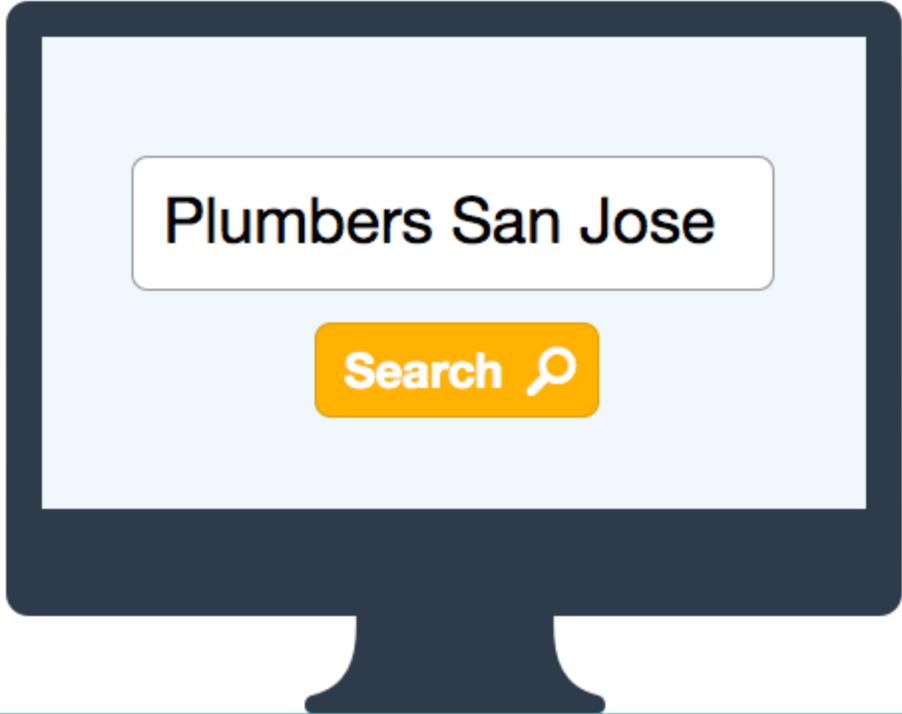


Essential stats for
convincing SMBs to
invest in local search



1. Local consumers
rely on the internet

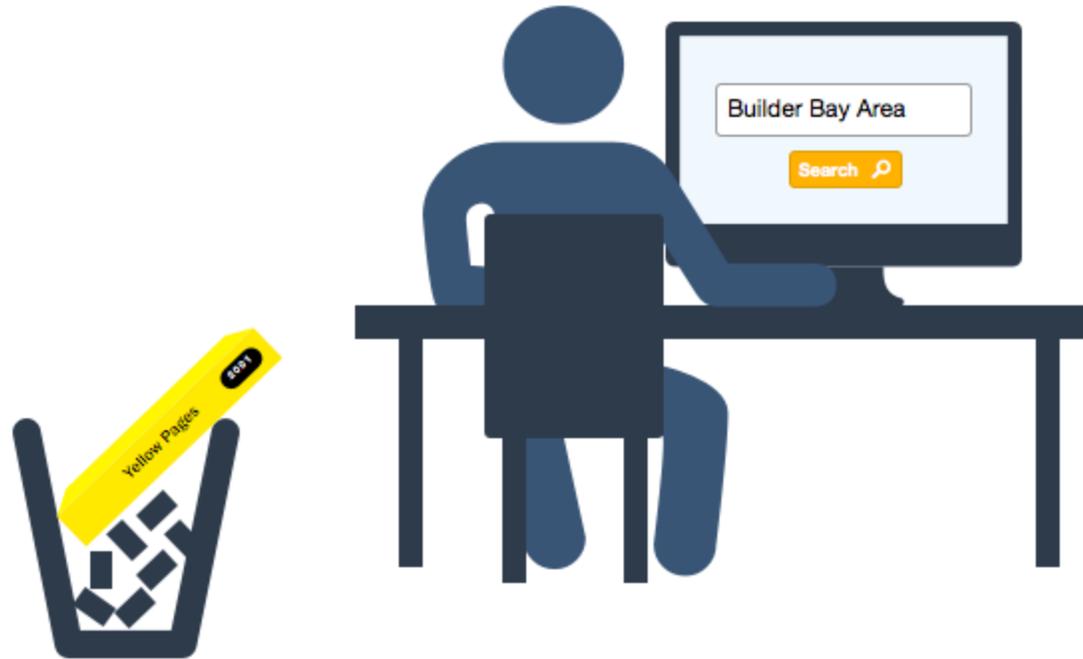


Plumbers San Jose

Search 

97% of consumers use internet when researching
local products/services

(BIA/Kelsey)



