

PUTTING MULTI-LOCATION BUSINESSES ON THE MAP

A GUIDE TO STORE LOCATORS AND
LOCATION LANDING PAGES

BY BERNADETTE COLEMAN



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Bernadette is the CEO of [Advice Interactive Group](#) (AIG), an award-winning Inc. 500 company. Brands under the AIG umbrella include [Advice Local](#), [Advice Mobile](#), and [BubbleLife](#) to name a few.

Bernadette has been actively involved in digital marketing with an emphasis on local SEO since 2001. She focuses on developing enthusiastic and innovative teams to research, create and develop exciting digital marketing strategies for AIG clients.

Known to industry peers as the Queen of Local SEO, Bernadette's constant focus is on how business—small and large—can leverage content marketing, search engine optimization, and social media to dominate local search.

This focus led to the creation of [Advice Local](#), a citation submission technology that helps businesses “get found” easier and more quickly on Google, Bing, and other local business directories.

Among the awards she has received in recognition of her achievements, Bernadette is extra-proud of her Female Entrepreneur of the Year Stevie® Award. Succeeding as a female CEO is no small feat, and she strives to inspire women each day.

As co-founder of the popular news site [Rocks Digital](#), Bernadette has helped create a digital marketing resource with an influence that transcends the competition. Educating the digital community via this website along with her other endeavors feeds her soul,

and pushes her not only to track and follow trends, but to create them.

Her efforts to educate and enlighten include regular contributions to national digital marketing publications such as [Search Engine Journal](#), [Social Media Today](#), [Search Engine People](#), [LSA Insider](#), [Local Search Forum](#), and [Forbes](#).

Bernadette and her husband Tom also work as advocates for brain injury awareness through their co-founded nonprofit, [TryMunity](#).

Visit [BernadetteColeman.com](#), which has the hottest content, search, social and local news on the web. You never know what she'll say next!

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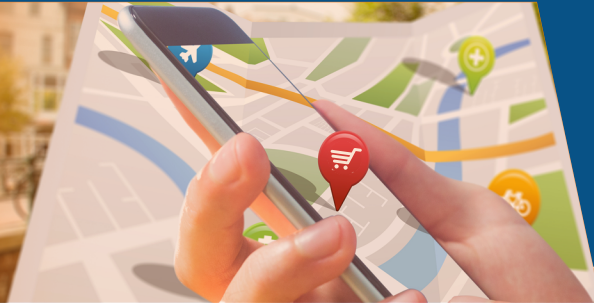
WHAT DOES IT TAKE TO GET PUT ON THE MAP?

What's the single best place for a multi-location business to be? Although this might seem like a trick question, there is a definite answer: at the top of local search results!

Multi-location brands and businesses that don't optimize for local search are losing out on a major opportunity to attract local shoppers to their website and, more importantly, to their store locations.

It's critical for multi-location brands to rank in local search on both desktop and mobile – especially since 50% of consumers visit a store within one day of conducting a local search on their smartphone and 78% of local searches on mobile devices result in offline purchases. Plus, 81% of people who search on mobile devices will phone or visit the business with a specific action in mind.

Need help getting a local business on the map? Here are 10 local SEO audit tips to get you started!



So how can a business that has multiple locations across different cities or states improve its local presence for each location? Here are a few ways to help local consumers discover local businesses online.

Local Presence Management



LPM is a multi-pronged approach to improving a business' online presence. It combines the use of directory optimization, store locators, local landing pages, and publishing high-quality, local-focused content.

Data Aggregator Submissions



Local data aggregators (like Acxiom, Infogroup, Factual, and Localeze) disseminate business information online, so submitting accurate location details to these sources results in more consistent listings across the web.

Review Sites



Collecting positive customer reviews strengthens a business' reputation and helps earn the trust of search engines, which can lead to higher rankings in local search results. Plus, consumers often trust reviews more than paid ads or product descriptions.

Directory Optimization



Cleaning up bad data, maintaining consistent citations, and submitting business listings to high-quality local directories provides an SEO boost and improves visibility.

