BEING FOUND:
The importance of local search information in the path to purchase

Google Think Insights Australia
google.com.au/think/
Introduction
Every day, people search for things nearby by conducting local searches. These are searches aimed at finding things near where they happen to be.

The objective of this study is to understand consumer Location Information attitudes and behaviors within the context of 7 different Google verticals:

- Travel
- Restaurant
- Finance
- Retail
- Technology
- Local Services
- Auto
Consumers are searching for local information everywhere, on every device, at every point in the purchase process.

**WHAT WE LEARNED**

- 3 in 4 use location information when searching.
- Local searchers are ready to act. If they don't find the information they need, they'll look elsewhere.
- They find the information contained within location features essential in order to navigate to a business.

- **30%** Make a purchase at a store after viewing their location information.
- **39%** Of consumers will explore another brand if they don't find the relevant information.
- **46%** Of consumers think having a business on Google Maps is a must have.
The Prominence of Local Search

Consumer Behavior After Local Search

Engaging With Local Extensions
The Prominence of Local Search
THE PROMINENCE OF LOCAL SEARCH

Consumers use Location Information when searching
(Smartphone searchers are 19% more likely than PC searchers to use Location Information)

81%
Smartphones

75%
Overall

68%
Desktop

19%
More likely than PC users to use location information

Q1. Have you ever used any of the following features when searching for information on your [INSERT DEVICE]?
Consumers always or frequently need to see a business’ Location Information

Overall: 51%

Smartphone: 57%

Desktop: 45%

Base: Total (LI =2417, LI Smartphone=1204, LI PC =1213) 

L4. How often while searching for information on your [INSERT DEVICE] do you find yourself needing to see the location of a business directly on a map (regardless of whether or not the option is available to you)?
THE PROMINENCE OF LOCAL SEARCH

Devices are used for different reasons
Smartphone = directions & transit
Desktop = convenience & planning ahead

- 67% When I need directions on how to get to a business store
- 58% When I want to check how far away the business/store is
- 38% When I need to plan transport to get to the store

- 67% To see if the business store is in a convenient location
- 58% When I want to check how far away the business/store is
- 38% When I need to plan transport to get to the store

Base: Total LI Respondents (n=2417)
L5. For which of the following reasons, if any, would you choose to use the map to see the location of a business after searching for information on your [INSERT DEVICE]? Select all that apply.
L9. Assuming you used a search engine on your [INSERT DEVICE] to obtain information on [INSERT SUB-VERTICAL NAME IN BOLD], how important is it for you to be able to directly access from your search results a map displaying the location of a business during each of these phases of the decision-making process? Select one for each phase. 5pt scale of “Not at all important” to “Extremely important”; top 2 box shown.

**THE PROMINENCE OF LOCAL SEARCH**

Smartphone searchers place more importance on Location Information within the Experience phase compared to PC searchers.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Smartphone</th>
<th>PC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inspiration</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>Research</td>
<td>49%</td>
<td>42%</td>
</tr>
<tr>
<td>Purchase</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>Experience</td>
<td>33%</td>
<td>27%</td>
</tr>
<tr>
<td>Post</td>
<td>23%</td>
<td>21%</td>
</tr>
</tbody>
</table>

* Travel and Restaurant verticals only

Base: Total (LI=2417, LI Smartphone=1204, LI PC =1213)
Consumers are searching for local information everywhere, on every device, at every point in the purchase process.

**Advertiser implications**

You should make sure your product availability, address and directions, appear in your ads across smartphone and computer/tablet. And ensure your locations are in Google Places.
Consumer Behavior
Consumers find local information valuable

**Average**: 67% think location information is important

**Smartphone**: 74% think location information is important

**Desktop**: 60% think location information is important

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Base: Vertical-Specific Users/Purchasers, L3. Those who said Click to call was “Extremely important” or “Very Important” L3. How important is it for search engine results displayed on your [INSERT DEVICE] to give you the ability to view the location of a business on a map (by clicking on a hyperlink)? 5pt scale from “Not at all important” to “Extremely important”; top 2 box shown.
CONSUMER BEHAVIOUR