54 percent of Americans have substituted the Internet and local search for phone books

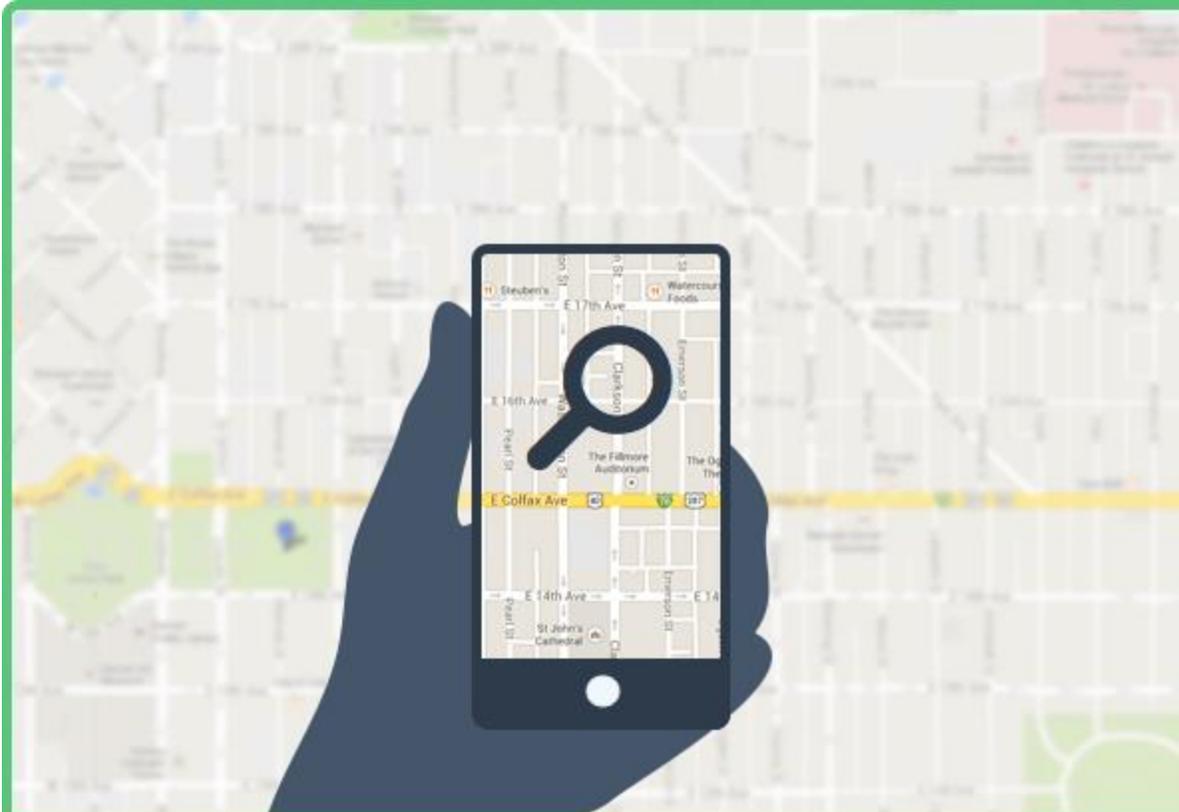
(comScore)