Social Profiles



Consumers are almost always tuned into social media – and local businesses should be, too. Social media can be leveraged to connect with local customers, start online conversations around the brand, and drive relevant traffic to the website.

Store Locators and Location Landing Pages



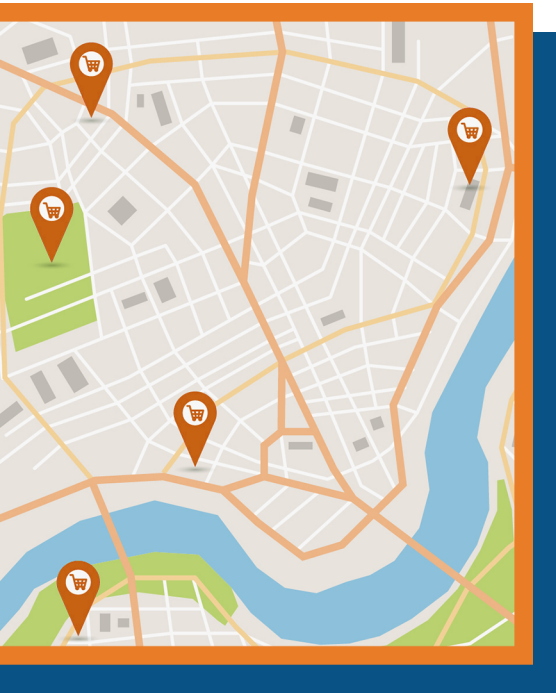
Adding a store locator to the website is the perfect solution for multi-location brands and businesses that want to connect with local shoppers. Keeping location page details such as the business name, address, and phone number (also known as NAP) up-to-date and SEO-optimized helps earn the trust of search engines and potential customers alike.

If consumers can't find a local business quickly and easily – both online and off – then it's time to get that business on the map.

Recommended resource: [Local Presence Management Before it was Cool and the Birth of the Internet](#)

CHALLENGES FACING MULTI-LOCATION BRANDS AND BUSINESSES

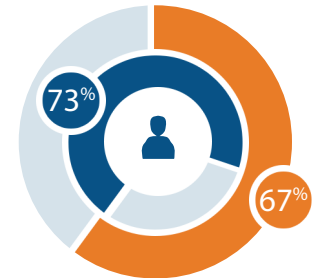
There are plenty of hurdles for businesses that want to dominate in local search results, even if they only have one location. Businesses and brands with multiple locations face many additional challenges in connecting with local consumers.



The biggest hurdles multi-location businesses must overcome include:

- Optimizing landing pages for each location
- Getting individual location pages to rank in proximity searches
- Maintaining up-to-date business details (including name, address, and phone number) for so many different locations across the web
- Easily directing local customers to the nearest location

Failure to address these challenges can cause major trust issues between brands and consumers.



For instance, 67% of consumers said they lose trust in a brand if they get lost on the way to a location and 73% lose trust in a business if it has inconsistent location details online.

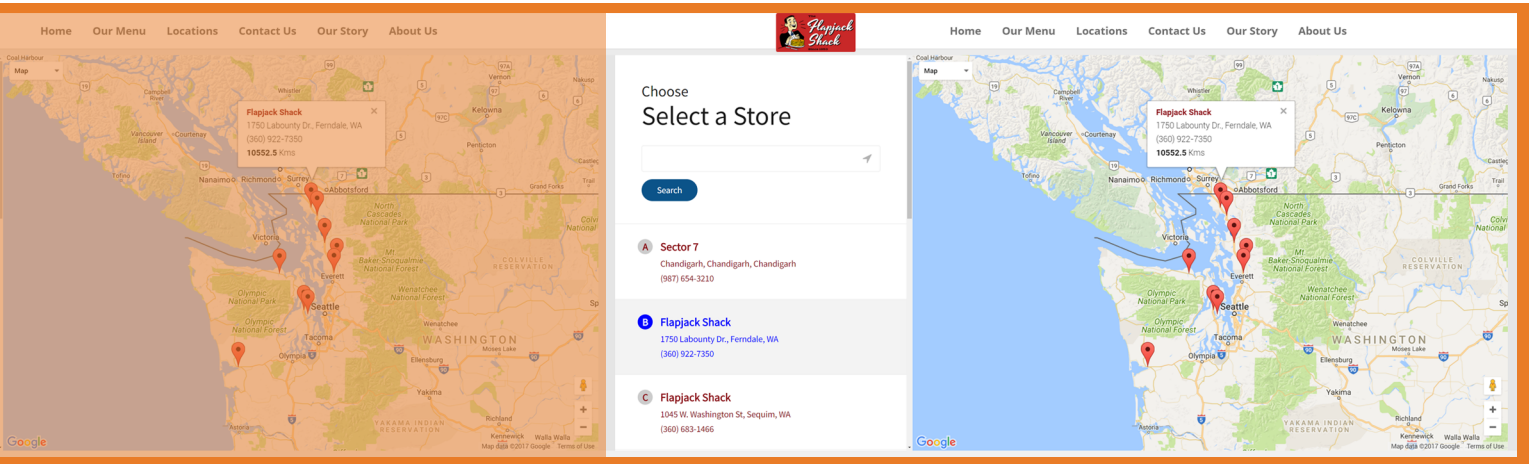
Recommended resource: *Taking Control: Local Presence Management for Multi-Location Brands*