They take valuable action after seeing the information

- **45%**  
  Check the store's business hours

- **30%**  
  Make a purchase/transaction at the store

- **22%**  
  Schedule an appointment/make a reservation

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Base: Total LI Respondents (n=2417)

L10. When thinking about all of the searches you conduct for [INSERT SUB-VERTICAL NAME IN BOLD] information, which of the following are reasons why you may want to directly access from your search results a map displaying the location of a business? Select all that apply.
CONSUMER BEHAVIOUR

But it’s not always available to consumers that feel it is important

Overall: Who value it don’t believe it is widely enough available
Smartphone: who value it don’t believe it is widely enough available
Desktop: who value it don’t believe it is widely enough available

Base: Vertical-Specific Users/Purchasers, L3. Those who said Click to call was “Extremely important” or “Very Important” L19a. Earlier, you mentioned that you thought it was important for search engine results displayed on your [INSERT DEVICE] to give you the ability to directly access from your search results a map displaying the location of a business. Thinking about when you conduct searches for [INSERT SUB-VERTICAL NAME] information, do you think the ability to click on a link that takes you directly into a map displaying the location of a business is available widely enough in that industry? 3pt scale from “Yes, it is widely available” to “No, it is almost completely unavailable”; top box shown.
CONSUMER BEHAVIOUR

When location information is not available, businesses lose customers and provide a negative brand experience, specially on smartphones

Average users:

39%  More likely to explore another brand/company
34%  Frustrated/annoyed
24%  Less likely to use the brand/company in the future

Smartphone users:

45%  More likely to explore another brand/company
40%  Frustrated/annoyed
27%  Less likely to use the brand/company in the future

Base: Total LI Respondents (LI =2417)
L11. How well do the following statements describe how you feel when you are unable to directly access from your search results a map displaying the location of a business on your [INSERT DEVICE]? 5pt scale from “Does not describe at all” to “Describes completely”; top 2 box shown.
What we learned

Local searchers are ready to act. Many are prompted to interact or purchase directly with the business.

Advertiser implications

You should look more closely at the visits you get from local extension clicks and build an attribution model for local search.
Engaging with Location Extensions
ENGAGING WITH LOCAL EXTENSIONS

Maps showing location of a business is the most used feature. The “Get Directions” button is primarily used by Smartphone users.

**Smartphone User**

- **83%** use map showing location of a business
- **75%** use "Get directions Bottoms"

**Desktop User**

- **78%** use map showing location of a business
- **66%** use Business Address that links to a map

**Base**: Total Respondents (n=4807)

Q1. Have you ever used any of the following features when searching for information on your [INSERT DEVICE]? Responses: Yes, No but I've noticed, No and I haven't noticed
Transit specific features are highly valued by consumers

- Map showing location of a business:
  - 77% of users find it extremely/very useful
  - 46% of them think it's a must have

- Get directions bottom:
  - 74% of users find it extremely/very useful
  - 37% of them think it's a must have

- Business Address that links to a map:
  - 65% of users find it extremely/very useful
  - 31% of them think it's a must have

Base: Total Respondents (n=4807)
Q2. How useful would you find each of the following features if you were searching for information today? 5pt scale of “Not at all useful” to “Extremely useful”..
Consumers find the information contained within location features essential in order to navigate to a business.

What we learned

Advertiser implications

Make your business as discoverable as possible. Ensure your Google My Business listings are up to date and location extension features are enabled for your Desktop and Smartphone AdWords campaigns.
Google commissioned Ipsos Australia, an independent market research company, to understand attitudes and behaviors regarding the LOCATION INFORMATION within both organic and paid search results for both mobile and PC devices.

n=2,417 respondents were recruited from the MyView panel (Owned & managed by Ipsos) and completed a 20 min online survey from 12-24 March, 2014. Respondents met the following criteria for inclusion in this research:

- Aged 18-74
- Smartphone users or PC, laptop, or notebook users
- User/purchaser in at least one of the verticals in the past six months