2. More users = more
searches = more potential
customers!



140 billion local searches (desktop & mobile)
expected in 2014

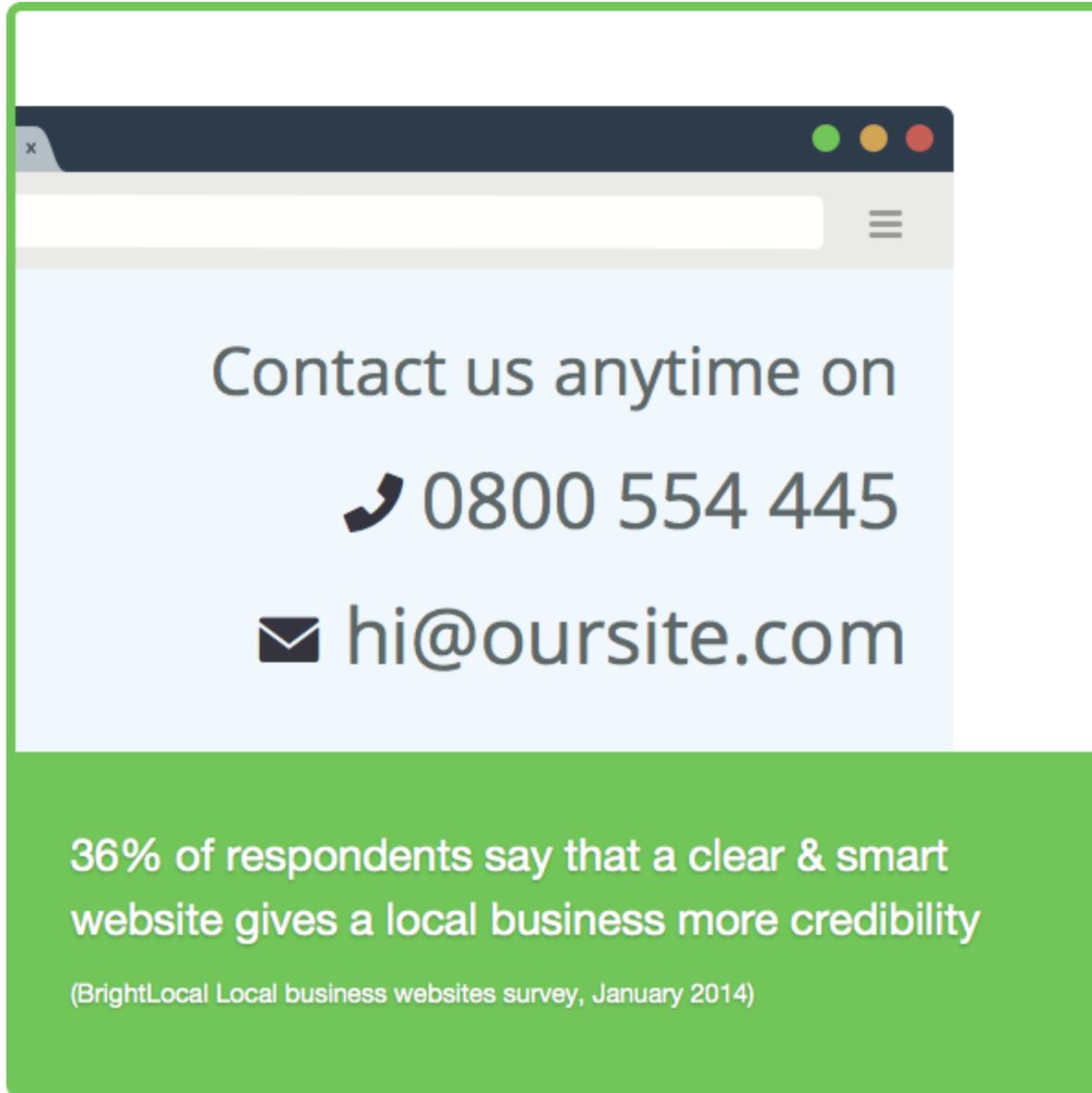
(BIA/Kelsey Local Commerce Monitor (LCM) Survey, Wave 16, November 2012)



95% of smartphone users have looked for local information

(Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011)