STORE LOCATORS: THE MISSING LINK BETWEEN CONSUMERS AND LOCAL SEARCH

Before we explain the link, it's important to define what a store locator actually does.

What is a Store Locator?

A store locator is an interactive mapping tool that consumers use on a business' website to find the location closest to them. Most of the time, the locator will work in conjunction with the searcher's location to automatically bring up the closest locations. Sometimes the consumer must enter their ZIP code to start the search process. Many locator tools also generate individual landing pages for each location.



A user-friendly store locator is an easy way for multi-location brands and businesses to draw in more customers. It streamlines the process by which potential customers find the nearest location(s).

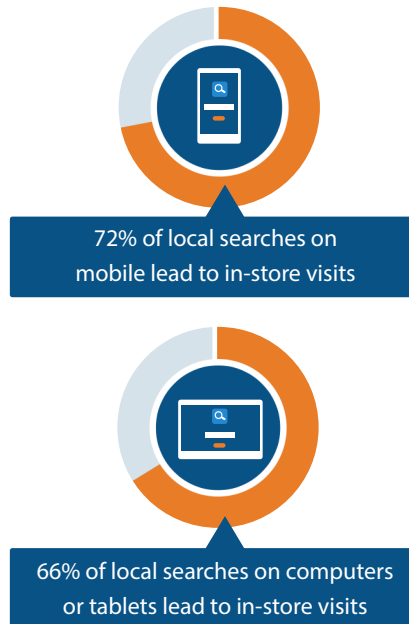
STORE LOCATORS DRIVE TRAFFIC TWO WAYS

A store locator map boosts the two types of traffic that matter to a local business: website traffic and foot traffic at their locations.

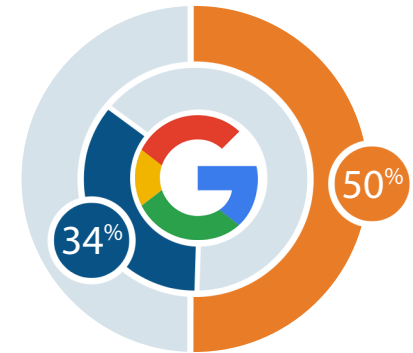
Once a website visitor has used the store locator to find the nearest location, they're primed to come in and make a purchase. Businesses should ensure their location landing page content is optimized to convert these leads into customers.



