.¹

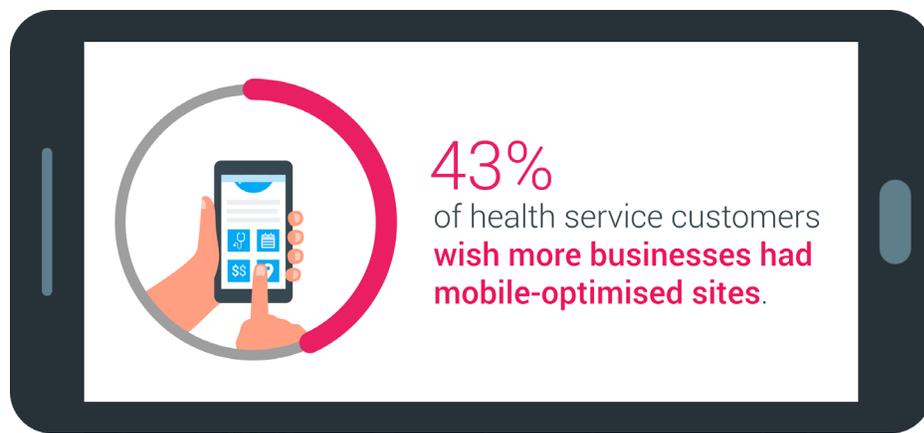
How to win who-can-I-trust moments:

- **Include reviews on your business listing:** Allowing patients to post reviews on your [online business listing](#) is a great way to foster trust.
- **Make a positive first impression:** Your website is a patient's virtual window into your office, so make it inviting. Upload clear, high-quality photos of your office and write detailed treatment descriptions with benefits clearly communicated. Include a page with detailed practitioner bios, qualifications, and photos to help people see how your practice aligns with their personal needs.
- **Make sure the price is right:** Highlight insurance coverage and costs for specific treatments to give patients the assurance they need to confidently book an appointment.

3. I'm-ready-to-book moments

Patience may be a virtue, but it is not a trait you should expect from your patients. The days of filling out contact forms and waiting on callbacks are behind us; people want to be able to go straight from researching to contacting a provider in an instant.

Talking on the phone adds a comfortable, human element to the process: 66% of Australians say it is extremely or very important to have the ability to call a business directly from a smartphone search results page.³ Aussies we spoke to also liked the convenience of booking an appointment online, as it provides more flexibility and control in fitting treatment into their schedules.



How to win I'm-ready-to-book moments:

- **Mobile-optimize your website:** [Test your site](#) for mobile-friendliness to ensure that the booking process is simple and seamless. Almost half (43%) of health service customers wish more businesses had mobile-optimized sites.²
- **Offer convenient conversation starters:** Aussies researched your practice on mobile, so why not allow them to start the conversation there? [Click-to-call buttons](#) and [click-to-message ads](#) help people contact you from their smartphones.

- **Shortcut the online booking process:** Have an online booking tool so people can book appointments instantly. Showing which practitioners are available on specific days and times adds another layer of convenience and personal service.

Australians want to know their health is in good hands. When they turn to their smartphones to find new providers, [make it easy for them to choose you](#). Give them the thorough treatment they deserve even before they enter your practice by featuring clear and easy-to-understand pricing and treatment information on your site, making it easy to get in touch, and keeping the booking process simple.

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia, around how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Sources

- 1 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia, n=259 smartphone users.
- 2 Google/TNS, "SMB Path to Purchase," Australia, 2015, n=252 recent health services purchasers.
- 3 Ipsos/Google, "Click to Call Study," Australia, May 2014, n=2,390.



Micro-Moments Guide: How Australians Find and Choose Restaurants

Published
February 2017

Discovering new cafés, local brunch spots, and restaurants is a national pastime for Australians, and smartphones are their go-to sources for ideas and information. Restaurants can cook up meaningful connections with customers by being present in the intent-rich moments when people turn to the web.

think with **Google**

It's an age-old question: "Where should we go for dinner?" With seemingly endless dining options all over Australia, the answer usually isn't so simple.

Whether they're looking to grab a quick bite or plan a special get-together, Aussies [turn to their trusty smartphones](#) to find new restaurants, read reviews, check maps, and finally make their choices.