3. Having a website
is just a start



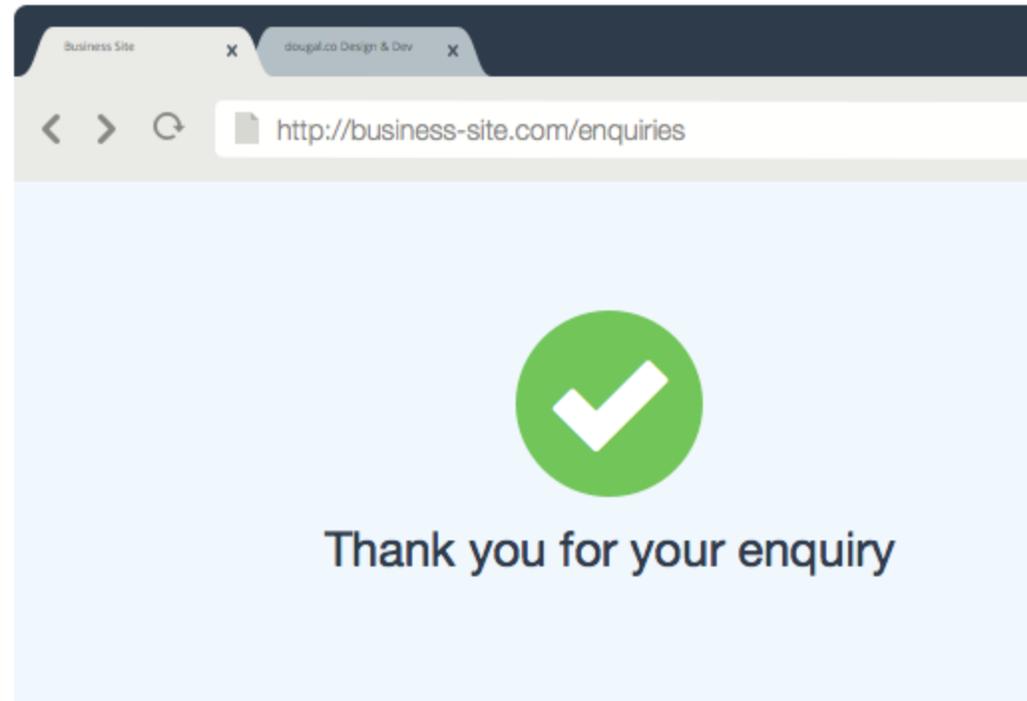
Contact us anytime on

 0800 554 445

 hi@oursite.com

36% of respondents say that a clear & smart website gives a local business more credibility

(BrightLocal Local business websites survey, January 2014)



32% of consumers are more likely to contact a local business if they have a website

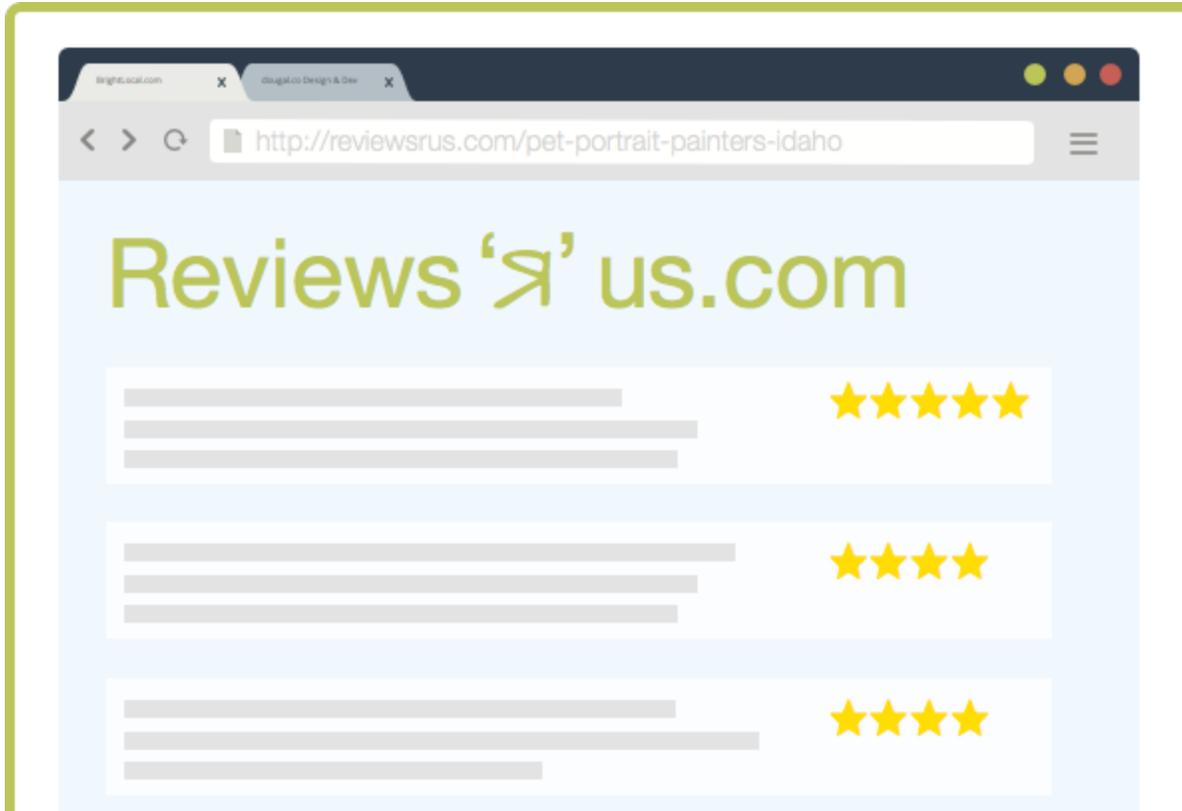
(BrightLocal Local business websites survey, January 2014)