The majority of local searches result in consumers visiting a store within five miles of their location. This is true for both smartphone and desktop users:



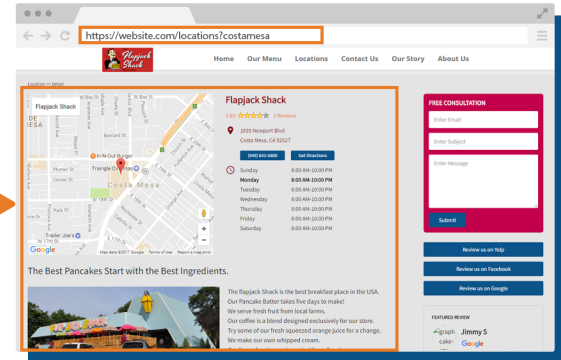
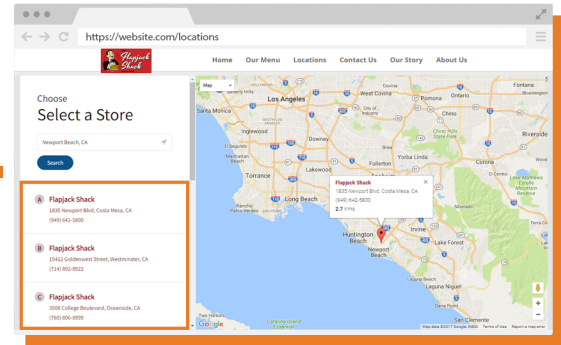
Research by Google found that 50% of mobile users and 34% of desktop users are likely to visit a store after conducting a local search. Furthermore, local searches are more than two and a half times as likely to result in a purchase compared with non-local searches.



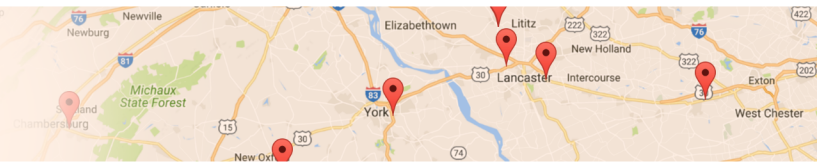
A well-built store locator has a positive impact on the brand's online visibility, SEO, and ability to reach new local customers.

CHARACTERISTICS OF A QUALITY STORE LOCATOR

- Generates individual location pages that can be optimized for local search.
- Provides a unique URL for each location so Google can index and rank location pages in local search results.
- Allows businesses to customize landing pages with local content, keywords, and NAP data for each location.
- Keeps customers on the brand's website longer, rather than sending them elsewhere to find information and directions.

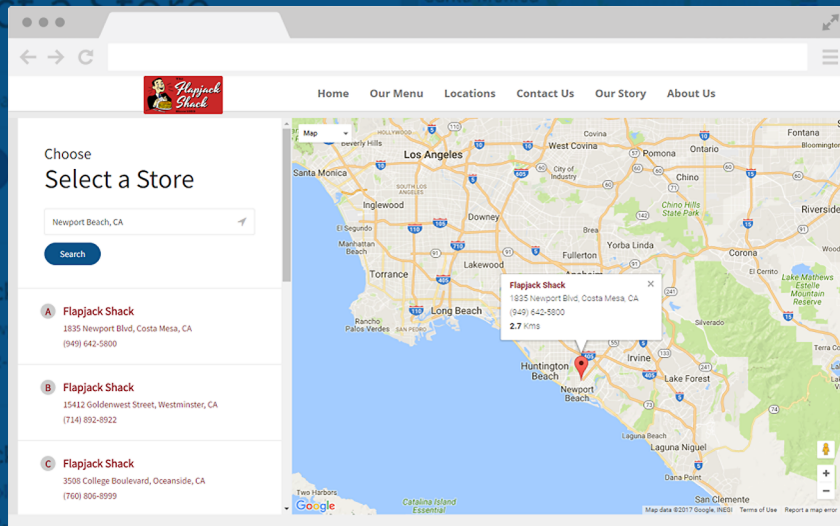


Consumers want and need store locators to find local businesses. Are you giving them what they want?

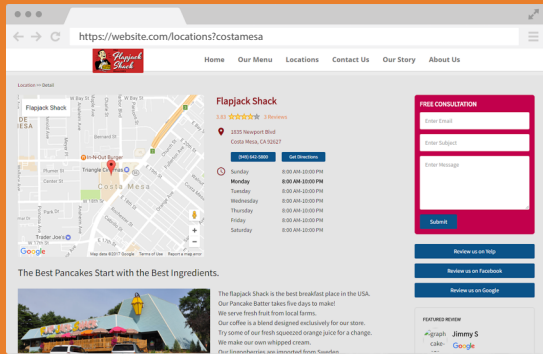


WHY BUSINESSES NEED UNIQUE LANDING PAGES FOR EACH LOCATION

Having a single location page on the website is not sufficient for multi-location brands and businesses. Even if that page includes a detailed list with each location's NAP data, the brand or business would be missing out on a major opportunity to boost local SEO.