Using qualitative and quantitative data, we took a look at how Australians decide where to eat, particularly diving into the role of mobile in key [micro-moments](#) along the way. In this edition of our [micro-moments guide](#), we have new research and takeaways for restaurateurs looking to win over hungry Australians.

1. I-need-a-new-spot moments

One thing almost all Australians have in common: When their stomachs start growling, the smartphones come out. Among smartphone users, 66% used their phones to choose where to eat in the last three months.¹

How people use their smartphones, however, can change based on why they're looking for a restaurant. Let's take two Melbourne residents, Michael and Anna, as examples. Michael wants to grab a quick lunch and he's tired of his regular standbys; Anna is planning a celebration for her best friend's birthday in two weeks and wants to find somewhere special.



Michael might start by searching for broad terms such as “indian food melbourne” or “lunch specials near me,” keeping an eye out for spots that have high ratings. Local convenience is key as [“near me” searches within the category of food and drink have doubled since 2015.](#)

Anna has more time to plan ahead, so she gets a few ideas by searching for terms like “waterfront restaurants in melbourne” and “best restaurants for large groups.”

For either kind of diner, discovery is the name of the game at this point in the process. Whether they’re looking for the newest, hottest place in town or just need a nudge to try a place they’ve walked by a hundred times, they’re on the hunt for ideas.

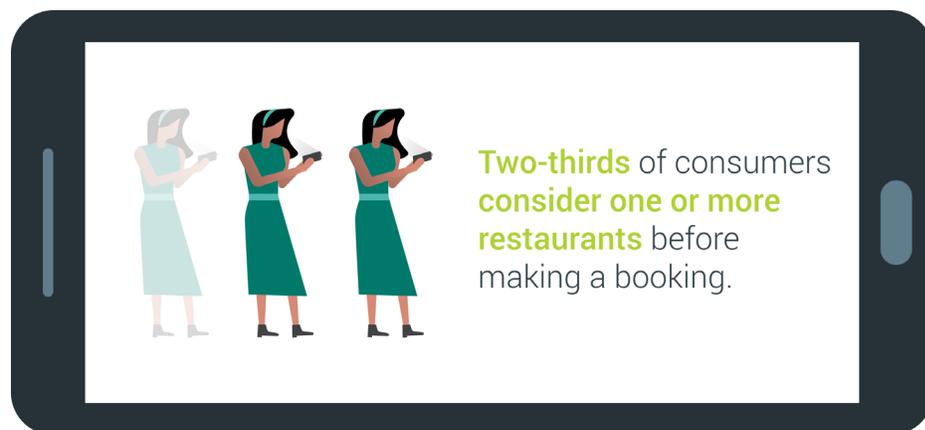
How to win I-need-a-new-spot moments

- **Show up on mobile to be considered:** A robust mobile presence, including showing up for wide range of keywords, will help you reach people looking for ideas. If you own an Indian restaurant, for example, don’t just show up for the term “indian restaurants,” but also be there when people search for things like “sydney waterfront restaurants,” “restaurants with vegetarian menu,” or “restaurants with outdoor seating.”
- **Claiming your business online is a piece of cake:** Create a [local online business](#) listing to let people know when you’re open, where you’re located, and how to get to you.

2. I-want-the-perfect-meal moments

Now that Michael and Anna have gathered ideas, they're ready to do some research. Our research showed that people usually turn to several sources and conduct multiple searches to narrow down and then validate their choices. Two-thirds of consumers consider more than one restaurant before making a booking.²

Because Michael is ready to eat right now, nearby restaurants that are open take top priority. From his “near me” search, he spots a few Indian restaurants open for lunch that look interesting. He quickly scrolls through their menus, looks at the pictures to make sure they're as casual as he prefers, and reads reviews. This may sound like a lot of work for lunch, but it's become common practice in Australia. Like Michael, 71% of smartphone users have used their phone to locate a casual or fine dining restaurant.³



Anna, on the other hand, wants to pick a place that all her friends will love (a tall order). After narrowing her search down to a few waterfront restaurants, she carefully compares menus for prices and options, scours reviews from past diners about service and food, and peruses pictures throughout the week to get a feel for each restaurant—all from her mobile device.