4. It's crucial to be
prominent



98% of searchers choose a business that is on page 1 of the results they get.

5. Reputation
matters!



88% of consumers consult online reviews before they purchase local services

(BrightLocal, Local Consumer Review Survey 2014)

6. Consumers trust
what they read
online



Great
customer
service

I highly
recommend
them

Really
friendly

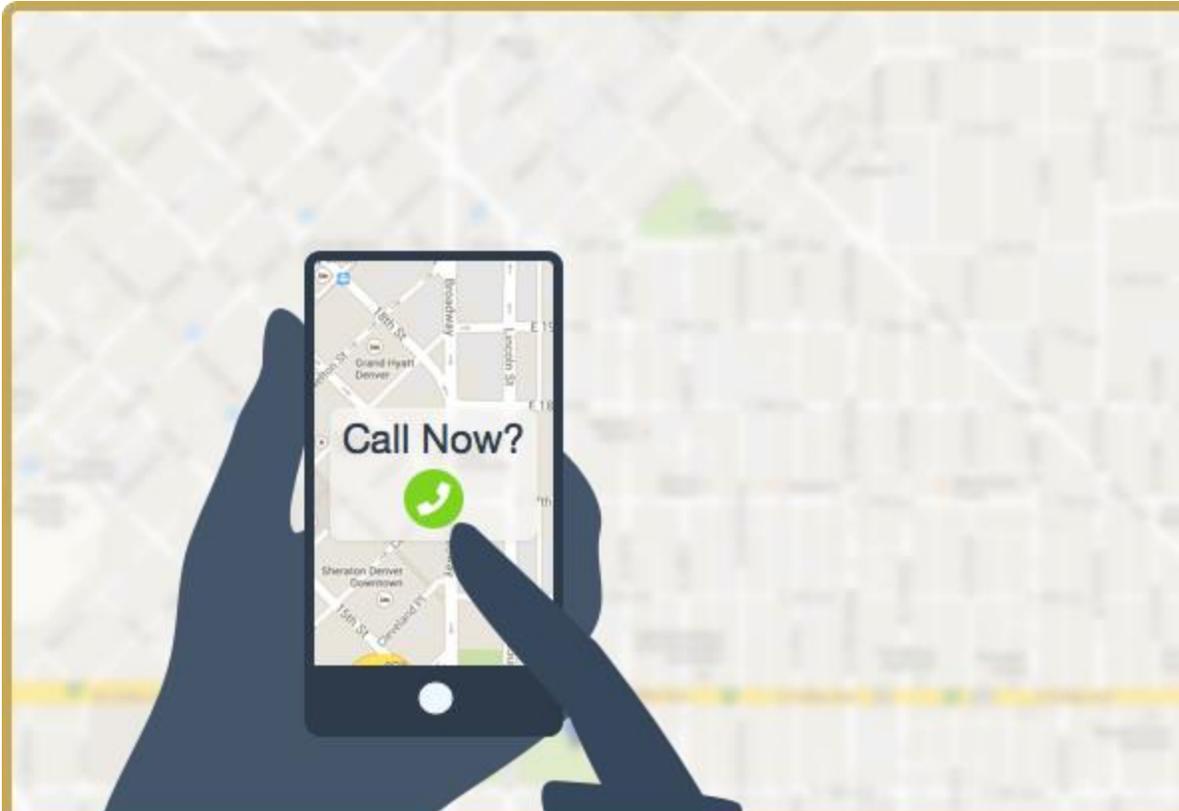
5. Reputation matters!