Creating a unique landing page with its own URL for each location makes it possible for search engines to index each individual page so they can rank in search results. These landing pages should be SEO-optimized to boost ranking in local search results – **which means more potential shoppers would see the business when they search online.**



In addition to improving online visibility, individual location pages also allow multi-location brands to create customized content for local customers.

At a minimum, each location landing page must include:

- The name of the location
- A local phone number that connects directly to the location
- An up-to-date address that matches the pin on the locator map
- Location hours of operation

While basic business information is useful to consumers, there's so much more that can be added to a location landing page to interest potential customers and improve SEO.

Ideally, a detailed landing page should also include:

- ★ Customer reviews
- ▶ Photos and videos of the physical location, popular products, or team members
- i Information on products and services
- 📍 Location-specific coupons and deals
- 💬 Social media feeds
- 📌 Details unique to the location, such as local news, store updates, and ongoing sales
- ✉ An invitation to contact or visit the business

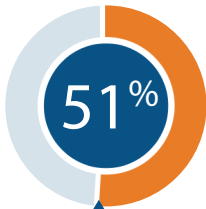


Update the individual location pages from time to time. Fresh content can give them a bump in local search results.

ATTRACTING ON-THE-GO MOBILE SHOPPERS

If you're feeling philosophical, consider this: "If a website can't be viewed easily on mobile, does it even exist?" We vote no. Especially since consumers use mobile devices to search for local businesses when they're already out of the house and ready to shop.

Consumers turn to their smartphones for just about everything and trust their mobile devices to always provide the information they need. We're not just talking about checking reviews and comparing products, but also helping them find the closest store that can serve their needs.



Did you know that 51% of users have discovered a new product or business while searching on their mobile device?

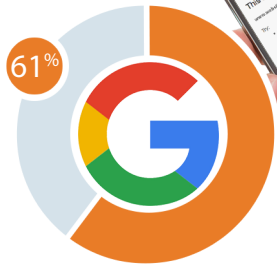


Or that 50% of local searches that take place on mobile result in an in-store visit or phone call within one day?

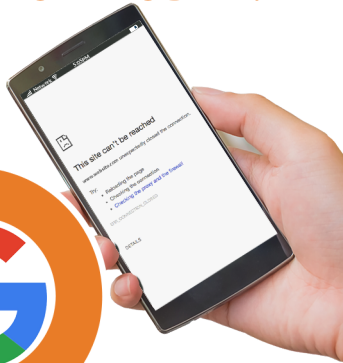
What about the fact that 90% of customers use their mobile phone while already at a store? This means a potential customer could be just down the street when they use their smartphone to search for a business.



ARE THE BUSINESS' LOCATION LANDING PAGES MADE FOR MOBILE?

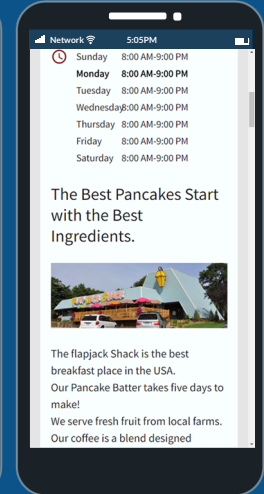
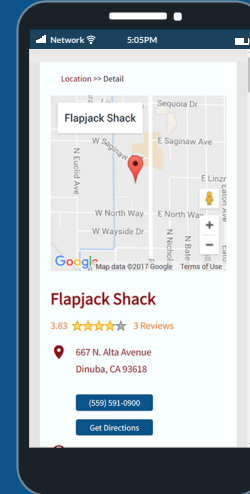


According to Google, 61% of consumers are unlikely to visit a mobile website more than once if they have trouble accessing it the first time. Even worse, 40% of those consumers will visit a competitor's website instead.