For many diners, smartphone research is their bread and butter: 77% of smartphone users said that information sourced online through their smartphones helped them make decisions about choosing and booking a restaurant.³

How to win I-want-the-perfect-meal moments

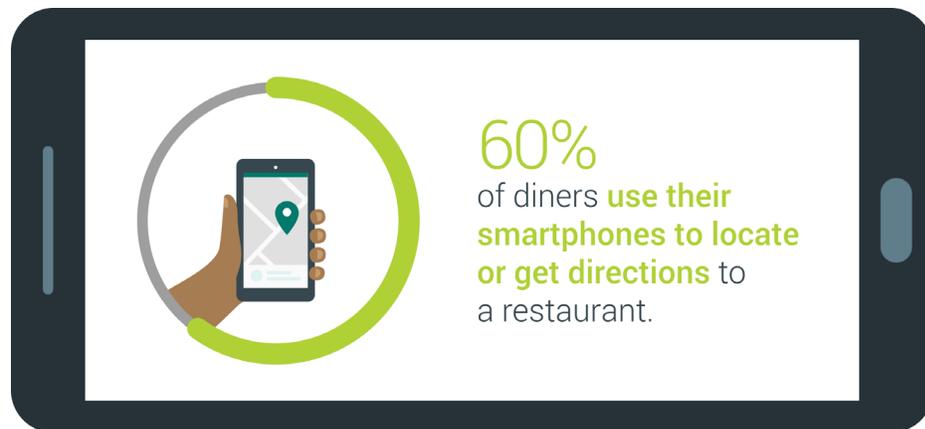
- **Highlight the full dining experience:** Give diners the details they crave by featuring high-quality pictures of your food and restaurant's interior on your business listing.
- **Turn on reviews:** Featuring reviews and comments is a great way to inspire confidence in potential patrons.
- **Feature mobile-friendly menus:** After [testing your site](#) to make sure it runs smoothly for mobile users, include an easy-to-read menu with prices to inform potential customers.
- **Show up in local listings:** Make it easy for people to find your business by showing up in "near me" searches, keeping your business listing address accurate and updated, and setting up [location extensions](#).

3. I-hope-we-can-get-a-table moments

Like everything else in their path to discovering a restaurant, mobile is diners' preferred way to make a reservation.

In Michael's case, it's too late to book a table, and he's worried the restaurant may be too busy for a walk-in customer. He calls the restaurant directly from its business listing to ask about table availability ("No wait for walk-ins!") and heads over for some much-needed chicken roti. He uses his smartphone for directions along the way, and he's not alone—60% of diners use their smartphones to locate or get directions to a restaurant.⁴

Anna has the time to make online reservations in advance, so she checks for availability on her friend's birthday. She doesn't get around to finalising her plans until Saturday morning (when the restaurant is closed), but the restaurant's website has an online booking tool that allows her to secure a table easily.



I-hope-we-can-get-a-table moments

- **Keep the booking process simple and seamless:** Have an online reservation booking tool on your website to make it easy for diners to secure a table, even when you're closed. This also allows people to see what other days or times are available in case their plans change.
- **Make it easy for customers to call:** For urgent reservations or last-minute meal planners, calling is still the best way to enquire about table availability. [Click-to-call buttons](#) allow diners to get in touch with your business easily at a moment's notice.

Smartphones are hungry Aussies' best friends in the moments they're looking for a place to eat. When you [meet diners on mobile](#) with a smorgasbord of relevant details, pictures, and reviews and make it easy for them to secure a table, you'll quickly move people from thoughts of "ugh, I don't want to cook" to "I'm ready to book!"

Methodology

Google partnered with TNS Australia in October 2016 to conduct qualitative research with n=30 18–54-year-olds across Australia, around how consumers research, shop for, and purchase a range of categories. This research supports a variety of other quantitative studies (sourced below) in order to gain a deep understanding of category specific micro-moments.

Sources

- 1 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia.
- 2 Google/TNS, "The Consumer Barometer Survey," 2014/15, Base: Internet users (accessing via smartphone) answering based on recent purchases in select categories who became aware of products purchased during research.
- 3 Google/Galaxy, "Consumers in the Micro-Moment," June 2015, Australia, n=390 smartphone shoppers.
- 4 Google/Ipsos, "Location Information Study," May 2014, Australia, Base n=2,417.