Contact Us

88% of consumers trust online reviews as much
as personal recommendations

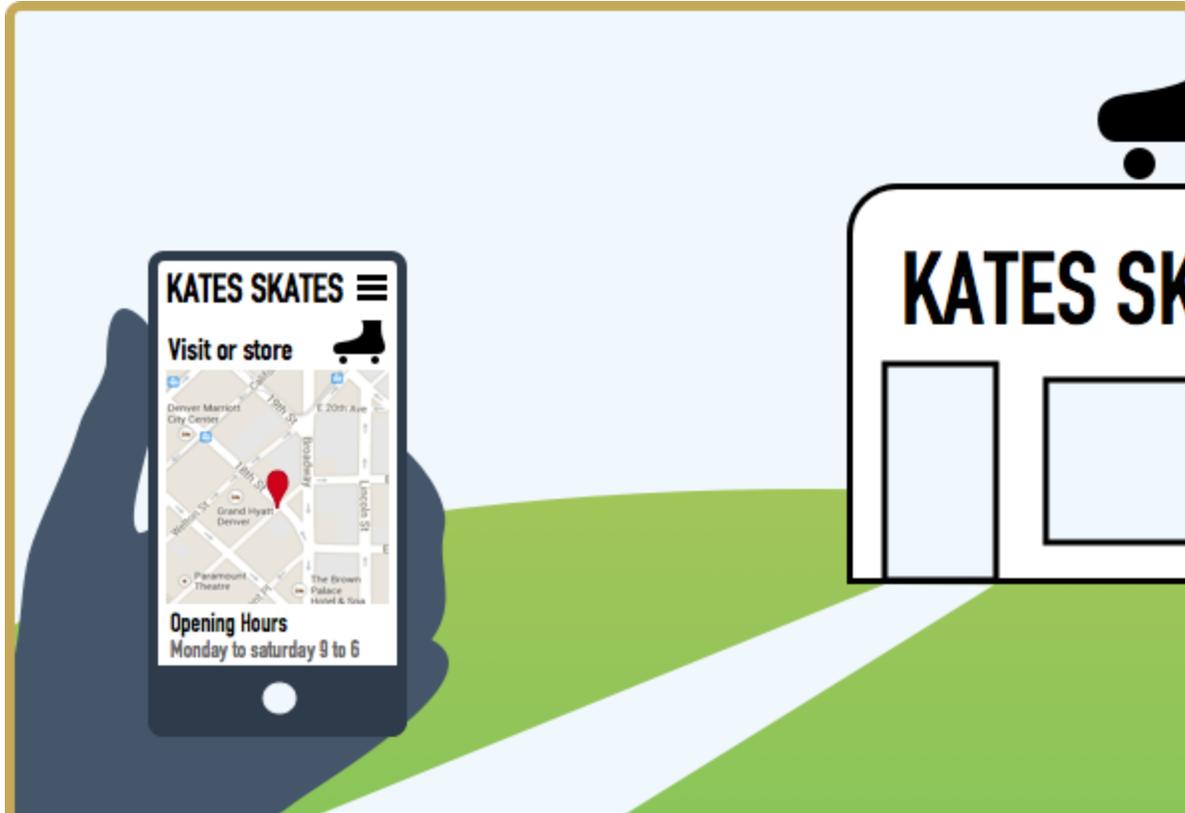
(BrightLocal, Local Consumer Review Survey 2014)