Make sure the location landing pages include the following mobile-friendly features:

- A click-to-call button so customers can contact the store directly
- A click-for-directions button to encourage consumers to visit a nearby location
- Clean text and shorter paragraphs for easy reading on any screen size
- Large buttons that are easy to tap



A mobile-friendly location landing page enables potential customers to access location details from anywhere, at any time.

Recommended resource: [18 Stellar Tips to Take Local and Mobile by Storm](#)

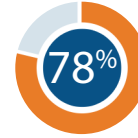
A QUICK RECAP: FACTS AND STATS



Local search is always tricky, but especially so for multi-location brands and businesses.



Optimized landing pages boost visibility (and get more eyes on the business' website).



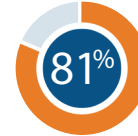
78% of local searches on mobile devices result in offline purchases.



Adding a store locator to the website benefits a brand's local presence and online visibility.



Location landing pages must be mobile-friendly so they can rank in proximity search results.



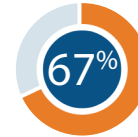
81% of consumers who search on mobile call or visit the store with an action in mind.



Store locators help customers quickly find nearby locations on-the-go.



50% of mobile users visit a store within one day of conducting a local search.



67% of consumers who get lost on the way to a location lose trust in the brand.



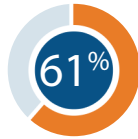
73% of consumers lose trust in a business if it has inconsistent location details.



Mobile users are about 1.5X more likely than desktop users to visit a store after doing a local search.



50% of local mobile searches lead to an in-store visit or phone call within a day.



61% of mobile users won't try to visit a website again if they have trouble accessing it.



Local searches result in over 2.5X more purchases than non-local searches.



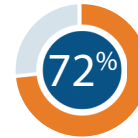
90% of customers use their mobile phone while already out shopping.



66% of local searches on computers or tablets lead to in-store visits.



51% of consumers have discovered a new business or brand via mobile search.



72% of local searches on mobile lead to in-store visits.

Juggling so many location details and landing pages can be exhausting! A store locator can help, but only if it's built specifically with local search in mind.



Introducing

Advice Locator Pages

ADVICE LOCATOR PAGES CONNECTS MULTI-LOCATION BUSINESSES AND BRANDS WITH LOCAL CUSTOMERS

This web application makes it easy to add a store locator map to a brand's website, while the dashboard gives business owners complete control over creating the landing pages.



Manage multiple locations from a central dashboard



Add a store locator to clients' websites



Generate SEO-optimized landing pages



Improve visibility in local search results

Advice Locator Pages was designed by local search experts to create SEO-optimized landing pages that perform well in search results.

That means you'll see better results, faster.

ADVICE LOCAL PRODUCT FEATURES



1. Flapjack Shack 1700 Liberty St., Portland, OR, 97205 View Profile Edit Page	2. Flapjack Shack 230 SW Canal Street, Boise, ID, 83725 View Profile Edit Page
3. Flapjack Shack 123 East State Ave., Arlington, VA, 22201 View Profile Edit Page	4. Flapjack Shack 123 Main Street, Louisville, KY, 40202 View Profile Edit Page
5. Flapjack Shack 456 Mountain View Dr., Denver, CO, 80202 View Profile Edit Page	

<input type="checkbox"/>	Flapjack Shack	Boise	83706	ID	(208) 376-2953	📍
<input type="checkbox"/>	Flapjack Shack	Caldwell	83605	ID	(208) 459-1099	📍
<input type="checkbox"/>	Flapjack Shack	Twin Falls	83301	ID	(208) 734-0293	📍

Showing 1 to 10 of 240 entries

Previous **1** 2 3 4 5 ... 24 Next

Delete Location(s)

- ✓ An easy-to-use dashboard with built-in analytics
- ✓ Mobile-friendly location pages optimized for local search
- ✓ A locator map to help customers find nearby locations
- ✓ Easily add custom content, reviews, photos, and coupons to individual location pages

READY TO TALK?

Get the Advice advantage for your multi-location business or clients. Contact us today!

[Schedule a Demo](#)