7. Consumers make
quick decisions
about who to use



**77% of smart phone users contact a business
after looking for local Information**

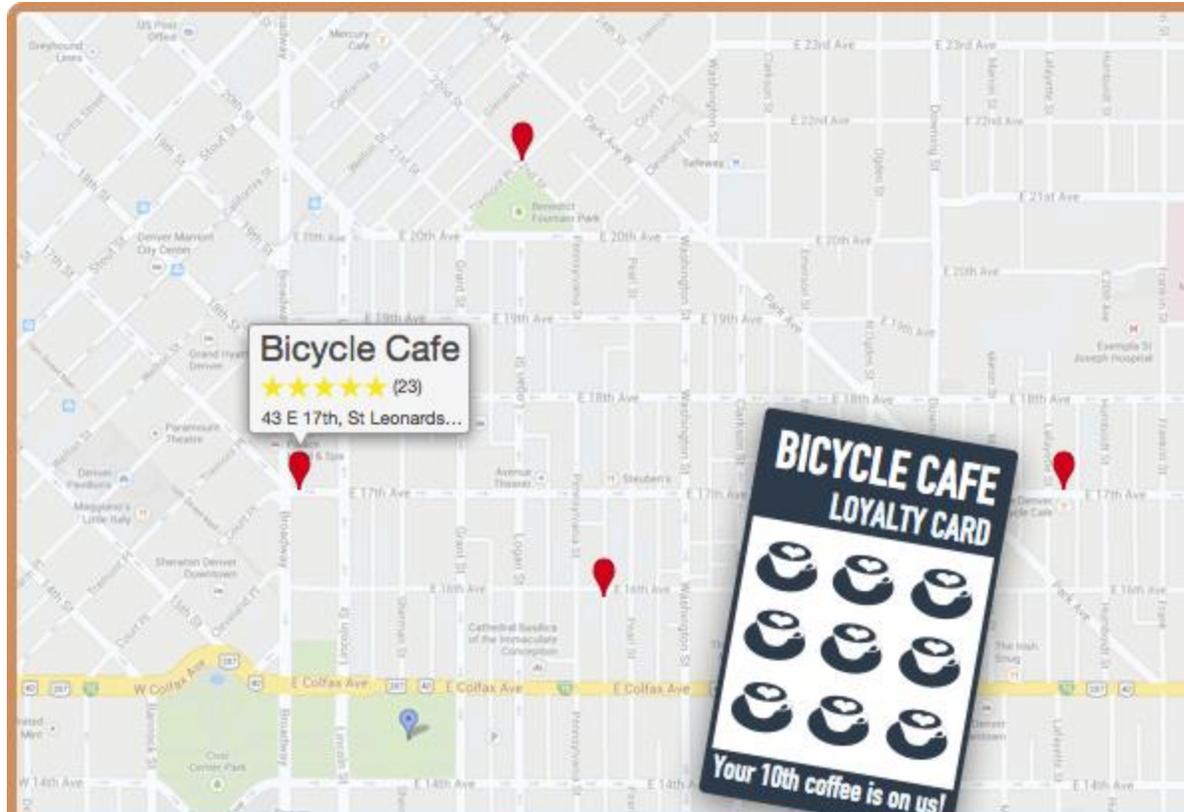
(Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT , Apr 2011)



59% of mobile users who look for local information
visit the business on same day

(Source: The Mobile Movement Study, Google/Ipsos OTX MediaCT, Apr 2011)

8. Even your
existing customers
are looking for you
online



No 1 reason for doing an online search is to find the location for a 'known' business

(comScore, Neustar Localeze, 15 Miles – Local Search Study 2014)

9. Your customers
are social & so are
your competitors



72 percent of SMBs are using social media to promote their businesses

(BIA/Kelsey Local Commerce Monitor (LCM) Survey Q3, 2013)



Seven out of ten consumers are more likely to use a local business if it has information available on a social media site

(comScore Networks/TMP Directional Marketing)